

Marketing & Outreach Year-End Report 2023

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Things of Note

- I attended the National Campus-Community Radio Conference in Calgary in May/June 2023 and had a great time! Many learning opportunities and beautiful sightseeing
- Meta's response to Bill C-18 completely removed CFRU from Facebook and Instagram

Partnerships

Our partnerships with festivals and organisations have continued to grow over the past year! This year saw us attend over 20 events, either with a live broadcast or exclusively Outreach capabilities. This summer, we were lucky enough to be invited to a number of markets hosted by MKT MKT and thus we should expect to continue expanding on the types of merchandise we can sell. In addition to that, we hosted live broadcasts at a number of festivals and events that we partnered with which allowed us to become more visible to the Guelph community. The festivals included:

- ArtsEverywhere Festival
- Eden Mills Writers' Festival
- Guelph & District Multicultural Festival
- Guelph Comedy Festival
- Guelph Dance Festival
- Guelph Film Festival - presented *Periodical*
- Guelph Fringe Festival
- Guelph Jazz Festival
- Riverfest
- Guelph Pride
- Hillside Festival
- Improvisation Festival
- Praise the Ward

We also partnered with off-campus organisations and groups during the year, including:

- A Taste For Life
- Guelph Civic Museum's Party on the Hill
- Bike the Night
- MKT MKT's Ward Night Markets
- Student Volunteer Connections (SVC) Project Serve Day
- Central Students Association (CSA) Clubs Day
- CSA Orientation Week events
- 10C 15th Birthday Party

One event of note that we participated in was Bike the Night. With Keon (DJ Analog) at the helm, we were stationed at City Hall to host a live broadcast of upbeat music. At one point, we looked to be playing music in a massive square with only 6 people, but that's because our broadcast was being played by roughly 150 cyclists on a group ride through the city. They

flooded the splash pad at City Hall with neon lights and costumes and created a “bike tornado,” riding in circles and dancing on their bikes. The event was a raging success and we were asked to participate again next year!

Student Staff

This year, I heavily relied on student staff positions to assist me with Outreach duties. These staff members have been vital in allowing me to focus on partnerships, advertisements, and ongoing responsibilities while they get to experience the Outreach department with the opportunity to become a leader and gain valuable skills.

In the summer, I took on two Event Assistants to help me at events and festivals. With their help, I was able to ensure the Outreach table was always looked after while I was required to help with the technical aspect of live broadcasts. On more than one occasion, I gave my Event Assistants full responsibility over markets in which they managed packing merchandise and outreach materials, transported them to and from the venue, set up the table (including the tent), and sold merchandise. I could not be more grateful to Steve and Hiên for all their help and support throughout the summer.

As we moved into the fall semester, I hired Amara, our Campus Outreach Assistant. They have been excellent in connecting with student groups throughout the semester, including their initial work with us during a live broadcast at the CSA Clubs Days. Amara hosts two days per week of office hours/station tours: on Mondays and Fridays, 12pm-4pm. They have assisted a multitude of students who have requested station tours and further information about CFRU. Their time with us has been so successful that we’ve extended their position into the winter semester.

Volunteers

Since moving out of the pandemic, my Outreach volunteers have been much more active! Jenny has done a fantastic job bringing me a constant stream of new volunteers since September and I have begun to implement PSA and Tabling training as soon as people are onboarded. My goal is to have PSA volunteers comfortable and confident enough to move from exclusively recording audio to writing scripts, finding content, and producing full PSAs. The one piece of feedback I often hear is that people really enjoy recording PSAs but the opportunities are few and far between. It’s challenging to have many ready and willing volunteers but not enough content or time to create scripts for them. My hope is that they grow the skillset to find the content and produce the PSAs they want to!

As for tabling, I have all initial volunteers sign up for general tabling in the University Centre during the school year. Here, I have the opportunity to walk people through the importance of outreach and show them how to handle the equipment (i.e. Square, iPad, and Jackery). Those who attend general tabling are more likely to be scheduled at coveted festivals and events throughout the summer.

This year, I’ve also expanded the Outreach volunteering opportunities to include a number of miscellaneous tasks. A number of volunteers were interested in photography, so I will begin

scheduling opportunities for people to take pictures of us at events and festivals. I also have a number of volunteers who recently assisted me in the creation of 300 buttons and doing poster runs for events. As we continue to grow and expand, I will continue to ask volunteers for their interests and see how we can utilise and foster growth and autonomy throughout their volunteer experience with us.

Merchandise & Outreach Resources

In February, I began the process of getting entirely new merchandise for the station. I reached out to a contact at a local art organisation, asking for a list of local artists who I thought had a very distinct style that could reflect CFRU's individuality. I commissioned Shelby Bohn (@Misc.Bones), Abby Nowakowski (@PoorThingDesigns), and Cai Sepulis (@CaiSepulis) to design our new t-shirts, sweaters, and bucket hats, respectively. Once I confirmed their designs, I worked with a local clothing print company to create the finished products. These pieces came in just before summer, along with a large batch of power banks, auxiliary cords, USB-C cables, and USB 2.0 cables. Many current and past CFRU volunteers have since purchased clothing and are proudly representing the station!

With the new merch came a direct responsibility to ensure the inventory was accounted for. We purchased a Square device which allows us to accept credit, debit, ApplePay, and GooglePay devices, which has greatly reduced the strain on ensuring the cash box float was always constant. Square also has the capacity to hold the inventory of all the pieces being sold and can easily track all purchases and give some quantitative information.

Additionally, we purchased an iPad and keyboard to make gathering information for the mailing list much easier. Originally, I was collecting names and emails on a clipboard but was finding I was struggling to appropriately input all the information into a document after the event. Now, with the iPad, we are getting all the information needed to immediately add people to the mailing list. The iPad is also home to the Square app so I no longer need to be tethered to the Outreach table to allow sales through my personal device.

Upcoming Plans

This March, College Royal celebrates their 100th year and CFRU is excited to participate in their Open House on March 16-17. We will be hosting station tours, selling merchandise, and potentially hosting live interviews with attendees and a live performance. I would love it if some members of the Board of Directors could attend and potentially run some station tours or interviews!

In the summer, I again plan to hire two students to be Event Assistants and to be more engaged in local markets. After creating a rapport with the founder of MKT MKT, my hope is to extend our relationship and advertising opportunities to local vendors.

Lastly, I would like to emphasise more community engagement, specifically in August. I would like to partner with local venues to host live broadcasts and giveaways. With the support from

my Event Assistants, I would like to be more physically visible to general members of our community in the places they visit most, including:

- Guelph Civic Museum
- Guelph Public Library
- Victoria Road Recreation Centre
- Planet Bean
- The Cornerstone
- And more