

TRENT RADIO BoD AGENDA 22 April 2012 - 20:00

01. Chair's Opening Remarks and Agenda Approval
02. Presentation of Previous Minutes - 01 April 2012
03. Operations Report
 - a) Financial Statements to 31 March 2012 - see attached
 - b) Production Manager's Report (J Staveley) - see attached
 - c) Programme Director's Report (James Kerr) - see attached
 - d) General Manager's Report
 - i. Summer Operations Manager Appointment
04. Other Business
 - a) Review of and setting summer meeting dates
- Wed, 20 Jun & Wed, 29 Aug 12?
05. Next Meeting (Wed, 20 Jun 2012) ?
06. Adjournment

MINUTES OF THE BOARD OF DIRECTORS MEETING held at Trent Radio House, 715 George St. N., Peterborough, Ontario on 01 April 2012 at 8 pm.

P R E S E N T: Andrew Culkeen, Meaghan Culkeen (via phn), Wes Grist, Caileigh Morrison, David Grenon, and Steve McNabb (via Skype).

R E G R E T S: Yolanda Ajak

Also Present: John K. Muir, General Manager

01. Notice of this meeting having been made to all the Directors, and a quorum being present, the meeting was declared duly constituted and called to order at about 8:05 pm, with Caileigh Morrison acting as Chair, and Andrew Culkeen acting as Secretary. An agenda was agreed upon and discussion followed.

02. Previous Minutes: The minutes of the 04 March 2012 Board Meeting were presented.

UPON A MOTION duly made, seconded and carried unanimously the minutes of the Board Meeting held on 04 March 2012 were approved as presented.

03. Operations report including;

a. Financial statements to 29 February 2012 (attached).

Financial statements for the period were presented, reviewed and discussed;

b. General & Assistant General Managers' report (attached).

UPON A MOTION duly made, seconded and carried unanimously, the application to Community Radio Fund of Canada (CRFC) for funding under the "Youth Internship" programme during the summer of 2012 was duly authorised for submission to CRFC for their consideration.

UPON A MOTION duly made, seconded and carried unanimously, it was decided that whereas Toronto needs all the community it can get, and that Radio Ryerson Inc. has made a comprehensive and viable application for a community-based campus radio programming undertaking in Toronto, pursuant to CRTC Broadcasting Notice of Consultation 2012-126, Trent Radio encourages the CRTC to approve application 2011-1635-1.

UPON A MOTION duly made, seconded and carried unanimously, the Operations Report was approved as presented and discussed.

04. Other Business: There was no other business

05. The Meeting is scheduled for 8pm on Sun, 22 April 2012 at Trent Radio House, and should include reports from the Programme Director, the Production Manager, and the Summer Camp Committee chairs.

06. There being no further business, the meeting was adjourned at about 8:25 pm.

Caileigh Morrison, Chair

Andrew Culkeen, Secretary

Operations Report for the Board of Director's Meeting 22 April 2012

Prepared by John K Muir

a Financial Statements to 31 March 2012 - please see attached

b Production Manager's Report (J Staveley) - see attached

c Programme Director's Report (J Kerr) - see attached

d General Manager's Report

- i. Summer Operations Manager Appointment: The SOM12 hiring committee comprised of the Production Manager, the Programme Director, the General Manager, the President reviewed applications, conducted interviews and are pleased to announce that Wes Grist has accepted the appointment. Mr. Grist will start his duties on Mon, 30 Apr 2012. A full report on the related HRSDC grant application will be available at the next BoD Meeting.

In addition an agreement has been executed between Mr. Grist and Trent Radio, such that he will stand down from the Board during the period of employment.

[end]

Trent Radio Comparative Balance Sheet (subject to adjustment and review)

ASSETS	@ 31Mar12	@ 31Mar11	LIABILITIES	@ 31Mar12	@ 31Mar11
CURRENT ASSETS			CURRENT LIABILITIES		
Raffle & Bingo Acct	0.00	0.00	Accounts Payable	(1,454.26)	2,920.28
Boost & Freq Acct	0.00	5.93	Contract Obligation	0.00	0.00
General Funds Montreal	(1,091.67)	8,611.32	Deferred Income	830.00	710.00
ING Savings	6,189.20	26,365.42	Accrued Liabilities	0.00	0.00
Cash In Bank	5,097.53	34,982.67	Trillium StudioC	0.00	0.00
Petty Cash: Programming	0.00	0.00	CPP Payable	(0.00)	0.00
Petty Cash: Admin	542.32	(74.96)	UIC Payable	0.00	0.00
Petty Cash: Summer Admin.	0.00	0.00	Income Tax Withholdings	0.00	(0.00)
Term Deposits	0.00	0.00	Receiver General Net	(0.00)	0.00
Accounts Receivable	278.80	878.78	Health Benefit Payable	0.00	0.00
Doubtful Accounts	(278.80)	0.00	Other Withholdings Net	0.00	0.00
Receivables Net	0.00	878.78	TOTAL CURRENT LIABILITIES	<u>(624.26)</u>	<u>3,630.28</u>
Student Levy Receivable	2,733.23	0.00			
Prepaid Expenses	734.69	781.37	LONG TERM LIABILITY		
TOTAL CURRENT ASSETS	<u>9,107.77</u>	<u>36,567.86</u>	CO Long Term Loan	54,643.68	56,767.47
			Deferred Contribution	4,252.88	8,505.95
FIXED ASSETS			TOT. LONG TERM LIABILITY	<u>58,896.56</u>	<u>65,273.42</u>
Land	10,000.00	10,000.00	TOTAL LIABILITIES	<u>58,272.30</u>	<u>68,903.70</u>
Buildings	121,056.36	94,439.07			
Office Equipment	20,758.37	20,774.21	NON-SHARE EQUITY		
Technical Equipment	229,804.11	237,339.40	Retained Surplus/(Deficit)	(43,977.10)	(37,686.33)
Technical Renovations	9,913.00	9,913.00	Previous Year-end Adjustments	0.00	0.00
Fixed Assets at Cost	391,531.84	372,465.68	Net Retained Surp/(Def)	(43,977.10)	(37,686.33)
Accumulated Depreciation	<u>(342,928.34)</u>	<u>(342,928.34)</u>	Current Surplus/(Deficit)	43,416.07	34,887.83
TOTAL FIXED ASSETS	<u>48,603.50</u>	<u>29,537.34</u>	TOTAL NON-SHARE EQUITY	<u>(561.03)</u>	<u>(2,798.50)</u>
TOTAL ASSETS	<u><u>57,711.27</u></u>	<u><u>66,105.20</u></u>	LIABILITIES AND EQUITY	<u><u>57,711.27</u></u>	<u><u>66,105.20</u></u>

