

Application Details

Applicant details

Call Letters	Name	Title	Address
CFUZ	Dave Del Rizzo	President	104-4400 McLean Creek Road

City/Province	Zip
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Postal City/Province	Postal Zip

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Project Description

1. Title of the project:

Tuning in to Our Volunteers (CFUZ 92.9FM Penticton BC, 2015-16)

2. Description of your project:

CFUZ - Peach City Radio - is a community radio station operated by the Peach City Community Radio Society, based in Penticton, British Columbia. Since its inception in Spring 2010, the volunteers of CFUZ have established a substantial presence in the community. Our station offers a full-featured website where news and events are advertised, and original content is made available for download and on-demand listening. CFUZ also hosts a 24 hour/day online web stream which features original programming, along with automated music play out and syndicated shows from fellow National Campus/Community Radio Association (NCRA) stations across the country.

In preparation for becoming a true broadcast radio station, our volunteers have gained experience in FM terrestrial signals by hosting short-duration broadcast undertakings during our development. Ultimately, in May 2015, we received a low-power FM community station broadcast licence from the Canadian Radio-Television and Telecommunications Commission (CRTC). With this licence, we expect to transition from online streaming to on-air broadcasting in late 2016, and it is with this goal in mind, that we present the 'Tuning In To Our Volunteers' project for your consideration.

The primary goal of this project is to develop, enrich and maintain the volunteer experience at CFUZ. Through this effort, we endeavour to increase volunteer participation, especially in the creation of locally produced content, ensuring that our first year of broadcasting is a success. Building a strong volunteer framework at this crucial stage will cultivate a community of informed volunteers, and it will provide a valuable foundation for future staff and volunteers which will continue beyond the term of the project.

We aim to make use of this grant to hire a Station Coordinator (hereafter referred to as SC) for a 48 week term, who will build on currently existing volunteer framework at CFUZ, and be responsible for the further refinement through design, development and execution of a volunteer engagement, recruitment and training plan. The plan will outline opportunities at CFUZ by providing a roadmap through which volunteers may navigate according to their strengths and areas of interest and expertise, ultimately benefiting the station through cultivation of a well-trained, engaged and sustainable volunteer corps.

Through production of training materials such as procedure manuals, presentation documents, and displays, the SC will establish a routine intake procedure for volunteers interested in becoming involved at CFUZ. Special emphasis shall be given to training documentation and multimedia products such as video and audio clips, describing the fundamentals of various station aspects including production in-studio, software and equipment use, as well as volunteer roles and responsibilities and CRTC compliance. The intention is that all tutorial products be made available online, as well as demonstrated in person at scheduled training sessions throughout the year. Production and posting online of such materials allow for the work conducted under this grant to persist long after the grant is complete, leaving a legacy of training tools and information, and in the process inspiring, engaging and educating volunteers on station procedure, and instructing them on the various opportunities to become involved in our Society, and our station.

Direct connection with interested community members looking to become volunteers is a necessary component of engagement. As such, a part of this project will be dedicated to ensuring that a regular schedule of volunteer engagement and recruitment sessions, as well as studio orientation sessions are conducted on a regular basis.

Research indicates that successful volunteer engagement practises are deeply rooted in face-to-face communication opportunities. A robust, well supervised and thorough volunteer experience is at the core of involvement at a community radio station, and in particular at CFUZ. This project will fulfill the primary objective to strengthen volunteer participation, engagement and retention during the term of the grant and will lay the groundwork for sustainable volunteer practices as we build CFUZ into the future.

Outcome

3. Select ONE outcome you want achieve with the completion of your project:

Better training, supervision and retention of volunteers

4. Explain how your project will support the selected outcome:

Since the inception of Peach City Radio - CFUZ - in early 2010, our organization has been entirely driven by the passion and dedication of a small number of core volunteers. At this point in the development of our station, the Board of Directors is in a position to pursue the development and cultivation of a robust, diverse and sustainable volunteer base to drive CFUZ to the next level and towards the future.

The addition of a staff member dedicated to volunteer development, training and retention will serve to rapidly increase and broaden our overall volunteer base, and by doing so, will serve to directly impact CFUZ by:

1. Increasing the current number of engaged volunteers at CFUZ;
2. Increasing the current number of hours spent by our volunteers in the creation of local programming;
3. Increasing the amount, diversity and quality of resources available for volunteers to engage in self-directed learning and reference information pertaining to station information, policies and procedures;
4. Increasing the current number of volunteers effectively engaged in the day-to-day tasks involved with operating a station.
5. Increasing the capacity and population of seasoned and experienced volunteers able to take on a training role for new recruits at CFUZ.
6. Decreasing the reliance on CFUZ Directors and senior volunteers, allowing them to focus on long range planning for our Society and its service to the community.

5. Describe your current situation:

Peach City Radio - CFUZ - is currently undergoing an enormous transition.

