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Your voice, your media

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To: N.C.R.A.

Re: The CKLN-FM Community Development Award

This past year Radio Laurier spent a lot our time and energy on our community development. As the official station of Wilfrid Laurier University we feel it to be a responsibility of ours to help the campus and the surrounding community in whatever way we can. Through programming, special events, charity fundraisers, local partnerships and other initiatives Radio Laurier has helped develop the Laurier and Waterloo community.

Events and Fundraisers

This past year Radio Laurier hosted a lot of events, whether it was partnering with local groups or on our own to raise awareness and money for different causes. Last Summer Radio Laurier partnered with Spark, an organization that increases awareness of the arts and tries to instill the value of finding one's passion. Radio Laurier helped with promotion and hosting the festival. This festival has local organizations for different causes set up booths and it had all local artists perform. We felt this was a powerful initiative with its message to the community and also helped community members get to know some local artists and important organizations in the community. Part of our job was to talk about each artist and introduce each organization to the crowd.

Another important event was Last Band Standing. We partnered with the Student's Union events team to help promote local artists. This event consisted of an online voting portion and a live concert. We helped with promotion on-air and throughout campus. We also participated in the judging and hosting portions of the event. Although a new event to Wilfrid Laurier University, it was very successful having hundreds of online voters and a full campus bar to participate in the live concert. This was important to community development to help get local artists in the ears of the community.

Laurier Idol was another contest we partnered with the Student's Union to deliver to the WLU and surrounding community. This was a contest for local vocalists and songwriters that involved both an online voting portion and a live concert. Our participation was in promotion, all audio technology, judging and hosting. This was another event where we could get the WLU and surrounding community together to enjoy the talents of local artists.

Our first Annual Movember Party was another successful community development event. We partnered with a local establishment that is a small concert venue (maximum capacity 100) to host and fund an awareness-raiser for Prostate Cancer. We had a band

from Toronto come to Waterloo to “headline” the party. We had our own DJs start the party, which helped promote their DJ businesses and then we asked a local Waterloo Band, Teen Violence to also play at the party. This event was extremely successful as we raised a ton of awareness with the bands and audience participating in our Mustache contest and collecting donations at the door. Our ticket costs just covered the expenses for the party however we used our promotion skills to raise approximately \$500 leading up to the event with our own volunteers growing mustaches for donations on the official Movember website. This was a great event to raise money for an important cause while also benefiting members of our station and promoting local artists and DJs.

Hearts for Health was another new initiative from Radio Laurier but something we are hoping becomes an annual event. For this we had many people (such as the president of the Student Union and various clubs and organizations) around the WLU community volunteer to be auctioned off for a profit that would go to the Canadian organization, Partners for Mental Health. We reached out to many local restaurants to ask for gift cards for these “dates” in exchange for some promotion. We ended up with about 20 gift cards and 20 volunteers and were able to get a lot of people together for a good cause. The auction lasted under an hour and we raised approximately \$450 for Partners for Mental Health.

Love my Life was a 12 hour walk planned and executed by WLU administration and the Students Union. Many on-campus clubs participated such as 5 days for the Homeless with a dunk tank and the aerobics classes having free outdoor sessions. The purpose of the walk was to raise awareness for mental health. Radio Laurier provided all the sound equipment for the speakers and did all the DJing for the day. It was another way we could help out the community by bringing people together and raising awareness for an important cause.

The last few years there has been the Ping Pong Tournament at WLU where people pay to play ping pong at school. Usually professors, staff and students all participate. This year Radio Laurier DJed the event again, helping to keep energy up and to support a good cause. All proceeds (over \$1000) from this event went to Kid Sport Canada, an organization that provides kids an opportunity to overcome financial barriers to play organized sports.

Folk, Roots, Stew was an event in the Waterloo community put on by local artists to showcase their talents each week to anyone interested in the community. Each week Radio Laurier volunteers would work the door of this event collecting any donations for the artist. Our volunteers also helped regularly promote the event to help develop the relationship between WLU and artists in the Waterloo Community.

The RapUP is a show on Radio Laurier that provides both local and national rap music to the community. This year they teamed up with another Radio Laurier DJ to host their own event called The First Annual Hip Hop Hangout. This event consisted of a local rap performer, the Radio Laurier DJ doing a set and a rap battle between two other local performers. This initiative brought the rap community together and introduced local audiences to local talent.

Programming

This year Radio Laurier continued to diversify our programming schedule continuing some platform shows and starting some new platform and niche shows. Below are some of the ways we felt our programming helped with community development.

Through shows, public service announcements and interviews this development becomes apparent.