Trent Radio Comparative Income Statement (subject to adjustment and review)

REVENUE	01Sep11-31Mar12	01Sep10-31Mar11	EXPENSE	01Sep11-31Mar12	01Sep10-31Mar11
GOVERNMENT GRANTS			PERSONNEL		
Federal Grants	0.00	0.00	Programming Wage	14,208.30	10,792.00
Provincial Grants	0.00	1,168.50	Technical Wage	12,331.86	9,000.00
Municipal Grants	0.00	0.00	Publicity Wage	0.00	0.00
TOTAL GOVERNMENT GRANTS	0.00	1,168.50	Administrative Wage	24,950.07	12,152.50
			Benefits	1,048.00	936.00
FUND RAISING			CPP Expense	2,329.83	1,406.12
Corporations	500.00	3,325.00	EI Expense	1,347.49	798.52
Foundations	2,900.00	0.00	Total Wages & Benefits	56,215.55	35,085.14
Private	4,890.00	4,166.60	Programming Fees	0.00	8,560.07
Leadership	0.00	0.00	Technical Fees	50.00	0.00
Donations "In Kind"	0.00	0.00	Publicity Fees	1,141.57	0.00
Net Donations	8,290.00	7,491.60	Administrative Fees	952.00	2,165.00
Trent Student Memberships	106,559.70	84,795.00	Total Fees	2,143.57	10,725.07
Commercial & Non-profit	75.00	300.00	TOTAL PERSONNEL	58,359.12	45,810.21
Individual Memberships	600.00	800.00			
Discretionary M'ship Exp	0.00	0.00	SUPPLY & EXPENSE		
Net Memberships	107,234.70	85,895.00	Publicity & Promotions	322.00	73.57
Special Events	1,378.07	2,090.22	Equipment Rental	0.00	0.00
Special Events Expense	(40.21)	(598.97)	Line Rental	2,366.70	2,387.12
Net Special Events	1,337.86	1,491.25	Rental Other	0.00	152.25
Fundraising	105.00	990.25	Net Rentals	2,366.70	2,539.37
Fundraising Expense	0.00	(499.00)	Postage & Delivery	114.05	465.82
Net Fundraising	105.00	491.25	Office Supplies	381.75	602.51
TOTAL FUND RAISING	116,967.56	95,369.10	Telephone	634.33	626.94
			Utilities	2,540.14	2,542.44
EARNED REVENUE			Programming & Licence	1,122.99	984.40
ON AIR Sponsorship	500.00	2,573.12	Building R & M	1,081.36	987.59
ON AIR Sponsorship Expense	0.00	0.00	Building R & M Upper Apt	321.64	1,415.04
Net ON AIR Sponsorship	500.00	2,573.12	Technical R & M	5,698.48	5,716.39
Net "RADIO PAPER"	0.00	0.00	Net Repair & Maintenance	7,101.48	8,119.02
Net Other Sponsorship	826.28	1,578.65	Professional Fees	150.00	50.00
Tape Sales	0.00	0.00	Insurance	3,757.70	4,296.74
Tape Sales Expense	0.00	0.00	Travel	0.00	0.00
Net Tape Sales	0.00	0.00	Volunteer Expense	399.10	405.04
Rental Income	5,810.00	4,970.00	Bank Charges	99.00	185.44
Net Misc Sales & Services	1,650.00	870.00	Mbanx Loan Interest	2,851.02	2,798.65
TOTAL EARNED REVENUE	8,786.28	9,991.77	Net Interest	2,851.02	2,798.65
			Depreciation	0.00	0.00
MISCELLANEOUS REVENUE			GST Paid	45.43	0.00
Interest Income	35.05	173.78	HST Paid	2,689.38	2,262.69
Micellaneous Revenue	544.73	0.00	Bad Debts	0.00	52.69
Amortisatn Dfrd Contribtns	0.00	0.00	Miscellaneous	(16.64)	(0.21)
TOTAL MISC REVENUE	579.78	173.78	TOTAL SUPPLY & EXPENSE	24,558.43	26,005.11
TOTAL REVENUE	126,333.62	106,703.15	TOTAL EXPENSE	82,917.55	71,815.32
			NET INCOME	43,416.07	34,887.83

Production Manager's Report - April 2012

Prepared by Jill Staveley

INTRO

It takes a Community to raise a child – and I'm so grateful that Trent Radio is my Community. This year has gone smoothly, and I feel that – more than ever – this is due to the fact that John, James and I are really fitting together like some wonky but well oiled machine, and are able to collectively deal with all types of situations without (too much) stress and strain. I would like to offer my sincerest thanks and gratitude to both of them for their amazing work, irreplaceable support and absolute dedication to such an amazing community facility.

