

**Cre-Comm Radio Inc. 92.9 CKIC-FM  
Annual General Meeting  
Thursday, December 9, 2010 11:30am  
CGA Manitoba Room P107  
Red River College Princess Street Campus**

<b>Members</b>		<b>Voting</b>	<b>Present</b>	<b>Regrets</b>
Rick Baverstock	Station Manager, 92.9 CKIC-FM	N	X	
Chris Gaudry	2nd Year Student Representative	Y		X
Cathy Hanson	Radio Instructor Creative Arts	Y	X	
Nikki Harris	Students' Assoc. Rep. RRC Princess Street Campus	Y	X	
Tristan Field-Jones	1st Year Student Representative	Y	X	
Larry Partap	Secretary / Chair, Creative Arts	Y		X
John Pura	Media Technician, Creative Arts	N	X	
Cathy Rushton	Treasurer / VP, Finance & Administration, RRC	Y	X	
Tracey Seida	Coordinator, Creative Communications	N	X	
Chris Stevens	Vice-Chair / VP Chum Radio	Y	X	
Bryan Stone		N		X
Graham Thomson	Dean, School of Business and Applied Arts	N	X	
Janet Trecarten	Station Manager, QX104, Wpg.	N	X	
Russ Tyson	Program Director, 99.1 Groove FM	Y	X	
David Wiebe	Chair / VP Administration and National Sales, Golden West Media	Y	X	
Klara Labady	Administrative Assistant, Creative Arts – Recorder		X	
<b>Guests</b>				
Barbara Judt	Osborne House			
Marty Gold				
Karen Jones				
Darren Bilsland				

**1. Call to Order and Chair's Remarks**

- Meeting Called to Order at 11:32am and introductions were made.
- David Wiebe welcomed everyone and noted this is the first time there were members from the public in attendance. The annual meeting has always been open to the public but only duly qualified members of the Board are entitled to vote.
- Janet Trecarten, Station Manager at QX104 and Tristan Field-Jones were welcomed as new members of the Board.
- David explained the purpose of the Board as well as the mandate of the radio station.
  - The Board is tasked with the responsibility of managing the business affairs for KICK FM on behalf of Red River College, with a mandate to provide a radio broadcast training forum for students enrolled in the program that resembles, as near as possible, the operation of a commercial radio station.
  - While KICK FM is to "resemble the operation of a commercial station it was hoped that there would be enough advertising revenue to cover the cost of operating the station but that never did materialize. Red River College subsidized the station from year one and

is now providing the majority of the funding as well as its facility and equipment. As such, the station is not competing for the advertising dollar in the local market. Part of the business/marketing plan presented to the Board in 2007 was for KICK FM "not to acquire listeners at the expense of other radio stations".

- The purpose of the station is to provide a training forum for students enrolled in the Red River College Creative Communications Program.
- There have been industry representative on the Board from day one. All are volunteers who serve on the Board and bring their expertise to the table simply because it is in the best interest of Broadcasters to have well qualified and well trained individuals for whom they can then hopefully provide employment and careers upon graduation.
- David noted that there would be an opportunity for individuals to present during the meeting and that each individual would have five minutes to speak. There would not be a Q & A and nor a debate about some of the recent decisions made regarding the radio station. The Board was prepared to listen and take into consideration any positive recommendations made for the station.

## **2. Approval of the Agenda**

Moved: Chris Stevens

Seconded: Cathy Hanson

### **To accept the Agenda as posted.**

Carried.

## **3. Approval of Minutes from December 11, 2009**

Moved: Cathy Rushton

Seconded: Chris Stevens

### **To approve the Minutes as circulated.**

Carried.

## **4. Business from Previous Meeting**

None

## **5. Items for Discussion / Decision**

### **a) Accountant's Report – Cathy Rushton (attached)**

- There were a couple of minor corrections to the report. On page 7, note 3 - paid expenses of \$86,818 should read \$86,449, and the station received \$85,000 in 2009 not \$80,000.
- The radio station's funds flow through the College books, and the station does not have its own separate bank account. The College keeps a separate set of books for the station and all transactions go through RRC.
- The Statement of Operations is a point in time analysis. Of the Total Revenue, \$65,000 was a grant from the College and \$11,000 was advertising sales. There was a profit last year

because advertising sales were slightly higher and the College grant was \$20,000 higher. Red River College continues to subsidize the station.

Moved: Cathy Rushton  
Seconded: Cathy Hanson

**To accept the Accountants Report with corrections.**

Carried.