We felt that our diverse range of shows on our programming schedule develops the community offering many different people, groups and organizations a platform for their voice or a community they can take part in based on their personal experiences and interests. Below are some examples of shows that really focused on community development.

As Big As Something Small – a weekly show solely focused on Waterloo region bands, playing their music both new and old, and having them in for live interviews and performances.

The Basement – a weekly platform show for Laurier Association of Black Students.

Noise Pollution – a weekly show focused on environmental issues and artists with environmental initiatives. This show teamed up with the Laurier Eco Hawks (environmental campus groups) for interviews on air and an advocacy for sustainability fair on campus.

Healthy Hawk – this weekly show focused on student health and wellness. The host offered different resources for folks in the Waterloo community as well as online resources for people to check out on various topics. The host shared personal experience along with this information, which was very powerful for audiences. This show also had a column in the student newspaper that would reiterate the information from the show.

The Soapbox – a bi-weekly platform show from the Centre for Women and Trans People.

Talking Mental Health – this was a 15 minute show aired daily that was created from a partnership between Radio Laurier and Laurier Counseling Services. This show has a new topic each week ranging from stress and anxiety to friendships and relationships.

Cause of the Month – this was a show that aired three times weekly and focused on a cause each month. This was a Laurier Student Publications initiative with themes such as Black History Month and prostate cancer.

Extend-a-family – this organization was featured on our morning show and created some different specials for us to air. Extend-a-family is an organization in the Waterloo region that assists people living with different needs to ensure the opportunity to have meaningful relationships and community participation.

The Cord Roundtable – a weekly platform show for the campus newspaper, dedicated to discussing themes and articles within the weekly issue of the paper.

Blueprint Radio – a monthly platform show from the Laurier submission based art magazine.

Laurier Sports Live – Radio Laurier was able to broadcast all home and away football games, all home basketball games (men's and women's) and some home hockey games this year. Covering the away games was an important progression in our sports broadcasts as we found very few schools covered these games.

Other Initiatives

This year we increased our ability to do public service announcements for local organizations, important causes and charitable events by growing our production volunteer team that makes all advertisements and other pre-recorded sound bites. We averaged creating approximately two public service announcements per a week based on volunteer availability. Some of our P.S.A.s included Women in Leadership Laurier, Lend your leg campaign, Opera Laurier, Eco Hawks, 5 Days for the Homeless, and many, many more.

As mentioned earlier through examples we created many partnerships this year through our events and programming. We were also able to help promote local businesses through contra deals throughout the past year. We would create advertisements for these businesses and they would provide us with different things: whether it was pizza from Pizza Maniac to give our volunteers during long meetings or Debrodnik's bakery offering us mini cupcakes with mustaches on them for us to give away on campus to promote our Movember party.

We found an extremely easy way to incorporate more independent and local artists into our broadcasting as we are not an FM station and do not chart songs. We decided we would add all independent music and local artists that were deemed appropriate for daytime broadcasting throughout campus to our playlist that is played whenever we do not have a show airing or during the overnight when we do not have a specific show airing.

As an online radio station, we like to ensure our website is as helpful as it can be so we have a community calendar in which we upload all local music events and charitable or personal interest events on to. We also have a CD review program where our volunteers write reviews about CDs we have received. Another way we use our website for community development is to blog about local events and happenings right on the front page of the site.

Interviews were a large way Radio Laurier offered audiences information on both artists and organizations. Using the morning show as our main platform for interviews we had many organizations, campus groups, and artists come on-air to discuss upcoming events and current affairs. Our interviews were educational, entertaining and promotional for not only the station but the interviewee. Our interviews included a member of the Canadian Space Agency, Students Union representatives, representatives from many student groups looking to let students know about their organization or to discuss an upcoming event and many artists and bands.

Recruitment is also important to our community development. Radio Laurier strives to find new ways of recruitment so that we can offer our volunteer opportunities to everyone on campus and in the community. We have done this by attending on-campus volunteer fairs, community events such as the Waterloo Air Show and KW Music Works events. We have also offered recruitment sessions where we offer skill development to anyone interested such as our sports broadcasting recruitment session where anyone interested was allowed to come to the station and learn from the volunteers who do it now through a series of workshops. In addition to these initiatives, we host our own volunteer booths and fairs on a weekly basis to let people know about opportunities at the station.

Through our programming, events and many partnerships and connections we were able to continue to develop our community and grow within it. We have continued to grow our station through learning from member stations at the NCRA and understanding our own community, in order to continue the ways in which we can be a platform and service to the Laurier, Waterloo and online community.

Thank you for your consideration,

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2012-2013 Station Manager
Radio Laurier

