2018/19

ANNUAL REPORT
Radius Communications Inc.
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Community radio in 2019 is an idea that comes with a healthy helping of contradiction. Modern society is increasingly consuming entertainment and information provided by algorithms and AI and streamed by companies from far away with no local interest. In this climate, an organization that fosters community radio curated and created by humans is more valuable than at any time before. This year has seen encouraging growth for the station with successes in sales, fundraising and community engagement. The Board of Directors modernized our internal communications and have fine-tuned the changes we made when we moved the board to a governance model two years ago. The board has reviewed and updated the station bylaws for the first time in a decade; as well as developed a full policy package that will be approved and presented over the next year.

But, this is where we come to another contradiction. While the station is seeing growth and increased exposure, we continue to struggle. The station continues to run on a deficit basis and while the board and the staff work tirelessly to turn this trend around, the realities of the local economy have made growing advertising and fundraising to the necessary levels a steep mountain to climb. The infrastructure that has broadcast our station for almost 18 is overdue for replacement. High-quality digital streaming and access to comprehensive show archives continue to be elusive. The Board of Directors took some big steps this year towards improving our financial situation by starting two new committees, the Finance and Audit Committee and an Ad-Hoc Fundraising Committee. The Finance and Audit Committee, tasked with reviewing our finances and bookkeeping, have made many excellent recommendations, taken steps to update our bookkeeping and create more options for us to manage our sales, bookkeeping and finances. The Ad-Hoc Fundraising Committee was tasked to come up with new and novel ways for the station to raise funds.

The board also held a workshop in December with the staff to brainstorm new ways for the station to raise funds. But this won’t be enough, and this is where the Board of Directors is calling the entire membership of Radius Communications to action. The very survival of Regina Community Radio is at risk and we require redoubled efforts and help from every single member of the organization to help turn these trends around before it’s too late. When Radiothon, the lottery or any other fundraiser comes along, take the extra time and effort to promote it or put some work in. If you know of advertising opportunities that would fit community radio or have a great fundraising idea, contact a member of the staff or the board so we can work together to see it to fruition. For 18 years CJTR has been a voice for newcomers to our community, the sound of our musicians and the choice for information and perspectives on local business, events, media and art. Without the committed efforts of our entire community, those voices are at risk of being silenced. If it is the will of the members of Radius Communications, it will be my honour to continue guiding the organization for the next year. That year will see the completion of our policy and bylaw projects, a new look at our strategic plan and our first steps towards reviewing and refreshing the station’s branding. It is only with your help that those plans and those efforts will continue to support our listeners and programmers and show Regina that community radio is a force for the future, not a relic of the past.

To conclude, I would like to express my thanks and admiration to the staff and volunteers who keep this station on the air. Every day you all go above and beyond to ensure that we give our community a voice. I also need to extend a heartfelt personal thank-you to the members of the Board of Directors for their support and trust since I was unexpectedly thrust into the role of President. You’ve been a help, an encouragement and an immense confidence booster in a challenging and chaotic time.

Respectfully and thankfully submitted,

Jeremy Pilon
Message from our Executive Director

Four years into my work with Radius Communications Inc. and I am happy to report that we continue to see positive growth in all aspects of our organization. This is a year we will look back on and be proud of for a long time.

In 2018/19, we:

- added ten new programs.
- trained an estimated 30 new volunteers.
- met with our international programmers and developed a project to promote international programming to newcomers.
- released, in collaboration with CFCR, the second compilation of local musicians covering other local musicians called Got It Covered Vol. 2.
- attended the Very Prairie Music Summit.
- were honoured to win the SaskMusic Award for Industry Achievement.
- started broadcasting on Radio-player Canada.
- continued to use Earshot charts to give a tool to local musicians.
- joined the networking group BNI, resulting in over $10,000 in advertising sales.
- were able to use our remote broadcast technology to broadcast from a variety of different locations including Regina Folk Festival, Malty National, a home in Harbour Landing (for a Filipino event) and at Vintage Vinyl where we heard new songs by Juno Award Winners, The Dead South.
- provided free-to-attend events such as our Radiothon Windup, “Dance Through The Decades”, participated in the East-view Community Winter Carnival, the Heritage Community Association’s ‘Under the Harvest Moon Festival’, Waskimo and the annual Powwow. Please follow us on our social media streams to stay up to date on all of the events we are a part of.
- had a year of steady sales (promising upwards trend), increased customer satisfaction and closer client relationships, improved tracking mechanisms, developed professional marketing materials and social media graphics.
- developed new strategies such as a social media strategy, new holiday special package and strategy, multicultural strategy, “Core Listener” and “Community Awareness” survey data collection is underway and our internal sales strategy will begin next year.
- developed a new feature called the Sask Music Minute to help showcase the happenings local musicians.
- reached audiences in 106 countries, including the United States, UK, France, India, Peru, South Korea, Australia, China, Brazil, Pakistan, Lebanon, Taiwan, Bulgaria, Mexico, Philippines, Sweden, Chile, Italy, Germany, Iraq, Venezuela, Russia, Guyana, Jamaica, Japan, Latvia, Nigeria and Denmark.

