

Marketing & Outreach Year-End Report 2022

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Things of Note

- I attended the National Campus-Community Radio Conference in Kingston in May/June 2021
- I created and promoted CFRU Bundle giveaways during Move-In Weekend and got over 200 students and community members to join our email list in one week
- Launched a Discord server for volunteers

Partnerships

As the government moves out of the COVID-19 pandemic, many local organisations and festivals began to host in-person events this year. CFRU staff had many conversations on our level of personal comfort in attending events and bringing volunteers into spaces where we couldn't guarantee safety from COVID-19. Ahead of many events, we asked organisers what safety measures they had in place. With that information, Bryan created a plexiglass barricade that sat under the speakers and we asked all of our volunteers to be masked. This was no problem among the Outreach volunteers!

We partnered with a number of festivals this past year, including:

- A Taste For Life
- ArtsEverywhere
- Eden Mills Writers' Festival
- Guelph & District Multicultural Festival
- Guelph Comedy Festival
- Guelph Dance
- Guelph Film Festival
- Guelph Fringe Festival
- Guelph Jazz Festival
- Riverfest
- Guelph Pride
- Hillside Festival
- Improvisation Festival
- FIERCE on the Farm

We've also partnered with The Ontarion on an ongoing basis (with the plan to collaborate in the new year on tabling opportunities and interview skill-building trainings) and 10C for their Take Home the Holidays market happening each Thursday in December. Magpie and Orangadang will be performing at two of the markets and CFRU will be recording and tabling as support.

Promotional Projects

This past festival season, I created a CFRU Bundle to giveaway for students and community members who signed up for our mailing list at events. This bundle included a bluetooth speaker, CFRU toque, and CFRU mug. For those who wanted to purchase the bluetooth speakers, they could only do so with cash but I have since purchased a Square Reader in order to accept cashless purchases. I also purchased a felt board to make our prices more visible to passers-by. I'm currently in the works to get local artists to design the merchandise for the upcoming year with hopes to have prints also available to sell at events.

Over the past year, I've worked closely with Steven Wark, a past UofG student, to create promotional consistency with our larger pieces: advertisements on Guelph Transit, advertisements at the kiosks downtown Guelph, and room stuffers (run through Student Housing Services in September). Students have told me they've seen our advertisements around campus and downtown and have been interested in getting involved with CFRU after seeing these advertisements. New this year, through Guelph Transit, we've also tested audio advertisements in which riders can hear a short message that a stop has been sponsored by CFRU.

Specifically in regards to the station, Bryan has done very well to create the Social Media Lab in the old Station Managers office. We'll be working with the UC Services to get some videos of the space (and the station as a whole) to promote to students. Some Outreach volunteers have already shown interest in social media and videography for CFRU so they will love the space!

Lastly, I learned about StatsRadio while at the NCRC in Kingston. Through talking with many other stations and bringing some research back to staff, we agreed to move forward with a one-year contract with StatsRadio, a company that records the listenership and conducts phone calls to gather information on when people are most often listening. This information is helpful in approaching advertisers but does not affect how we plan to schedule or run programs.

Volunteers

In the previous year, my Outreach volunteers were exclusively and primarily recording PSAs and advertisements from home. Now, with things opening up and the station being more accessible to volunteers, I have had a couple of Outreach volunteers come in to record their PSAs/advertisements in the Training Studio. This has also been a learning curve for me and Bryan has been incredibly helpful in answering my questions regarding the equipment.

For in-person events, I have a handful of volunteers who have really stepped up and taken on representing CFRU during tabling opportunities at festivals. My hope is to create a level of seniority among my event volunteers: it would enforce a stepping-stone style of movement over the years, encourage retention, and allow me the reprieve of knowing I'm leaving a financial responsibility to volunteers who have proven they can be held to that level of responsibility. This would follow the same route as long-term Peer Helpers with the Peer Helper Program.

Virtual Workshop Series

Jenny and I came up with the Virtual Workshop Series last year and I've continued to run it while they've been on maternity leave. During Winter 2021, we hosted a workshop every other week for the semester and included partnerships with editaud.io, Peterborough Independent Podcasters, Guelph-Wellington Women in Crisis, Obuxum, and Elaquent.

Since Jenny has gone on maternity leave, I have limited the series to one event per month. It had great reviews from the last academic year so I have brought back some features that were favourites and reached out to additional organisations to partner on events. Some of those organisations include:

- Student Wellness at the University of Guelph
- ARCH Guelph
- Editaud.io
- And some events hosted by CFRU staff

It's my hope to continue the Virtual Workshop Series even when we return to in-person events and potentially begin hybrid events. The accessibility of the Virtual Workshop Series is the underlying theme and something I wish to continue.

Upcoming Plans

There are many things in the works for the upcoming year! I'm currently in conversations with Guelph Museums to collaborate and partner with their Fourth Fridays project which has been running for 7+ years with continuous sold out performances. I have met with them and talked about bringing some CFRU-chosen artists to their stage to promote as Fourth Fridays artists. We would also be able to record the performances and play them both as promotional pieces for upcoming events and as a chance for musicians to have an archive of their performance on CFRU.

I'm also currently talking with the Student Experience Coordinator, Jack Fisher, at the Central Students Association about collaborating on live events on campus. The hope is that we can host events together in the Winter semester or record/live broadcast events that the CSA intends to run.

Lastly, in the new year, I plan to work with Silence to host an event in the University Centre to bring together music and arts venues to campus. The hope is to expand students' ideas of where to find local music, support locally, and broadcast the event with interview opportunities for organisations to share what they're all about.