

TRENT RADIO BoD AGENDA
29 June 2020 – 6:00PM
to be held via teleconference

1. Chair's Opening Remarks and Agenda Approval
2. Presentation of Previous Board Minutes – June 15th, 2020
3. Operations report
4. In Concert – project update
5. Operators during Season Bizarre
6. Trent U student engagement & TCSA ad buy
7. Vacation & summer at Trent Radio
8. HR committee update
9. Any other business
10. Date of next meeting
11. Adjournment

Season Bizarre started on March 23rd, 2020, and does not yet have a scheduled end date.
Trent Radio continues to meet CRTC License requirements including:

- broadcasting a minimum of 126 hours of Local Programming (Broadcast week is Sunday – Saturday, 6am – midnight), which includes our personal minimum of 42 hours of local programming per week, plus the 24/7 stream of Radio Free Peterborough (music & spoken word)
- Minimum percentage locally-produced spoken word required: 15% of the broadcast week or 18.9 hours per week of the standard 126 hour broadcast week.

** Note that locally produced programming is defined as programming produced “exclusively by or for” the station.

- Minimum percentage Canadian Content category 2: 35%
- Minimum percentage Canadian Content category 3: 12%
- Minimum percentage Canadian Content during musical selections ethnic broadcasting periods: 7%
- Minimum percentage of musical selections that must be from a category other than subcategory 21 (for community stations only): 20%
- Minimum percentage of category 3 musical selections required: 5%



Each year, the Trent Central Student Association provides a 12-month handbook for students that contains a dayplanner, information about the TCSA and campus services/resources, and advertisements and discounts from local businesses.

We have various opportunities for you to promote your business in this highly-utilized, portable student agenda.

2020/2021 distribution: 1000 copies

Option A:

For the 2020/2021 school year, we would like to introduce a new 2-page spotlight for downtown businesses that offer a student discount.

Cost is \$50, which includes:

1. Your logo and/or business name printed in this directory, alongside our student discount map.
2. One-time social media blast of your choice across all TCSA social media platforms, with a combined reach over 10,000+ current students, alumni, and community members.

Option B:

Full-colour advertising space is available at the rates and sizes below:

	Cost	Size
Full Page	\$550	5in. wide x 8in. tall
Half Page	\$350	5in. wide x 4in. tall
Quarter Page	\$150	5in. wide x 2in. tall

Deadline to confirm your spot and submit logos and/or ad copy:

July 15, 2020

Option C:

If you currently offer, or wish to offer a student discount, you are eligible to appear on the TCSA Student Discount Map on our website and smartphone app, free of charge.

Please contact Shannon Featherston at community@trentcentral.ca to book any combination of these options and expand your reach to the entire Trent community!