

NCRA Community Development Award

Nomination: Radio Laurier

Intro

Radio Laurier is a relatively young station, undergoing a re-haul and re-launch in January 2010. The stations mandate is now to strive to be an asset and provide the Laurier campus and Waterloo community with an outlet to share their ideas and views and access information on their surroundings. Radio Laurier strives to accomplish these goals and develop the community primarily through its programming, events, and collaborations with campus and community groups. In the last year, Radio Laurier has immersed itself in the Waterloo community and through a variety of efforts has successfully shown support to other groups and promoted the station in a variety of ways. Their efforts are even further commendable due to the nature of the station being available solely online and the challenges that this presents.

Programming

Radio Laurier prides itself on having diverse programs and provides the opportunity for campus and community groups to express their ideals and goals in an environment where it can be shared with others. This helps to develop the culture within the campus and community.

Platform shows are a prime example of this and offer community groups and campus clubs the opportunity to host an hour-long weekly talk show. In their show, organizations can discuss issues and topics that concern their particular club or groups efforts. This gives them an opportunity to engage in dialogue with an audience and express and hear various viewpoints. They are also given an opportunity to make their show fun and entertaining through the use of music. Radio Laurier platform shows, which have been used by Laurier campus clubs including the Association of Black Students and Centre for Women and Trans People and Waterloo community groups including "Extend-a-Family" which provides a safe community environment for the social development of disabled individuals. These shows provide an opportunity for a viewpoint that may not otherwise be heard to be engaged within the Waterloo community.

Events

Radio Laurier frequently hosts and takes part in events that help to engage the community, with the hope of further developing the area in which we live and supporting local efforts and small businesses.

This year Radio Laurier hosted Hawktoberfest, an event in collaboration with the Lions Club of Kitchener. This event allowed Radio Laurier to take part in one of

the biggest events of the year in the Kitchener-Waterloo community, Oktoberfest, and to support The Lions community group on one of their off nights. The event saw about 200 students as well as over 100 community members in attendance come together and celebrate a staple festival in our community.

Radio Laurier frequently hosts fundraising events in collaboration with and with support from various local businesses. They host a bingo event every semester, which is sponsored by The Love Shop and hosted at a local bar. Not only does this give Radio Laurier a chance to raise money, but allows us to bring students into a small bar on a night that they would normally not attend and promote our sponsors with the hope of helping them grow within the community. Businesses that provide sponsorship for our events, regardless of how big or small, are then actively promoted by our volunteers on our campus and in our radio programs.

This year Radio Laurier hosted its first ever 24 hour live broadcast. The broadcast allowed volunteers from various shows to come together and produce different programs for 24 consecutive hours. The volunteers hung out at the station which helped to increase the community atmosphere amongst the volunteers. Various small businesses in Waterloo including B's Truly Couture Cupcakes and The Heather Hotel provided coffee and treats for the participating volunteers and listened live from their workplace. This further helped to integrate Radio Laurier into the Waterloo community and vice versa.

The Waterloo sector of the "Red Frogs" which is a group known for catering to University crowds and showing up at parties with water, snacks and other treats to promote safety and sobriety came in the morning and cooked the participating volunteers a pancake breakfast. This gave Radio Laurier in return the opportunity to show support to this groups commendable efforts by inviting them on-air to discuss their mission and various projects.

This year Radio Laurier has also partnered with Waterloo's Spark Music Festival for the first time. Spark is a festival that takes place in Waterloo every year in June and has several small scale concert events in the region throughout the year. Spark is a non-profit organization that allows other non-profit and student organizations to get involved and promote local music, social/environmental causes, and encourage community building. Throughout the year, Radio Laurier helps to promote these events on campus, helps work the door and MC the shows, and interviews the bands and artists. Radio Laurier volunteers will preform the same duties at the upcoming festival.

Collaborations/Support for other Community Groups

While platform shows allow Radio Laurier to support other community groups there are also a number of other steps the station takes to ensure it is working to develop the Waterloo community. During the summer months Radio Laurier participates in the Waterloo tradition of "Car Free Sunday's" where the main

street is closed down and local businesses set up booths and a farmers market for community members to enjoy. Radio Laurier provides music for these monthly events. Similarly, Radio Laurier will be doing the same thing for the upcoming Waterloo Air Show.

In support of other non-profit organizations and community groups in Waterloo, Radio Laurier offers many opportunities for these groups to share their causes and promote themselves through our outlet. We offer free DJ'ing services for charitable and non-profit events on campus and in the community as well as an opportunity for groups to create PSA's to be played regularly. The Morning Show also loves having these groups on to talk about their causes or upcoming events.

Radio Laurier also shows support to the city of Waterloo by keeping in close contact with Mayor Brenda Halloran. This year, in collaboration with WLU Student Publications and Radio Laurier, Mayor Halloran hosted a City Council meeting on our Laurier campus. We have also supported her through other initiatives including by promoting and attending "Movie Night with the Mayor".

Conclusion

While Radio Laurier is still a young and growing station who is still defining itself within campus and community radio, we have made a lot of efforts to integrate ourselves into the Kitchener-Waterloo community and within the Laurier campus. We have built partnerships with various community groups and have a solid foundation for these relationships to grow in the future.

These efforts are extremely commendable because they showcase where the station has come from and the growth and progress it has made, and is a clear example of what the future has to offer for Radio Laurier in its efforts to develop within the community.