With the approval of our FM license in May 2015, we are in a position within the next year to move from being a strictly online station to broadcasting a terrestrial signal to our community. We have achieved more than 60% of our fundraising goals for studio and broadcast equipment, and plan to be ready to move into new studio space by March 2016. Penticton, and the Okanagan Valley of southern BC in general, has never experienced community radio, as our application to the CRTC represents the first such licence granted to a community radio station in the area. This is a very exciting time for our organization, and for our community.

Peach City Radio - CFUZ - is governed by the Board and membership of the Peach City Community Radio Society. The Society has had no paid staff to date and is entirely run by volunteers.

Throughout our development, we have encouraged and trained community members and volunteers in the art of making radio at home, using personal equipment such as smartphones and laptops. We are proudly able to state that as of October 2015, our volunteer programmers have produced and catalogued more than 900 hours of content, ranging from spoken word to music features to archived live broadcast material. These programs are both used to populate our automated online stream, and are available for on-demand listening and download through our website. Our efforts as a group of volunteers have been successful to date, and we are very proud of how far we have come.

Despite the fact that we have been operating without a station, studio or transmitter, CFUZ has received multiple accolades from our local community, as well as the Campus/Community radio sector nationally. In 2014, Peach City Radio received honourable mentions from the NCRA in both the 'Best Music Program' and 'Best Documentary Program' for shows produced by volunteer programmers. In 2015, Peach City Radio - CFUZ - received recognition by the NCRA for the 'Best Music Program' amongst all Canadian campus/community radio stations for the show 'Sounds from the Tenacious Hi-Fi', produced locally by our volunteer Timothy Tweed. A program that has notably been produced for two years prior to our organization gaining a licence from the CRTC. Also at the 2015 NCRA Awards, CFUZ President Dave Del Rizzo was the recipient of an Honourable Mention in the category of Volunteer of the Year.

Peach City Radio is recognized as a nexus for community information. We have been saluted numerous times by local organizations and local government for our dedication to community and to our efforts in establishing a conversation through local radio in Penticton. Such accolades have come from the Penticton & Wine Country Chamber of Commerce, Junior Chamber International Penticton, the South Okanagan Immigrant and Community Services Society, the South Okanagan Women in Need Society, the Penmar Community Arts Society, the Okanagan Similkameen Conservation Alliance, and the City of Penticton, to name a few.

Currently, CFUZ operates a fully automated online audio stream 24 hours per day. Our online station has a digitized audio library containing the over 900 hours of volunteer created content, in addition to a large and diverse music library. Volunteers involved in our Programming Committee ensure all original and locally generated content is broadcast according to a schedule - including five (5) hours of original content generated weekly. Interspersed with music and programs are locally-produced station IDs and CFUZ promotional announcements, along with sponsor IDs and the like - the intention being to provide a listener experience not unlike live community radio.

CFUZ recognizes that our efforts to date in building our station have not been in vain. The volunteer hours spent in creating our existing infrastructure are many, and we are very proud of what we've built. However, we also know that the bulk of the work still lies ahead of us. In order to move forward, and provide a true community service to Penticton, CFUZ requires a presence on air that we have not yet had the luxury to foster. As we move forward from this point, we will look to our volunteer programmers for live, locally produced and original content, in order to fulfill our obligations to the CRTC, and to prove to Penticton that community radio is beneficial, and of a quality that listeners in our area deserve. At this time, with the granting of our licence in May 2015, and our on-air date approaching, it is imperative to put this project into motion; to formalize, document and expand the training and engagement practises for our volunteers, and then to shift our focus from the production of pre-recorded programming, to the effective use of studio space and production of live-to-air content. Utilization of an SC will directly impact our ability to fill this need, exactly at the time for which it is necessary.

6. What are the objectives (outputs) of your project:

Our major focus for this grant, and the position it will create at CFUZ, will be to establish practises, policies and procedures to support the training, supervision and retention of CFUZ volunteers. This will be achieved through:

1. Development and formalization of a volunteer involvement framework, expanding on what currently exists at CFUZ, to further engage and support new volunteers. This aspect includes the design of a volunteer intake session to expedite the registration and initial orientation of volunteers, and to conduct this session on a regular basis (quarterly).
2. The formalization and documentation of all volunteer job descriptions at CFUZ.
3. Production of training materials directed towards volunteers (video, audio and written) and to make those materials readily available in-station, through our online presence, as well as via other emerging distribution technology such as social media. Training materials will include topics surrounding production of programs, studio use, programmer responsibilities, CRTC compliance, etc...
4. Development of a standardized studio orientation and training sessions, designed to welcome and engage community members and new/future volunteers in CFUZ, and to provide both basic and intermediate guidance in the use of studio amenities, and basic program development.
5. Training of CFUZ volunteers in good practices surrounding further volunteer engagement, recruitment and retention. By educating participants on how to effectively pass their experiences on to new generations of volunteers, we are able to maintain a sustainable foundation of volunteer manpower going forward.
6. Development of a scheduled, volunteer accessible, live-to-air show designed to introduce volunteer programmers to the routines and aspects of live production. This program will serve to train volunteers in how to interact with their audience, how to develop their exposure both within the CFUZ community, and to the broader listening audience within our community, and highlight good practises with regards to CRTC compliance. Participation in this program will not require programmers to conform to currently established program application guidelines. Volunteers will be encouraged to experiment in different techniques and formats, in order to help develop concepts and ideas, leading eventually towards the development of program proposals of their own.