**b) Appointment of Accountants**

The radio station typically uses the same accountants as the College. We currently have an RFP out for audit services as our contract with KPMG has expired.. The College will be making a decision on its auditors by February 2011.

Moved: Cathy Rushton  
Seconded: Chris Stevens

**To move the appointment of accountants to a subsequent Board meeting.**

Carried.

**c) Nomination Committee Report – David Wiebe for Bryan Stone (attached)**

Cathy Rushton stated the President's Council of the College will appoint a new Treasurer next week.

Cathy Hanson declined her nomination and nominated Garry Moir to replace her as faculty member.

Moved: Cathy Rushton  
Seconded: Cathy Hanson

**To approve the Nominations Committee Report as amended.**

Carried.

**d) Election of Officers and Directors**

**e) Appointment of Management Group**

Points d) and e) were dealt with in Point c)

**6. Reports**

b) Operations Report – Rick Baverstock (attached)

c) Technical Report – John Pura (attached)

d) Administration Report – Graham Thomson for Larry Partap (attached)

As a preamble to the report, Graham stated an addition major was created in the Creative Communications program called Broadcast Journalism. With this major came the building of the

radio station and TV studio. The mandate of the radio station is to work with the Creative Communications Program. Students in Broadcast Journalism take both TV and radio courses and in the near future there may be a mandatory credit course in radio.

## 7. New Business

The floor was opened to the individuals who expressed interest in bringing their views forward. David Wiebe reminded everyone that there would not be a question and answer period nor a debate of any issues. Each person would have five minutes to present and it would be appreciated if speakers would leave a copy of their presentations if possible.

Graham Thomson listed the speakers in order of appearance:

Barbara Judt, Marty Gold, Karen Jones, Graham Hnatiuk (did not show) and Darren Bilsland.

### a) Barbara Judt (Osborne House)

Barbara wanted to provide an explanation why the negative response to the cancellation of The Great Canadian Talk Show had been so high. She hoped there would be discussion with the Board and outcomes that could be remedied so that the community and the College meet at a half way point.

Osborne House is the oldest shelter in Canada, and the largest in Manitoba. It has helped over ¼ million women and children over the years. The rate of women who have died at the hands of their partner is higher than in 2001 and The Great Canadian Talk Show disclosed issues that main stream media didn't. Barbara would do interviews with the media that wouldn't get aired because other stories would come up.

- Barbara felt the talk show gave Osborne House a platform to connect with people who understood the issues facing women and children in the province. The reaction to the cancellation of the show from the shelter was fierce and strong because Marty Gold was their greatest advocate. The location of the home cannot be disclosed, but Barbara noted that access to the facility was greatly impacted by the building of a bicycle path in their area. Medical services getting to them, as well as supplies have all been hindered by the path. When Marty put pressure on Mayor Sam Katz regarding the issue, the city had dialogue with her. Now that Marty is gone, they're not getting responses to their concerns from the city. Marty has a long and positive history with the organization and he got the message out to the people.
- Barbara requested a follow up to the issue after the AGM.

### b) Marty Gold

- Marty thanked Rick Baverstock and John Pura for their valuable assistance with the program.
- Marty said there was a barter agreement made in 2006 between Rick Baverstock, Garry Moir and himself. The agreement was successfully conducted for four years. He provided the single biggest advertising deals for the radio station at over \$6,000 in 2008 and had booked advertising between \$10,000 and \$15,000. Given this background, canceling the show in 35 minutes notice by half the Board members was not acceptable. He fulfilled his obligations in good faith and had received no complaints about the show.
- David Leis (RRC VP of Business Development) had told (Member of Parliament) Vic Toews that RRC funded KICK FM on the basis of strong academic links. The Great Canadian Talk

Show provided training for students at RRC and other colleges and institutions and has former RRC students on the program as well. As well, Rick Baverstock had written to Bart Kives (Winnipeg Free Press columnist) stating The Great Canadian Talk Show was invaluable in training students.