PROJECTS:

(i) Radio Free Peterborough (Ongoing): Our contributions to RFP have been at a standstill for quite some time. It is unfortunately one of those projects that keeps getting pushed to the back-burner as more pressing situations or jobs come up. This year, I put Travis Haws on the task to create mp3s of all of our 'new Local Music' since 2009. We are halfway there, and between Travis' remaining OWSP hours, and my extended contract, I am confident that we will actually send RFP a full update of all of our Local Tracks before I have a baby.

(ii) Production Projects: I haven't had as much time/flexibility to accommodate projects in the same manner as I have in the past due to Charlie's schedule and the fact that we had a TIP and two OWSP staff members working a total of 24 hours per week in StudioC. Also, I have found that the need for audio editing 'services' has dwindled in general.

I have found that most people who are interested in pursuing creative projects are also very interested in learning the technical aspects of the trade/process as well. For example, at the beginning of the year we were approached by a Trent Student who was interested in recording a music album. I explained to her that we do not offer services of this sort for free, but that we could either set up some pay-for-use studio time, or if she wanted to get StudioB training, she could use our facilities for this project on her own without charge, provided we get a copy of the final product for broadcast, and with the understanding that her bookings were secondary to immediate programming needs and could be rescheduled by James, John or myself.

The one project that continues to utilise StudioC consistently are the Radio Dramas produced by James Kerr. Though I would love to see more creative/recording activity in StudioC, I am worried about implementing new/more projects and activities of a creative nature that involve Trent Radio because I feel that we are still very active in general with our Community Participation and general activities. (Talent Shows, Radio On The Lawn, Radio Drama, Sadleir House Socials & Activities, Radio Project Days, Community Radio Workshop Session, CRFC Youth Intern Grant – SEIC). ***See Grant Applications for info in the ME/TRadio Canada Council Grant Application "Radio Waves on the Main Stage"*

(iii) Community Radio Workshop Sessions: We were granted funding to create and implement one (1) Community Radio Workshop Session by the Community Foundation of Greater Peterborough. After the completion of the first CRWS, we found ourselves with a financial surplus, and the desire to continue facilitation of the CRWS a few times throughout the year to recruit and include more community members/groups, while at the same time keeping the participant numbers small for intimate and effective workshop settings. Please see my report in the March 2012 BoD Minutes for information on CRWS #1 and CRWS #2. Upon completion of the CRWS #3 on May 7th, 2012, I will prepare a final report for the CFGP and for the TRadio BoD.

STUDIOB (OWSP): We were lucky to find Jeff Lapalme early in the season. With a background in audio engineering, and a friendly personality perfect for StudioB training, Jeff started off with minimal training, and even less hassle. From my perspective, training was steady this year, but that the position must complete additional production projects (as directed by the PD, PM & GM) in order to productively fulfil the hours. We'd like to (sadly) congratulate Jeff on his acceptance into the year abroad program through Trent in Germany scheme. We wish him the best of luck next year! ***We hope to fill the StudioB position before the end of the PM/AGM contract (July 6 2012).* If you know of an OWSP eligible Trent Student who you feel has the right skill set and would be suitable for the position, please tell them to deliver their resume and cover letter to Jill Staveley for consideration.

INCOMING MUSIC ARCHIVIST (OWSP): Travis Haws filled the position of IMA this year. He was an independent worker who required little guidance throughout the year. Despite a few computer problems and set-backs, Travis kept up with his tasks and hours to the best of his ability. We will be sad to see him go, but are lucky to have found a stellar IMA Assistant who will be able to take on the responsibility during my maternity leave next year.

INCOMING MUSIC ARCHIVIST ASSISTANT (OWSP): Nicole Leaver was hired at the beginning of December to be our IMA Assistant, and to carry on as IMA in the Fall 2012. Nicole does not have direct experience in radio, but was born and raised in Peterborough, and is well versed in the local music scene. This will be especially important during my maternity leave. She is very competent, and understands her role for next year. She will, however, require some guidance and training regarding other aspects of Trent Radio to truly understand how she fits with the entire structure. Nicole has 10 hours remaining on her contract, which we will spend developing a plan and help sheets for September.

SPOKEN WORD ARCHIVIST (TIP): Madeleine Streich started off our year in September, but found the 10 hours each week to be unmanageable with her school schedule and responsibilities. This left us in a position to hire a new student just before Christmas break, and to negotiate additional training and access to StudioC. We were lucky to find Cherlese Ruan, who has experience working with databases, and who is an extremely independent and relaxed worker. Cherlese is currently working to make up the lost time from the switch over and difficulties juggling all of our schedules, but we will be spending time making a plan for her return to Trent Radio in the Fall.

PHYSICAL PLANT (Joint Responsibility for All Staff & Volunteers): We have not officially filled this position in a few years, and instead have asked our other OWSP employees to take on cleaning jobs. This has not yet worked out well for us. I would like to suggest that 4 hours per week be taken away from the other OWSP positions to cover this responsibility and to ensure a clean and welcoming environment. A good portion of these hours could be found through the elimination of the IMA Assistant for the 2012/2013 season.

GRANT APPLICATIONS: I have been involved with the application for two (2) grants that would create opportunities for special programming and educational experiences at Trent Radio.

