

FUNDING & OUTREACH DEPARTMENT REPORT 2011

It is AGM time again and I've done my best to report on everything the Funding & Outreach Department has done in the past year. However, be warned that I have been working in the position for a little less than two months – if there is anything I've missed I apologize to all the hardworking folks who have put their all into this department (and the station in general) in the last year!

Campus Life

As always, we worked extra hard to make sure that McGill students are excited about Radio CKUT. To bring CKUT and other student fee-levy groups together we joined with Our Campus Our Community to bring a poster campaign to campus and to increase support for fee-levy groups across McGill campus. This solidarity among student fee-levy groups has proved very useful in the last year.

The Funding & Outreach department helped promote and organize a great Venus remote broadcast from Midnight Kitchen. We hope to have similar remote broadcasts from campus become a more frequent affair. Kevin Gascoigne interned with the department and focused on Campus Outreach. His initiatives were great, and included organizing a series of bike repair workshops with The Flat – a campus Bike Collective. He also did a great deal of work in terms of hiring, and confirming funding for, Youth Radio Camp facilitators. With Caroline Dutka – 2010-2011's amazing McGill Outreach Coordinator – Kevin filled out the Rezinair initiative form which will allow for CKUT to do promotion in McGill residences with the help of residence floor fellows. Caroline created a great slideshow of CKUT-related photographs to go along with presentations in residences.

It should be noted that Tim Beeler is the department's new McGill Events Coordinator, and Elise Eisenkraft Klein is the new McGill Outreach Coordinator.

CKUT launched a new monthly DJ lunch at Gerts bar called "Fresh Beets." This was the brainchild of a past intern, Kevin, and is now being overseen by Tim, the McGill Events Coordinator. The Thursdays {A}live free concert series at Gerts bar on McGill Campus has come into its own and is consistently well attended and well loved. The next Thursdays {Alive} will also be the launch of Campus Mixtapes – a music sharing project open to any member of CKUT or member of the McGill community. Users are free to upload mixes of any genre – whether it's experimental freeform stuff made by the user, or a straightforward compilation of Top 40 hits. This initiative is yet another way to get our members excited about what CKUT has to offer, as well as a way to bring members together with this collaborative, online project.

This fall has also seen an increase in action from Our Campus Our Community – a group comprised of fee-levy groups. Funding & Outreach has been helping out with OCOC website development, tabling, posterings, etc. Caitlin and Amber spoke with TV McGill about CKUT for a special OCOC video.

This year CKUT also joined the Montreal-wide Journées de la Culture to offer station tours to radio enthusiasts!

The Funding & Outreach department went all out during back to school time Fall 2011 and, with the help of amazing volunteers, DJ'd at the Rad Frosh concert, McGill bookstore, Streetfest, SSMU frosh, Bar des Arts, ETC. We also tabled at the Y-intersection, in the Shatner building, at Streetfest, and at Activities Night. We kicked off the 2011 school year by co-sponsoring a night of political comedy with QPIRG-McGill and QPIRG-Concordia. With the QPIRGs, we brought American comedian Hari Kondabolu to Montreal. The event sold out and was very well received.

Elise worked hard to organize the barbeque for this year's Open House/CD sale and coordinated non-barbequed food for the tours of the station.

We also ordered beautiful new banners for station promotion and they've been useful at the wide array of events that CKUT has been involved in during the past months. There are also hundreds of new temporary tattoos in the Funding & Outreach Department that have been given out at every possible event (people seem to love them).

Referendum and Student Opt-Outs

Again, the Funding & Outreach department has put a great deal of energy into combatting an increasing loss of funds due to increasing numbers of online opt-outs from McGill students and has worked hard to ensure that CKUT maintained an active presence on campus throughout the year. However, we do have some good news! From Fall 2010 to Fall 2011 the students who opted out increased by less than 1%. We are hoping this is at least partially due to all the time we spent on McGill outreach.

In accordance with our Memorandum of Agreement with McGill University, CKUT will be putting forward an existence referendum question this fall. Erin Weisgerber, with the help of others, put a great deal of energy into drafting a perfect referendum question. A "yes committee" will be formed to support this motion and the Funding & Outreach department hopes to garner a great deal of support from McGill students in order to get this question passed.

