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Community-Based Education Program



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Promotional Copy

Canoe FM

Organization Information

Canoe FM is a community radio association broadcasting at 100.9 FM and streaming at canoefm.com.

Canoe FM provides Haliburton County with a strong and recognizable community voice, working within the parameters of our CRTC mandate. We strive to be responsive to changing community needs and evolving demographics. Our volunteer-based organization will broadcast quality, balanced entertainment and information, and provide reliable emergency communication service to our diverse, broad based audience. A major responsibility is to promote local talent and not-for-profit organizations. A strong partnership with local business and listeners will remain key to our sustainability.

CKHA is governed by a volunteer Board of Directors, elected by members (those with 50+ volunteer hours per annum) for a two year term. Officers include President as CEO, Vice President, Secretary and Treasurer. Four (4) Board Committees manage major aspects of the operation. These are: Bylaws/Policies and Procedures, Music, Programming, Public Relations. A technical team oversees all matters related to broadcast equipment and software.

A paid Station Coordinator/Manager works with the Board, its officers and its committees to ensure compliance with CRTC regulations and all applicable legislation, as well as to coordinate volunteer assignments, assist in implementing Bylaws/Policies and Procedures and managing day to day operations under the direction of the CEO. The role of the Station Coordinator/Manager is evolving.

A paid sound technician coordinates all aspects of playout in cooperation with trained volunteers, including pre-recording, automated scheduling and logging, and maintenance/inventory of equipment. The technician reports to the Station Coordinator/Manager and/or CEO

Advertising revenues are generated by a commission salesperson who works in conjunction with the Station Coordinator/Manager and reports directly to the CEO and Board of Directors

Project Information

In order to assess the success of our three year strategic plan and inform the development of our next strategic planning exercise, we need to conduct a community listener survey to more accurately determine:

- present demographic
- listener share
- listener music and program preferences
- peak and off-peak listener demographic
- Reasons for tuning in or out

Benefit to the Community

This project, when completed, will provide CKHA with the quantitative data and interpretation it needs to better serve the needs of the community as per the Mission Statement and Strategic Plan. Specifically, it will aid us in targeting specific demographic groupings in the scheduling of community public service announcements and the balance of specific musical genres and spoken word programming, in order to reach the widest possible audience.

It will also serve to assist in the economic development of the community by providing local businesses with information to better utilize their radio advertising budgets to increase their revenues.

Potential Learning for the Student

Students will be conducting primary research via 6 to 8 minute telephone interviews, and creating a profile of listener demographics, preferences and expectations of programming.

Research questions to be answered:

How effective is CKHA in delivering the services specified in its Mission Statement and Strategic Plan?

What demographic does CKHA reach during mornings, afternoons, early evenings, late evenings, weekends?

What services/programming does the community want that CKHA is not currently delivering?

This project will provide invaluable experience in polling technique and data interpretation/presentation, as well as an insight into rural demographics and community radio. It will be of interest to students in the fields of:

- Polling
- Statistics
- Media Studies
- Business Administration
- Political Science
- Human Resources
- Computer Sciences
- Public Relations

Resources Required for Project Provided by Host

Host:

This project, when completed, will provide CKHA with the quantitative data and interpretation it needs to better serve the needs of the community as per the Mission Statement and Strategic Plan (Appendix 1). Specifically, it will aid us in targeting specific demographic groupings in the scheduling of community public service announcements and the balance of specific musical genres and spoken word programming, in order to reach the widest possible audience.

It will also serve to assist in the economic development of the community by providing local businesses with information to better utilize their radio advertising budgets to increase their revenues.

U-Links: The cost of a rental vehicle **OR** reimbursement for fuel (student owned vehicle) to travel to and from Haliburton County for up to **four (4)** visits.

All costs for transportation beyond the four visits, including rental and fuel costs, as well as fuel costs for project related travel within the county are the responsibility of the host organization.

Screening or Training Requirements

A standard police check would be required of any participant. CKHA would require a confidentiality agreement.

Skills that Would Be an Asset to the Student(s)

- Confident, friendly telephone manner
- Ability to analyze and translate raw data into charts, graphs and comparative visuals using MS compatible software
- Ability to present results and interpretations using MS compatible software such as Power Point.