(i) Canada Council for the Arts - Artists and Community Collaboration Program in Theatre: In collaboration with Trent Radio, Mysterious Entity Theatre Company applied for a project grant from the CC that would ultimately support and encourage the production of Radio Dramas at Trent Radio. The main goal of the project would be to create and produce an evening of live radio drama, performed at Sadleir House, simultaneously broadcast live on Trent Radio. The project has been given the title "Radio Waves on the Main Stage". The project would include between 8 & 12 Trent Radio Youth (as workshop participants), Em Glasspool as Artistic Director, James Kerr as Production, Sound Effect & Foley expert, Matthew Watson, Charlie Glasspool & Jill Staveley as composers and performance musicians, Jill Staveley as Trent Radio Administrative Coordinator/Liaison, Kate Story as dramaturge/professional writer, and Di Latchford & Matthew Gilbert as professional Actors, We will find out if this application is successful in July 2012, with the project scheduled to start in September and a performance/production set for December 2012.

(ii) Community Radio Fund of Canada – Youth Internship Program: We were successfully awarded a grant in this category last year, and have prepared a similar application for the 2012 Summer Season. We have asked for the funds that would allow us to employ a Summer Events Intern Correspondent, a Youth aged 15 – 30 (an opportunity that does not rely on educational/academic intentions), who would gain training and mentoring in the production of radio, and experience working in a Not-For-Profit Community Broadcast Facility. If successful, the SEIC would produce Smooth Operator daily, and would work for 35 hours per week for 11 weeks. We will find out the status of the application at the end of May.

(iii) Theatre Trent: I hope to meet the May deadline for a Theatre Trent Grant Application that might help offset the costs of Radio Camp (for radio drama specifically), and any other creative theatre-related activities happening at Trent Radio this summer or in the fall.

SPONSORSHIPS: Our Sponsorship numbers have been consistently down for the past few years. I feel this is due in part to the fact that small businesses do not have extra money to 'throw around' these days and also in part to my approach to acquiring Sponsors at Trent Radio. I am NOT a sales person, and I do not push an unrealistic opportunity of 'sales' for prospective Sponsors. I have been very honest about what we provide, and how the Sponsorship is primarily an opportunity for Local Businesses to offer support to Trent Radio (Community Radio), and to receive recognition of support through the broadcast of spoken word, 60 second acknowledgements. John is currently looking into other friends of Trent Radio who might be more suitable for the responsibility in the Fall 2012. In the meantime, I am updating our Sponsorship Brochure so that it can be updated by Trent Radio staff members, and gives out general contact information for Trent Radio. I will take Charlie and my pregnant belly downtown in May/June to see if we can garner some new support with an offer of a 'Free Summer', and hopefully set up a few Sponsorships for September in advance.

Our Current and Intended Sponsors are: St. Veronus (Sep11 – Sep12), Bryston (Apr11 – Apr12); Sam's Place (Apr11 – Apr13); Dreams of Beans (Sep11 – Jan12); Renegade Apparel (Sep11 – Sep12 / \$500 In Kind); NCC??; Sadleir House (Space Usage In Kind); Black Honey (Intends to renew May12 or Sep12)

MATERNITY LEAVE: I am due to have a baby on or around August 2nd 2012. I feel confident and capable of completing all of my responsibilities right up to my schedule leave date (the first Friday in July), including the administrative management of a Trent Radio Camp. I intend to spend the majority of my energy and enthusiasm taking care of my family during my maternity leave. I will, however, make myself available to oversee the general work plans of the Spoken Word Archivist and the Incoming Music Archivist throughout the year, facilitate 2 CRWS days (dates tba), a Programmer's Holiday Talent Show, and fulfil my commitments to the Radio Waves on The Main Stage Project (should we receive funding) pending my health and general sanity. I fully intend to return to Trent Radio (as per my agreement of continued employment as offered by JKMuir) upon the completion of Rock Camp 4 Girls in August 2013.

I would like to encourage any and all Trent Radio staff and board members to contact me, without hesitation or guilt, during my maternity leave, with any questions or requests for support that might come up. I can be contacted at darlastarvey@gmail.com. I am happy to provide support throughout the year as I am able on an as needed basis.

SUMMER CAMP 2012 Initial Plan & Proposal

~ based on Stephanie Bailey's "Long Wave" Radio Camp Manual report 110831

& initial meeting between Co-chairs Cailleigh Morrison & Jill Staveley - prepared by Jill Staveley.

NAME: Should we keep the name Long Wave Radio Camp? Any other suggestions?

ORGANISATIONAL/ADMIN STRUCTURE

We would like to run a Summer Camp at Trent Radio again this summer. After having met with Cailleigh Morrison, we have decided that we will approach the organisational side of the project as a team, rather than as a committee. Cailleigh and I will act as Co-Chairs for the Camp, and we will be responsible for ensuring that all media, logistical, staffing, registration and administrative tasks leading up to the delivery of the Camp are taken care of in tandem.

It is assumed that because I will be in a paid position, and Cailleigh will be acting as a volunteer that the majority of tasks will be left in my care, but that no decisions will be made without discussion and agreement from the other party, and ultimately through the GM from the Board of Directors. Cailleigh has also agreed to take on all of my responsibilities should I be unable to complete my duties regarding camp at any point during the remainder of my contract.

PROPOSED DATES:

JULY 16 – 20 2012: SESSION ONE – AGES 12 – 14

JULY 23 – 27 2012: SESSION TWO – AGES 15 – 17

(0900 – 1600, drop off starting at 0830, pick up by 1630 daily)

*We have selected these dates for two reasons, First, we would like to offer both weeks of camp back-to-back, and we intend to schedule ROT(f)L on the Friday of SESSION TWO (as was a success last year), but need to avoid the Lakefield Literary Festival Weekend as we rent/loan gear to John Muir for audio production purposes that weekend each year. Second, it was recommended by Stephanie Bailey that camp occur a bit later in July in order to provide more time for advertising and registration. I'm not sure that the latter will influence our registration numbers if we are in fact able to start advertising and promo at the beginning of May each year, rather than waiting for the SO(I)M to do the work.

