

Marketing & Outreach Year-End Report 2021

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Joining the Team

I was very happy to officially join the CFRU team on March 1, 2021 and be welcomed so quickly into the community! The staff and board have been very supportive to me during the learning curve of joining a radio station, purely virtually. I joined the team with many ideas and suggestions for productivity (including creating a shared Google Drive and moving newsletters over to a specialised platform) and have been met with support and the openness to talk about them for the benefit of everyone. Each staff member has been open and willing to share their expertise with me or point me in the right direction when I have questions, comments, or concerns. Although a pandemic isn't the best time to start a full-time position, I'm very grateful that I was welcomed so warmly by Jenny, Christopher, Bryan, and Alex!

Partnerships

Many community organisations were very receptive to partnering with CFRU this year! Although most festivals had virtual events, CFRU was still utilised to share the word and do both on-air and online promotions. The Guelph Jazz Festival is the only organisation that was able to do in-person programming that CFRU was able to broadcast live from. I'm hoping in the near future, more organisations will be hosting in-person events that CFRU will be able to broadcast live.

In early March, I edited and updated the CFRU Advertising Package to include prices for online advertising (\$2 per platform, per post) and in-kind payment alternatives for smaller businesses and individuals to take advantage of CFRU without much financial burden. Many partnerships below included online promotional services.

CFRU partnered with:

- 2Rivers Festival
- A Taste For Life
- ArtsEverywhere
- Eden Mills Writers' Festival
- Guelph & District Multicultural Festival
- Guelph Comedy Festival
- Guelph Dance
- Guelph Film Festival
- Guelph Jazz Festival
- Guelph Market
- Guelph Pride
- Hillside Festival
- The Ontarion
- River Run Centre

Student Staff & Co-Op Positions

Jenny pushed very hard to ensure we were creating student staff positions for the University of Guelph Work Study program and several co-op opportunities in collaboration with local high schools. It's my goal to ensure we continue offering opportunities for high school students and University of Guelph students to interact with the station in ways that best support their future endeavours.

Through the Work Study program, we hired Hannah Carr, our Student Liaison position. Working with Hannah allowed us to connect with the University of Guelph students, student organisations, and professors to share what CFRU is able to do for them. Hannah then forwarded interested people/organisations to the appropriate staff member to continue the partnership. Hannah also created a shared Google Drive for the Student Liaison position with an updated Google Sheet to track contact with each group so that we could continue to craft this position with Liaisons in the future. Working with Hannah has been a pleasure!

Jenny also has done well to bring along two separate co-op students from local high schools: Yuli Cruz and Joziah Vandermeer. Yuli was able to voice and record several on-air advertisements for CFRU and has shown interest in continuing to help record advertisements in the future. Joziah has just begun with CFRU and I look forward to sharing scripts with him and working with him to gauge his interest in producing on-air advertisements.

Events

All of the events that were run this year were virtual due to the pandemic. We hosted volunteer hangouts during the summer before moving into planning for our Virtual Workshop Series for the fall semester. The point of the volunteer hangouts were to allow volunteers the chance to continue to feel appreciated and part of the CFRU community, even though the station was closed. Our first hangout in March was facilitated by improviser, Lauren Stein, and featured prizes from Guelph Market, Royal Cat Records, and The Beat Goes On; our second volunteer hangout was a pride-themed hangout in June, facilitated by Bella Harris with prizes from Enby Bakes, Creature Spirits, and CJ Pez.

Jenny and I began planning for the Virtual Workshop Series in August with the plan to host one workshop every fortnight with topics that touched on all aspects of CFRU's radio and media centre. We partnered with different organisations (including Ed Video, Ward 1 Studios, and Guelph Spoken Word) to host the workshops and share their knowledge with our community. We hope to continue to host these virtual workshops next semester (winter 2022) with varying levels of competency. The goal is to continue hosting these workshops virtually to ensure accessibility for anyone interested in learning, regardless of their physical closeness to Guelph. It's also our goal to potentially hire a position to run these workshops or gather information to assist in funding at a later date.

Lastly, CFRU hosted two events during F21 Orientation Week: a silent dance party and storytelling event with The English Students' Society (TESS). Although the turnout was poor, I still took advantage of the opportunity to build a rapport with TESS and I hope to continue working with that group in the future. As we finish the fall semester, I am currently working to

host an event in January for Snow Days: Winter Orientation, which will be physically hosted on campus!

Promotional Projects

When I first entered the role, staff had already planned on the Free Advertising Initiative and needed it executed. I took on the project and was able to promote to local businesses to craft and air advertisements, for free, on CFRU for a maximum of three months. All organisations that submitted to the initiative were given the option to receive the Advertising Package for potential advertising opportunities in the future. Social media and in-person interactions were utilised to connect with business owners to advertise on CFRU. I cannot stress how integral my Outreach Crew (volunteers) were to this initiative: they were all very helpful and responsive to my requests to have scripts recorded and were always willing to modify the advertisements if requested. As we come to the end of the year, I will be reaching out to those same businesses to advertise with us in the new year.

I also worked with StreetSeen to get 11" x 35" advertisements on Guelph Transit buses for the year. These advertisements have been a success from what Jenny has told me from running General Orientation Trainings with prospective volunteers; many people have seen the advertisements which brought them to our training! I plan to continue utilising this service in the future, with modified advertisements, so that students and community members can see that CFRU is for everyone!

Lastly, I researched and found bluetooth speakers that looked like miniature retro radios to give away to students, volunteers, and community members throughout the year. I purchased 50 speakers from a Canadian company, PrimeCables, and Bryan and Jenny helped engrave these speakers to have the CFRU logo on them for additional promotional capabilities. These speakers will be given away at events and on-air.