Funding Drive

Last year's Funding Drive – Horn of Plenty – went really well. The amount of the average pledge paid increased from the year prior and shows that are traditionally not big earners showed the biggest increase in donors this year. Increasing numbers of donors are paying their pledges online. This means that these pledgers tend to be more likely to follow through with paying their pledges. The online factor is also a motivation for significantly increasing the number of monthly online donors. Increasing monthly donors is a goal of this year's Funding Drive – both Caitlin and Amber will be working throughout the year to increase the station's stable online monthly donor database. Anniessa Antar was the Funding Drive assistant and did a great job of coordinating the food schedule and sponsorship so that all programmers and volunteers were well nourished while working long hours.

Last year's Funding Drive website could have been easier to navigate – luckily we will have a brand new website this year. An effort was made to use Facebook more to promote the drive and keep updates coming, and this social medium will be used again for coming Funding Drive.

We are currently gearing up for All Over the Map – the 2011 Funding Drive ! While many aspects of the Funding Drive will remain similar to last years, this year we have a brand new small prize titled the « Friends with Benefits Discount Card . » Erin Weisgerber is working hard on this initiative. Card-holders will be entitled to a year's worth of discounts and special offers at a variety of participating local businesses – from restaurants to record stores to cinemas and much more. Each person who donates \$25 or more to CKUT this Funding Drive will receive one of these cards. The « Friends with Benefits » card was developed as an alternative to CDs, which are becoming less desirable gifts for many donors.

Grants

The Funding & Outreach department regularly applies for funding from both McGill and non-McGill sources.

CKUT applied for a grant from the Sustainability Project Fund at McGill to produce a monthly Ecolibrium Radio Residency program and were granted enough funding for a trial show. David Koch has been working on the coordination and promotion of this project and the first show was a success. We hope to receive a full year's worth of funding. The premise of Ecolibrium Radio Residencies is to train McGill-based environmental groups to make radio and produce their own show. This also means that we have been doing a lot of outreach regarding this programming on McGill campus.

Funding & Outreach and News applied for a Blueprint grant from Status of Women Canada and were granted financial support for a project which will focus on addressing and investigating issues of gender and violence against young women. CKUT is partnering with the 2110 Centre for Gender Advocacy for this Blueprint Project. We will be teaming up with News (as well as the 2110 Centre for Gender

Advocacy and COCo) to complete an external evaluation of the Blueprint Project. This will be particularly useful in considering how accessibility needs are being met and how we can further develop the accessibility of Radio CKUT's station space, programming, etc.

We applied to Service Canada for funding for a Youth Radio Camp Facilitator position and received funding for one position for a twelve week period.

Youth Radio Camp

This past summer's Youth Radio Camp was a great success – we even had repeat campers from previous years! Coordinators Arndell LeBlanc and Elena Maria Stoodley did an incredible job. Thirty seven campers aged 10-17 registered for Youth Radio Camp. However, significantly more campers were in the 10-13 age bracket than in the 14-17 age bracket so age divisions may have to be rethought for next year's camp. Arndell and Elena had several very tangible suggestions for improvement and these will be taken into account when organizing next summer's camp. The Funding & Outreach department will be sure to promote Youth Radio Camp in libraries, community and cultural centres across the city in the early spring when parents are starting to plan how they want their kids to be spending their summers.

Staying in Touch

The Funding & Outreach Department sends out a bi-weekly Volunteer newsletter – “Wavelengths,” as well as McGill student-specific updates regarding campus events, ticket giveaways and other important information. We also send out a special newsletter to our Funding Drive donors. In addition to this type of communication, Funding & Outreach staff try to get information out to you about different initiatives, projects, and events using Facebook, Twitter and the soon-to-be-revamped CKUT website.

If you aren't receiving the Volunteer Newsletter and would like to be, get in touch by writing to Caitlin at funding@ckut.ca. If you'd like to be on our student mailing list please contact Caitlin at the same address.

Department Goals

In a broad sense, I hope to increase our various *sources* of funding. This will involve doing a variety of different types of dedicated outreach to unions and both governmental and non-government organizations. I will be working closely with Amber to promote “The Monthlies” – CKUT's newly-named monthly donor program to all members. I also want to build upon the immense amount of outreach that is already being done and increase the type of pre-Opt-Out promotions that are being

done on McGill campus. Our student members need to know who we are and why they should love Radio CKUT!

Most importantly, the Funding & Outreach Department thanks each and everyone one of you who has helped out with the Funding Drive, promotions on McGill campus and beyond, and the tons of different events we've organized. Without all your help we couldn't have done it! If you have any brilliant fundraising and/or outreach ideas or are just interested in getting more involved, please don't hesitate to contact Caitlin at funding@ckut.ca, Elise at mcgill@ckut.ca or Tim at mcgillevents@ckut.ca. We always want to hear from you.

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