REGISTRATION FEE:

Running a camp of this nature is costly for everyone involved. It has been expressed that that the price of \$250 could be prohibitive for some potential campers/families. It has also been recognised that running a camp of this style requires more than just 'babysitting' kids during the summer, but requires experienced workshop leaders, and the provision of technical gear (including headphones & usb sticks). We must also recognise that we are a small facility with limited space which would not allow us to operate a camp for more than 8 (approx) campers at a time effectively or successfully. This limits our ability to 'make' money, but also limits our ability to offer a more accessible price.

With this information in mind, it has been suggested that we look into simple fundraising ideas for this season that would allow us to offer partial subsidies when/if needed. We will not focus on this as a priority for this year, but will keep it on our task list. If camp is a success again this year, we believe that creating a subsidy fund for camp is an initiative that must be taken on next year – as we are a community facility, and want to continue to be accessible to our entire community. Subsidies would be approved on an as needed/as requested basis.

We feel that the price of \$250 accurately reflects the opportunity and services offered at a Trent Radio Summer Camp.

PROMOTION & MEDIA:

As per S. Bailey's report from last summer, we will approach the same avenues for promotion as last year (kprdsb etc) with a brochure, poster, media release and registration forms. It is expected that preliminary promo will begin April 30th with the Summer Season, and we have yet to set a registration deadline or a deposit fee and/or cancellation policy.

We will be using free media sources as we are working within a limited total budget.

STAFFING:

Camp Co-Chairs – Cailleigh & Jill will be responsible for all media, promotion, registration, staff/volunteer/workshop leaders hiring and scheduling (including health and safety precautions), preparation of budget and administrative reporting upon completion of camp.

Camp Manager(s) – The Camp Manager(s) will be hired by a committee comprised of the Camp Co-Chairs and the SOIM. Application and interview will be required. We feel that this position might work better as 1 person (rather than 2 as per last year's report) who is responsible for the day to day operations of the Camp. This person would have First Aid training, and would have all campers' emergency contact information and be aware of any medical conditions. They would guide the campers through the week, and help engage with the workshop leaders. They would be responsible for opening up Trent Radio House each morning. The Camp Manager(s) will be paid an Honorarium for their work.

SO(I)M – (To Be Hired by TRadio Staff.) The SOIM will be responsible for ensuring that the day-to-day operations at Trent Radio House are running smoothly and that all staff/volunteers/workshop leaders/programmers/executive producers have received all necessary communications and information regarding any and all special activities during camp that will affect normal operating procedures. They will also provide daily support for the Camp Manager(s) regarding general well-being, First Aid/Emergency Information, assistance with facility needs, and help with assisting and providing additional guidance for the campers as required. The SOIM will have all pertinent contact information and will know of all persons who are participating with the Camp, The SOIM would be responsible for cleaning/closing up at the end of each day of camp.

Workshop Leaders – The Workshop Leaders from 2011 will be approached to see if they are interested in participating again. Workshops will be based upon the 2011 schedule outlined in S.Bailey’s report, and will be altered/amended as needed based upon availability and interest. Workshop leaders will be responsible for delivering an educational session based upon their area of expertise. They will be asked to show up 30 minutes prior to their workshop timeslot, and are expected to be available for 30 minutes following their workshop timeslot (to allow for any unforeseen glitches and/or extra interest or questions). The Workshop Leaders will be paid an Honorarium for their work.

PROPOSED RADIO CAMP BUDGET:

Revenue	
Registration Fees: \$250 x 10	2,500
(Fundraising Potential as well)	
Total Revenue >	<u>\$ 2,500</u>
Expense	
Workshop Leaders: 10 @ \$50ea.	500
Camp Manager(s): (2wks @ \$500/wk)	1,000
Workshop Supplies: (transmitter parts)	200
Promotion, Printing, Admin Supplies	100
Refreshments (Friday Lunches)	200
Headphones (10 @ \$20ea)	200
Total Expense >	<u>\$ 2,200</u>
Net Surplus/(Deficit) >	<u>\$ 300</u>

Headphones: 20 sets were purchased in 2011, with only 9 campers. Only 5 remain. (It is assumed that 5 were sold over the course of the Fall/Spring Season, and there is one pair out of package in box)

USB Sticks: 50 were purchased in 2011, with only 9 campers. We have sufficient USB Sticks to cover camp in 2012.

Police Checks: costs absorbed by volunteers (will only cost \$9 with letter from Trent Radio)

First Aid: Hopefully we will hire someone with the certification already. Trent Radio should not be expected to absorb this cost, but will be required to if we cannot find an appropriate Camp Manager with First Aid.

CONCLUSION

Please feel welcome to offer any suggestions or information regarding camp to either Jill or Caileigh.

[end]

Programme Director's Report for the period Sep11 – Apr12 for BoD Meeting 22 Apr 2012 prepared by James Kerr

The Direction of Programming

This year I made a few changes to the normal structure of programming. Smooth Operator was scheduled consistently each weekday and expanded to include weekends. For three out of five weekdays, a half-hour pre-recorded segment was scheduled after the 1400 Smooth Operator to allow for cleaning and maintenance in the Studio A. Morning broadcasting began at 0900 for most of the season. Sunday mornings remained an open time for equipment maintenance. This increasingly well-defined structure allowed for more programmers and more programmes to be accommodated.

Programme Selection occurs at the beginning of each season, prior to the Fall and Summer Seasons. Drawing from the membership and potential membership, the Programme Director seeks to construct a full and balanced schedule. With help from a collection of generous Operators to act as a Programme Proposal Review Committee, the proposals are reviewed and evaluated based on the following criteria:

- a) Is the Proposal complete? If not, what's missing?
- b) Comment on the Programme Outline. Note strengths, weaknesses, high points, low points etc.
- c) What suggestions or feedback do you have?
- d) Do you have confidence that they can and will do it? Comment on what potential there is.
- e) Do you recommend this show for scheduling?
- f) Do they need turntable training? Phone training?