In the next year, we are working towards a new website, our 20th anniversary in 2021, our licence renewal in 2021 and gradual replacement of old technology as we become more financially stable.

All of the things that we accomplished were done so by a team of five staff, a part-time volunteer staff member, a contract employee and over 120 volunteers. Thank you to Karen, Amber, Nick, Megan, Ron and Gord for all of their dedication to Regina Community Radio.

Thank you to all of our volunteers, for making our station so unique and exciting, week in and week out. The unpaid work you do is important, meaningful, and is making a huge difference in our community. Over 3500 hours of volunteer time, which does not include the radio show time week in and week out, was put in during 2018. Including that time, we are looking at over 9000 hours of volunteer time. At a living wage of 15 dollars per hour, that is $135,000. Thank you so much to all of you.

Respectfully submitted,

Josh Haugerud
AGENDA

RADIUS COMMUNICATIONS INC.
ANNUAL GENERAL MEETING
SEPTEMBER 17, 2019
7:00 P.M.
The Artesian

1. Call to Order
2. Approval of Agenda
3. Approval of minutes of the 2018 AGM
4. Reports from the Board and Executive Director
5. Presentation and Approval of Financial Statements
6. Appointment of Auditor for 2019/20
7. Election of Officers and Directors
8. Other Business
9. Presentation of Awards
10. Adjournment
The past few years have seen many struggles financially for the organization. Advertising sales have seen a decline since 2013 due to several factors including competition for advertising dollars, the economy and changes in the sales staff at the station.

Fortunately, we have had term deposits mature that have bridged the gap as we work towards balancing the income and expenses for the station.

I will highlight some notable items from the financial statements and then focus on the positive moves the board, along with our Executive Director Josh Haugerud, has made towards reducing the gap between revenue and expense.

- Our cash position has seen a reduction largely due to the renewal of a term deposit that was moved into the general expense account and used for operating expenses.
- Overall revenue was down from the previous year by $14,131. This due, in part, to a reduction in grants received and a reduction in advertising sales.
- Expenses were reduced by $9,522 from the previous year as well. This is credited partly to Karen very generously foregoing a salary for the work she does and moving to a volunteer role.

On the positive side:

- Advertising sales, calendar year to date, are up 13.5%. As Nick gets more comfortable in his role, we are seeing a really nice turnaround in sales. We are very confident that Nick will continue this upward trend.
- We have transitioned the bookkeeping for the organization in house. This will save roughly $2,500 in accounting fees, as well as provide up-to-date reporting on the finances.
- We have been working to consolidate bank accounts in an effort to reduce fees and increase efficiencies in the bookkeeping.
- We have added a wireless debit machine with this transition which will allow us to take debit and credit payments on site at events.

Overall, I think that the financial outlook for the organization is very positive. We have been able to successfully reduce spending each year and have seen a good increase in advertising sales to date this year. Our last term deposit of $70,000 has also matured which allows us some room to tackle some of the capital projects needing attention, as well as cover operating costs if necessary.

Finally, I will use this opportunity to remind the membership that we survive as an organization largely on advertising sales. If you, or someone you know, would benefit from the unique advertising opportunity that CJTR has to offer, please talk to Nick or Josh so that we can reach out.

It takes a community to ensure the success of community radio.

Respectfully submitted,

Jeremy Saxby
Treasurer
The Programming Committee is unique in its composition and crucial in its role. By bringing together board members, station staff, and programming volunteers, a shared vision for station content can be established and realized.

Guided by a broad mandate with three main objectives, including on-air content, on-air policy compliance, and program quality, much has been done in the last year. As such, special recognition should be directed towards the committee’s volunteer members: Brenda Tacik, Amanda Girardin, and Jordan Rothwell, as well as to Program Director Amber Goodwyn. Special thanks should also be shared with Matthew Leier, who chaired the committee for half of the year.

The work of this committee remains unchanged from previous years. First, we have continued to ensure that CJTR’s on-air content is the very best, and secondly, we work to ensure that CJTR’s programming is distinct and representative of the diverse community we serve.