- The Great Canadian Talk Show was unmatched in talk radio in Canada. In 2008, then RRC President Jeff Zabudsky complimented the show.
- David Leis said the cancelation was because the talk show did not fulfill the mandate set out for KICK FM and yet Marty's program was the only external show cancelled.
- What has occurred is an insult to everyone who has contributed to the program, and is not an acceptable way to conduct business, in the absence of any complaints. Marty would like a response to his proposal or compensation for the barter agreement

c) Karen Jones (Director of the Council of Women in Winnipeg, worked at one of the universities in Winnipeg)

- Karen was shocked to hear about the cancellation of The Great Canadian Talk Show and asked the Board to revisit the return of the program. She spoke on behalf of people who speak out in public and are not treated very well because of it.
- On three or four occasions her job was seriously threatened because of what she has said in public and her colleagues have been threatened as well. There are organizations and corporations that have a vested interest in stilling voices, and often those voices are from the community.
- RRC, like the University of Winnipeg, gets basic funding from the government and has a responsibility to the public to uphold the morals of a democratic way of going on.
- She was shocked to hear that the College funded the Radio Station to \$100,000 per year (*\$85,000 as per Financial Statements provided by Cathy Rushton*) and Karen wondered if the sole funding by RRC was a wise thing to do. Karen questioned the College not having a separate set of books for the Radio Station and suggested it be done. (5 a) *The College keeps a separate set of books for the station and all transactions go through RRC.* )
- There was a huge set of problems in 2009 in Wolseley regarding Omands Creek that was not reported by mainstream media. There were 500 people out in Wolseley protesting the change and the residents of the area are still dealing with the issues. The Great Canadian Talk Show served a role in the community and in the fabric in the community that mainstream media had no time for.
- Marty Gold got information for his program from the community, and what matters in one community in Winnipeg matters in other ones.
- People in Winnipeg need a voice and the show provided a voice that is not available anywhere else. Karen asked the Board to revisit the decision to terminate the program. It will be a huge loss to the community if The Great Canadian Talk Show does not return.

d) Darren Bilisland

- Darren had been involved with The Great Canadian Talk Show since 2006 helping Marty Gold produce the show and fulfill his responsibilities and bring it within CRTC requirements. Marty would provide contacts and be on-air and Darren would push the buttons.

- In the beginning Darren was training students on the board. When students realized it was a real talk show, they had more students come out who wanted to learn announcing, investigation and ultra critical thinking that a true journalist should engage in. Darren's role shifted from production to a connection with the community
- Marty's sponsors believed in what they were doing in the community. When the city was going to place a pillar where Eliminator RC's building was, The Great Canadian Talk Show put the story on air. The Winnipeg Police Association sponsored the program because of the attention the show put on crime issues and it was a value to the community.
- The notion that The Great Canadian Talk Show was competing for advertising dollars was not true; it garnered ads that public radio wouldn't touch. Randall Plumbing and Heating contacted them to sponsor the show as well.
- During the recent civic election, the program covered the election more accurately than any other news outlet; no other news outlet in the city came close to doing what they were doing
- Marty and Darren were fulfilling their end of the contract, and the station management gave them the go ahead to proceed. With the cancellation of the program, they will have a demonstrable loss of nearly \$70,000 and RRC and the Board of KICK will be responsible for these losses
- Darren felt the commercial radio station members of the Board were looking after their own interests and not that of KICK.

Barbara Judt requested to add one last comment.

- The bike path that was built by Osborne House made it very difficult to get food and emergency services to the shelter. While the heat was on city hall by The Great Canadian Talk Show, the city was responding to their needs. As soon as the heat was off, the city backed off and she has been given the runaround. Barbara now has to have meetings with senior bureaucrats who don't listen to their issues. They have lost the parking lane in front of their building, donors trip over the bike path and they get called names. This has left the agency in a terribly bad way, and Barbara now spends her days dealing with bureaucracy and not with the women at the shelter.

David Wiebe stated that the Board would discuss the comments brought forward and information will be forthcoming.

David also noted that both the internet and the airwaves are public domain, with one exception – the airwaves are licensed by the CRTC, while the internet is not.

## **8. Adjournment**

Moved: Cathy Rushton

Seconded: Nikki Harris

**To adjourn the meeting at 12:30pm.**

Carried:

## Operations Report AGM- School year 2009 – 2010

Our current license expires August 31, 2011. We must renew in January. When our new license becomes effective, we will be governed by the new Campus Radio Policy and will simply be regarded by the Commission as a 'Campus Station' rather than a 'Campus Instructional Station'

In the 2009-2010 school year we had 88 volunteers participate in the radio station. 16 were community volunteers, 15 were Red River alumni, and 57 were current Red River College Cre-Comm students. During the Fall '09 semester, the 2<sup>nd</sup> year Broadcast Majors "took -over" the radio station from 10am to 4pm every Monday. Students are assigned different roles within the operation of a radio station, and are supervised by Garry Moir and Cathy Hanson. This is the radio equivalent of Cre-Comm's 'Live at Five' TV News day, every Thursday.