Should the proposal fall short on one of these criteria, it will need revision or redirection.

Characteristically, the potential programmer will meet with the Programme Director and together they'll review the programme ideas, Trent Radio's approach and the nature of producer-oriented programming. The proposal is then redrafted with these ideas in mind, and generally the applicant is much happier with their second attempt.

Operators A solid group of Executive Producers during the 2011 Summer Season translated into a strong cadre of Operators for the Fall-Spring schedules. While evenings were not a problem, it was difficult to recruit for weekday mornings, and we only had three of the five days covered. First time Operators included: Joanna McConnell, Sally Goodwin, Jakub Misiek, and Jenna Cameron. PM Jill Staveley took up the slack and ensured people could get in the building first thing.

Regular Programming This year we achieved an average of 12 hours per day of regular programming, which I wish to maintain or exceed going into the future. We began the year with over 100 programmers participating on a regular basis to the broadcast schedule, and I would like this number to be the minimum for Fall and Spring seasons of the future.

Perceived Sea Changes Spoken Word content was very concerned with politics, specifically activism. I am encouraged that students and community members consider the airwaves a relevant and exciting medium for current issues. Also, it is an increasing trend among programmers to refer to their downloaded programme file as a "podcast", and to redistribute their show through their own means across the Internet.

Trends 2011-12

- Acoustic music was popular, mostly from programmers bringing guitars into the studio and singing themselves
- Heavy Metal and similar music retains its popularity
- First Nations and related Programming is up from last year

Smooth Operator This year I made a significant change to Smooth Operator, scheduling the programme seven days a week at 1400 and 1800. For practical reasons (cleaning, maintenance) the weekends remained exempt from the 1100 edition. It was with some trepidation that I expanded the Smooth Operator to include weekends, expecting it would be difficult to maintain without the direct availability of the Programme Director. To my pleasant surprise, it worked out well. Our weekend Operators are our most trusted, and seemed to have no problem with community announcements. The addition of weekend Smooth Operators significantly expanded the time we

spent airing Public Service Announcements, and provided more breathing room to air Sponsorship messages. In the future we will continue a seven-day-a-week Smooth Operator schedule.

Student Co-op Placements Word of mouth helps with our Co-op placements. Usually our new Co-op student heard from a friend-of-a-friend how positive their experience was as a Co-op student at Trent Radio. This word of mouth has given us a steady stream of competent Co-op students.

Goals & Results 2011-12 with Plans for 2012-13

1. **Goal:** Trent Radio Newsletter and the Solicitation of Non-programming Memberships.

During fundraising events, we attract many Trent Radio alumni who want to offer their support to us but do not have time to volunteer. In some cases their interest in programming has passed, but they still want to feel involved with Trent Radio, and still want to offer their support in some other way, but in most cases don't particularly want to come out to fundraising events. As such, donations at events are inconsistent, even while we have alumni eagerly wanting to support Trent Radio. The greatest solution we have come up with to keep alumni feeling involved, contributing financially as they want to, and not dragging them out to events, is to establish a newsletter.

The notion of a newsletter, to be published at least twice in the broadcast season, is a natural extension of the efforts already made in publishing articles in the Arthur Newspaper, of the Trout Rodeo Year in Review, and the fall-ready picture schedule pamphlet. Formalising this structure into a newsletter is a great way to help absentee Trent Radio devotees feel connected to their Trent Radio community.

Additionally, I wish to offer recipients of the newspaper the ability to contribute to Trent Radio financially through Membership. Nearly all Trent Radio memberships are active programmers. In the past, Membership has been passively offered to the community at large, and this would represent a significant change in how we connect to potential members. Membership could be an excellent way for lovers of Trent Radio to support us without having to come out to an event or programme themselves.

Result: I hoped to minimise the workload of a Newsletter by having it naturally extend from other projects, but it failed to manifest against other day-to-day work.

Plan for 2012-13: A renovated and aggressive Membership strategy in several stages, integrated into our formal calendar to meet specific target dates.

2. **Goal:** Programmer & Operator Guide Books.

Years ago when Barb Woolner was the Programme Director she, and several volunteers, created two guide books, a Programmer's Guide and an Operator's Guide. They were wonderful summaries of responsibility and the philosophy of these two positions, in no way replacing formal training but complementing it nicely with creative drawings and easy to understand text. Today these guides only survive as a few paper copies. The view has been expressed that we could benefit from these resources again. My goal is to have a Programmers' and Operators' book printed and made available by the end of the season, such that in future years they can be available as a resource within Trent Radio House, and given out to freshly-trained Programmers and new Operators.

Result: The Operator's Guide Book spent the year under scrupulous review and will be ready for the Fall 2012 broadcast season. The Programmer's Guide, which follows the same format and even shares a few pages, will be ready shortly thereafter. Along similar lines, Jill Staveley has booklet-ised the Rough Plan for summer season. The new format has been officially adopted as part of our ongoing literature.

Plan for 2012-13: The plan is to distribute Programmers and Operators Guides during Studio A training and Operator's training in the fall. We knew Jill Staveley's Rough Summer Plan booklet was a success when only a few days later our Executive Producers demonstrated significantly greater knowledge of the summer structure than in previous years. I hope these booklets will provide a handy reference for volunteers without increasing the signage around Trent Radio House.

3. **Goal:** A Wider Audience for the Trout Rodeo Year In Review.