In support of the first objective, the programming committee has continued to implement and refine the show review process. To date, this process has been incredibly positive and well received by those whose programs have been reviewed. All parties understand that we hold a joint objective of better radio for everyone. Also, the programmer workshops facilitated by Amber have continued to provide opportunities for all to further improve their on-air content.

The second primary objective of this committee, to ensure that CJTR is distinct from other listening options and that its programming represents Regina’s diverse communities, has been and will continue to be an important one.

The radio landscape has changed significantly in recent years. Every year, more and more content services vie for our attention, be it tailored algorithms offered by streaming platforms or increasingly desperate commercial stations. However, despite the tumultuous landscape, CJTR is uniquely positioned to take advantage of the situation. In providing a voice to those not represented elsewhere and providing content that surprises and engages, we have and will continue to find success.

By approving new third-language and alternative programming, the Programming Committee works to build a distinct program guide that appeals to those under-served. As such, the committee would like to welcome and congratulate all the new programs that have joined in the last year, including recent additions The Stoop, The Basement, Ribbon of Darkness, On the Bench, and A Real Piece of Art. All make CJTR a more appealing choice for listeners.

Due to their support of the above activities, the committee would like to thank station staff for their dedication and hard work over the past year. This has been a great year for community radio in Regina in no small part due to their efforts. Lastly, the committee would like to thank programmers who are engaged and involved with station activities.

CJTR continues to exist because of you.

Respectfully submitted,

Barry Osborn
Chairperson
Leadership Development Report

It is the mandate of the Leadership Development Committee to identify, encourage and support individuals from among the membership to develop interest and capacities to serve community radio in various non-programming leadership roles, including committee roles and senior volunteer roles in fundraising and other projects.

It is also the responsibility of this committee to select and recruit board candidates for presentation at each year’s Annual General Meeting. This committee presents a board endorsed slate of candidates to the membership for consideration.

Four sitting board members are either completing a two-year term or eligible for re-election this year. This includes Jeremy Saxby and Devin Zerr.

One board member, Matthew Leier, is completing a second-year term, and in accordance with our bylaws, are not eligible for re-election. I’d like to thank him for his work over the past four years. Vice President Jeremy Pilon stepped into the role of President this past year and is also completing four years of service. However, he is eligible to run for the position of President.

Lastly, there are three vacancies that have emerged since the last AGM, positions held by Ryan Ellis, Ajmal Usman, and Jenelle Jakobsen. We’d like to thank these members for their support of community radio.

In order to identify who would be endorsed for election, this committee created and distributed a Skills Matrix survey to board members. It was the objective of this work to identify existing skills across the board, as well as those identified as important but absent.

It became clear that the board needed expertise in fundraising, someone with legal expertise, as well as new members with unique cultural backgrounds and perspectives. We believe that this year’s proposed slate represents the right mix of experience and knowledge required to pursue Radius Communication’s strategic objectives and to build on the past year’s successes.

My thanks to committee members and board members for their support to the work of the Leadership Development Committee in 2018/19.

Respectfully submitted,

Ben Valiaho
Volunteer Awards

Volunteer of the Year
Paul Dechene

Lifetime Achievement Award
Rob Harrison

5 Years
Stephanie Cox
Matthew Leier
Jordan Rothwell

10 Years
Chris Carlier

15 Years
Ryan Hill
Eric Hill
Zahra Darzi
Afshin Jahannia
Ben Valiaho
Max Ceron
In Memoriam

Chuck Lowery

Long time CJTR volunteer Chuck Lowery passed away in March of 2019. We are grateful for the time Chuck spent on the airwaves as a co-host of *New Times* on Sunday mornings.

Jen Eisler

The CJTR community mourns the loss of a bright, friendly and energetic human. Jen was a host and former employee of Regina Community Radio and stayed connected with the station long after her time on the air. She was also a passionate and resilient music publicist who brought many talented artists to the airwaves and helped to guide their careers with excellent advice.
Staff

Executive Director - Josh Haugerud

Account Manager - Nick Faye

Program Director - Amber Goodwyn

Production Coordinator - Megan Bates

Administrative Coordinator - Karen Haggman

Music Librarian - Ron Bocking
Board of Directors

Jeremy Pilon - Interim President

Matthew Leier - Interim Vice-President

Jeremy Saxby - Treasurer

Brent Wilson - Secretary

Barry Osborn - Member-at-Large

Devin Zerr - Member-at-Large

Ben Valiaho - Past President