The following former KICK volunteers were employed in the radio industry as of October 2010 (may be incomplete):

Aaron Cohen	Crystal Veroba	Mike Uhrich
Adam Toy	Dan Vadeboncoeur	Pamela Roz Fischer
Al McLean	Drew Mindell	Richard Pollock
Andrea Collins	Ezra Ginsburg	Sabrina Carnevale
Brett Megarry	Faye Armstrong	Shannah-Lee Vidal
Casey Norman	James Turner	Vanessa Mancini
Chandra Rempel	Justine Routhier	
Chris Reid	Michelle Cattani	

KICK volunteers continued to enhance their radio programs through several social media, or new media, websites. A number of our shows have their own Facebook groups, giving the hosts the ability to interact with the audience, to add greater depth to the topics covered on their programs, and to promote their shows and the station in general. The radio station also has a general Facebook fan page, with 691 members (up from 454 last year) .698 fans now

We enhanced our on-air promotion of the College, and College-related activities, broadcasting an average of 56 messages per week, for an on-air value of \$43,680. A proposal was made to College Relations to develop a system whereby they could supply KICK-FM with information to broadcast did not come to fruition.

Ad revenues continue to be hard to produce. In Spring several prospective clients alerted me to the fact that UM-FM and CKUW were both offering spots at \$3 per broadcast,(30 second) making KICK the most expensive campus station in the city.and inability to get signal

All of our original talk programming was archived online; we have just over 1200 hours of volunteer-produced programming archived online, and available free-of-charge to the listener.

Our stream provider, which was providing us free audio streaming in a barter exchange for free ad mentions, went out of business in April. John Pura has been working on getting the College to stream our signal from the Exchange District Campus – he will update us on that.

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On May 10<sup>th</sup>, KICK-FM was named Third Favorite radio station in the Uptown magazine Best of the City poll, 2010.



**Technical Report CKIC-FM  
Thursday, December 9, 2010**

Generally the on air, logger, and voice-tracking computers continue to run fairly well. There have been a few operator-induced off air events, and a couple of log issues we are working with OMT on. Otherwise things have not required much attention. Sound Broadcasting checks our transmitter on a weekly basis, and have been performing routine cleaning every three months. We are almost due for another cleaning and we will arrange that over the Christmas break. The process puts us off air for about twenty minutes. A campus wide power outage last week did bring the station down for about an hour and a half. All of the systems came back up well with the exception of our primary logger, which required a re-configuration.

Headphone repair is an on-going issue and there may be a need to purchase one or two new ones. Current cost on the AKG K141 headphones is about \$ 170.00 each.

In an effort to bring streaming in-house, we have set up a test stream using the same platform and server that we webcast our Broadcast class's Live at Five show on Thursday's. The encoding and single stream is generated at EDC and is hosted by ETV and NDC. We're working with the IT department to determine allowed/required bandwidth but should have a usable link very shortly.

The Gentner phone interface in the Control Room needs a new keypad as the caller 1 button has stopped working. The product is discontinued but the company that picked up support for Gentner still has a few replacement keypads. The price is \$ 125 US plus shipping. It has been ordered but until it arrives I have swapped the phones from the Talk Studio. The Talk Studio phone is seldom used.

We are adding a new audio feed to our Canadian Press subscription. Canadian Press has sent us a new controller and once installed and configured students will have access to Regional audio clips for their stories. I will be starting that installation next week and it should be available for the New Year.



## **Administration Report**

As KICK-FM is a campus radio station, the focus is to provide a place for students to develop professional skills in on-air hosting, technical operating, and news/weather/sports delivery.

The students programming on KICK-FM should mimic what is heard on commercial radio and CBC. For example, KICK-FM broadcast election night coverage in October. Students operated the board, hosted and participated in a round-table discussion, and reported from constituency offices. The students did a terrific job and several of those who participated say they plan on using the audio on future demo recordings when looking for employment. This activity was guided by radio instructors Garry Moir and Cathy Hanson.

The most use radio students get out of KICK is on Mondays when Garry and Cathy work with them all day. The students host, prepare and read news, weather, and sports, write and produce content pieces, and write and produce commercials, promos and PSA's. Station Manager Rick Baverstock provides the students with feedback in the afternoon.

We believe that students will be better prepared for the radio job market when given more opportunities to use the training facilities. We are presently investigating

- 1) an optional radio credit course for students
- 2) the Student Association paying radio students a stipend, as is the case with the Projector
- 3) the use of the facility through a Continuing Education program after 6pm
- 4) further use of the radio station to provide College information and promote itself
- 5) live streaming of the station on an ongoing basis.
- 6) Rick taking a more active role in mentoring the radio students.