Trent Radio is a large community, but there is always a risk of becoming insular. The Trout Rodeo Year in Review is a favourite for volunteers within Trent Radio, but with its various in-jokes and self-celebration it can make very little sense to someone on the outside - except to give them a glimpse into a fun world where they could play a part. For the past few years I have been working on making

the Trout Rodeo YIR publication more inclusive, but if we are moving forward with a Newsletter then the efforts to reach a broader community with the Trout Rodeo YIR must be greatly amplified, to the extent that it can be enjoyed by someone with even a passing familiarity with Trent Radio.

These goals are interconnected. Material from the weekly-published Arthur Articles, Programmer and Operator's books and other projects will help with the construction of the Newsletter. The Trout Rodeo YIR may end up being included in the process, as the finale newsletter of the year. It is important for both the Newsletter and the Trout Rodeo YIR that we form a mailing list of alumni who wish to participate. This list will grow over the years, but if we can establish the material and begin its circulation, it will be a good start.

Result: We are subject to submissions from Trent Radio volunteers to compile the Trout Rodeo YIR.

Plan for 2012-13: Without taking over the bulk of writing responsibilities to make it an advertisement pamphlet or a training manual for the uninitiated, and preserving its attitude as a keepsake for programmers, all I can do is keep a goal of a broader audience in mind. In order to do both things – appeal to a less insular, broader community, and satisfy our programmers from the year, there are a few suggestions for next year.

- a) Maintain folded legal paper as a standard size.
- b) Include a copy of the text version of the broadcast schedule as well as the picture schedule.
- c) A balanced layout of text and pictures.
- d) Approachable cover art.

Studio A 2011-12: Studio A training was done principally by John K. Muir this year, with myself and Jill Staveley acting as alternates when schedules conflicted. Although the training is comprehensive, many of the problems encountered this year with programmers were things covered in the Studio A training. This highlights the need for a Programmer's Guide to be integrated into the Studio A Training schedule.

Studio B 2011-12: Jeffery Lapalme was the production trainer this year, and in addition to a successful training schedule he constructed a plethora of integral small Trent Radio promo pieces. These covered upcoming event day programming, event day 'day-of' pieces, announcing programme proposal due dates and several end of season notices.

PD Assistant/Trout Rodeo editor 2011-12: When I went on vacation for three weeks in February it was the PD Assistant Nika Farahani who assumed several of my most important duties, including maintaining the Programme Logs and co-ordinating Operator shifts over the Trent University Reading Break. It is not an ideal situation that a PD Assistant should assume the PD's duties for longer than a short absence, but Nika preformed admirably. In the future, a more formal and better way of delegating should be in place.

Fundraising 2010-11

It was a slow year for Fundraising. We continue to sell T-shirts, buttons and stickers at Sadleir House Pub nights and other Fundraiser and Social events.

Wed 15 Sep "Welcome Back Trent Radio" Pub Night held at Sadleir House

Sun, 30 Oct "Good and Country Jamboree"

Good n' Country Marathon Fri 09 Dec at noon

Fri 10 Dec Trent Radio Holiday Talent Show Fundraiser held at the Garnet

Programming & Events Highlights in Review

September 2011

Mon 05 Sep Trent Radio articles begin appearing in the Arthur Newspaper
Tue 06 Sep Pre-Season begins & TIP & OSWP positions begin
Thu 08 Sep Programme Proposal Workshop held at Lady Eaton Collage room 201
Mon 12 Sep Clubs & Groups Day on campus
Tue 13 Sep Co-op Interviews began
Tue 13 Sep Programme Proposal Workshop held at the Peterborough Public Library
Wed 14 Sep Programme Proposal Workshop held at Trent Radio House
Wed 15 Sep Programme Proposal Workshop held at Sadleir House
Wed 15 Sep Trent Radio President attends TCSA "Clubs & Groups Meet & Greet"
Wed 15 Sep "Welcome Back Trent Radio" Pub Night held at Sadleir House
Fri 16 Sep Programme Proposal Deadline & Programming Committee Meeting
Mon 19 Sep Fall 2011-12 Broadcast Season began and Co-op placement began
Thu 22 Sep TCSA Election speeches recorded for broadcast
Fri 23 Sep Disorientation Workshop held at Sadleir House
Sat 24 and Sun 25 Sept Brian Wagner's Kawartha Artist's Studio Tour co-hosted with the AGP and broadcast through the facilities of Trent Radio

October 2011

Wed 05 Oct Annual Radio Drama Auditions held in Studio C
Mon 10 Oct Fall Edition "Trout Rodeo" fold-out pamphlet made available
Mon 31 Oct Programmer Review began

November 2011

Fri 11 Nov Programmer Review ended
Fri 18 Nov Event Day: Occupy the Airwaves held
Sun 20 Nov Trent Radio Annual General Meeting

December 2011

Fri 09 Dec Fall Season Ended at Noon
Fri 09 Dec Good n' Country Marathon started at noon
Sat 10 Dec Shutdown began
Sat 10 Dec Trent Radio Holiday Talent Show Fundraiser held at the Garnet
Mon 12 Dec Entre Season began under HS Co-op Student Blake Redden and continued until Fri 23 Dec

January 2012

Mon 09 Jan Spring Season began
Fri 21 Jan Spring Edition "Trout Rodeo" fold-out pamphlet made available

STATEMENT OF PERFORMANCE

Overall, it is my opinion that:

- 1) Trent Radio's programming is balanced, and
- 2) Trent Radio's programming is in compliance with its broadcast license.

Hard copy programme logs for each broadcast day are completed and kept for one year.

Programmers are reminded to initial the programme log and to check for sponsorships.

All sponsorship sheets are completed and kept for one year.

All music sheet data is now kept. Programmers are reminded to account for all music played noting Canadian content and other information.

Average weekly broadcast hours (excluding "Radio Free Peterborough")

Description	Fall08	Spr09	Fall09	Spr10	Fall10	Spr11	Fall11	Spr12
Total regular programming hrs/wk	83	83	77	77	83	83	84	84
Number of Producers	82	94	103	103	97	101	106	110
Number of Programmes	81	88	78	80	91	89	96	98

February 2012

Thu 09 Feb Event Day: Geek Day 2012 held
Thu 09 Feb Board Game Pub Night held at Sadlier House

March 2012

Wed 07 Mar Re-airing of TCSA Election Speeches in their entirety
Mon 19 Mar "Trout Rodeo Year In Review" made available

April 2012

Thu 05 Apr Classes ended
Sun 15 Apr Summer Programme Proposals due at 12:00 noon
Sun 15 Apr Summer Season Planning Session noon Trent Radio House
Sun 15 Apr End of Spring Season Open House
Mon 16 Apr Deadline for Application for the Summer Operations and Information Manager position
Fri 20 Apr End of Fall-Spring 2011-12 Broadcast Season at noon
Sat 21 Apr Shutdown begins

Staff & Volunteers 2011-12

TIP & Ontario Work Study Positions
PD Assist. & Trout Rodeo Editor – Nika Farahani
Music Archivist – Travis Haws
TIP Spoken Word – Madeleine Streich, then Cherlese Ruan
Orientation & StudioA Training - John K. Muir
StudioB and Digital Editing Trainer - Jeff Lapalme
There is no PM Assistant appointment again this year.

High School Co-op Students:

Spr11 Kirk Jennings, from Adam Scott High School
Fall11 Blake Redden, from PCVS
Spr12 Jake Harvey, from PCVS

Regular Staff

Production Manager: Jill Staveley
Programme Director: James Kerr
GM & VP: John K Muir (Studio A Training)

Operators (ss = self-support)

Sun am: ss / aft: Alistair Rathbone / eve: Meaghan Culkeen
Mon am: ss / aft: Wes O. Grist / eve: Kirk Jennings
Tue am: ss / aft: Sally Goodwin / eve: Rudy Fischer
Wed am: Kyle Chivers / aft: Joanna McConnell / eve: Andrew Culkeen
Thu am: Jenna Cameron / aft: Katie Adamson / eve: Emily Anastassidas
Fri am: Jakub Misiek / aft: Anthony Gulston / eve: Shannon Culkeen
Sat am: ss / aft: Jill N. Jones / eve: Jack Braithwaite & Yolanda Ajak

Content Category Stats prepared for BoD 22 April 2012 / James Kerr, PD

Content Category	CRTC Required	TRadio Required	Fall/Spr AY08-09	Fall/Spr AY09-10	Fall/Spr AY10-11	Fall/Spr AY11-12
Category 1 - Spoken Word	Min 15% of all programming*	Min 25% of all programming	30%	32%	32%	30%
SubCat 11- News			-	-	-	-
SubCat 12 - S/W Other			40.81hrs	33.03hrs	53.33hrs	50.32hrs
Category 2 - Popular Music		max 60% of all music	54.16hrs	39.85hrs	56.50hrs	58.61hrs
			56%	56%	49%	50%
SubCat 21 - Pop Rock Dance	at least 20% Cat2** other than SubCat21		27.42hrs	19.27hrs	23.07hrs	22.19hrs
			50.6%	51.6%	40.8%	37.9%
SubCat 22 - Country & C'try Oriented			12.13hrs	7.85hrs	12.87hrs	12.23hrs
SubCat 23 - Acoustic			13.16hrs	10.48hrs	18.27hrs	21.97hrs
SubCat 24 - Easy Listening			1.45hrs	2.24hrs	2.30hrs	2.16hrs
Category 3 - Traditional & Special Interest	min 5% of all selections	min 5% of all selections	43.23hrs	30.91hrs	58.13hrs	59.00hrs
			44%	29%	35%	35%
SubCat 31 - Concert			3.26hrs	3.03hrs	4.30hrs	4.48hrs
SubCat 32 - Folk & Folk Oriented			9.39hrs	7.39hrs	10.83hrs	15.37hrs
SubCat 33 - World Beat & International			11.55hrs	8.58hrs	15.50hrs	13.48hrs
SubCat 34 - Jazz and Blues			9.06hrs	5.09hrs	8.73hrs	8.11hrs
SubCat 35 - Religious			1.52hrs	1.52hrs	2.63hrs	3.50hrs
SubCat 36 - Audio Art			8.45hrs	5.30hrs	16.13hrs	14.05hrs
Total Category 1			1265hrs	1090hrs	1600hrs	1561hrs
Total Category 2			1679hrs	1315hrs	1695hrs	1817hrs
Total Category 3			1340hrs	1020hrs	1744hrs	1830hrs
Total Category 1, 2, and 3			4284hrs	3425hrs	5039hrs	5208hrs
Broadcast Weeks this Season			31	33	30	31
Regular Programming (avg hrs / week)	Min 42 hours	Min 42 hours	***121hrs	79hrs	83.5hrs	84.2hrs
"Hits" Played	no spec	Max 5%	< (TR)Max	< (TR)Max	< (TR)Max	< (TR)Max
Advertising & Sponsorship	Max 504 mins	Max 252 mins	< (TR)Max	< (TR)Max	< (TR)Max	< (TR)Max

Current CRTC Content Requirements (qv CRTC 2010-499)

* Effective 1st September 2011, down from 25% minimum, but all content must be local. This was not a concern for us.

**It used to only apply within Category 2, but now at least 20% of Category 2 and 3 must not be sub-category 21

*** To compare, Fall/Spr AY09 was 74hrs not including RFP hours