Ultimately, the objective of this grant application will be to make the volunteer infrastructure at CFUZ sustainable through production of volunteer resources. This will result in an increase in the number of active, engaged and participant volunteers within CFUZ, a marked increase in the number of locally produced hours of content at the station, and an overall strengthening of our station, and the presence of community radio in Penticton.

7. Quantify or qualify your outputs (performance indicators):

1. To increase by 25% the number of engaged, well-trained and effective Society volunteers, a group comprising regular sitting committee members and on-air programmers with regular shows.
2. To double the total number of regularly-produced, sustainable, and original volunteer broadcast hours at CFUZ to at least ten (10) hours per week by the end of the project period. Currently this is on average five (5) hours per week.
3. Build on existing CFUZ resources, formalize and produce a Volunteer Roadmap, Volunteer Manual and Volunteer Training documents with associated materials, and make these available online to all CFUZ volunteers.
4. In conjunction with the Board of Directors and Committee Chairs, formalize and document an outline/job description for all volunteer positions and opportunities, and make these outlines available online to all CFUZ volunteers.
5. Develop an outline, script and graphical presentation designed to conduct an hour-long volunteer intake, recruitment and orientation session, based on resources developed in #3. Document the presentation, including all necessary materials, displays and notes. Train at least four (4) senior/experienced CFUZ volunteers on its delivery.
6. Coordinate the delivery of four (4) volunteer intake, recruitment and orientation sessions for existing and new community volunteers at CFUZ.
7. Produce a series of at least ten (10), 5-8 minute training videos, designed to instruct volunteers on various topics, including studio use, program preparation, program production, logging and compliance with CRTC guidelines, and/or archiving practises. Make these resources available online to all CFUZ volunteers.
8. Develop, document and conduct a monthly studio orientation session designed to engage interested community members and recruit volunteers to CFUZ. The orientation session is to be documented, including all necessary materials, displays and notes. Train at least four (4) senior/experienced CFUZ volunteers on its delivery. Make these resources available online to all CFUZ volunteers.
9. In conjunction with the CFUZ Programming Committee, organize and coordinate regular volunteer participation in a volunteer-accessible, on-air show to be added to the CFUZ broadcast schedule.

8. Name and describe the activities you will undertake and indicate the start and end dates of each activity:

Anticipated project duration

Start	End
2016-03-01	2017-02-28

Activities

Activity	Date
Post job description.	Immediately upon grant approval.
Interviews complete, hiring decision made	Prior to 15 March 2016
Board establishes a detailed project structure to accommodate a new Station Coordinator (SC) (schedule, concrete objectives, dashboard, tools, project milestones and checklist, etc...)	Completed by 1 March 2016
Board to assign SC Liaison	15 March 2016

Activity	Date
First day of work for SC	4 April 2016
SC orientation and training period. Board of Directors hold an extended meeting during this time to review project goals and objectives, and to work with the SC to refine schedule and identify strengths, weaknesses and adjust as necessary.	4-18 April 2016
Board and SC conduct 6 week evaluation and performance check-in. Project goals and objectives are revisited and schedule is adjusted accordingly.	16 April 2016
80% draft of Volunteer Roadmap and Volunteer Manual documentation presented to CFUZ Board for review.	9 May 2016
SC to begin working with the Programming committee on design of a regular volunteer-accessible training show.	16 May 2016
Research and compilation of supporting documentation and investigation into production of CFUZ Volunteer job descriptions.	23 May 2016
SC attends NCRC in Ottawa on behalf of CFUZ with the help of (and dependent upon) internal funding availability, in order to establish themselves through networking and information gathering. Determine and discuss methods and best practises with delegates from other NCRA member stations.	First week of June 2016
SC interns at an NCRA station of CFUZ's choosing, taking the opportunity to shadow members of the station staff and key volunteers in order to compare practises and perform research directly applicable to the CFUZ project.	Second week of June 2016
SC conducts first of four Volunteer intake/recruitment and training session.	27 June 2016
Volunteer Roadmap and Volunteer Manual documentation and associated materials due.	30 June 2016
Design, production and completion of Volunteer Training videos	July through December 2016
SC begins conducting monthly studio orientation	4 July 2016
SC to review Volunteer intake/recruitment training session and studio orientation sessions with Board Liaison, including feedback from the Board and other participants. Identify strengths, weaknesses and any necessary improvements to be fed into next iteration.	11 July 2016
Delivery of CFUZ Volunteer job descriptions.	25 July 2016
SC to prepare and present an interim report to the Board of Directors regarding progress of the project at the approximate halfway point.	31 August 2016
SC, in conjunction with the Programming Committee, commences a volunteer-accessible training show, and begins to coordinate volunteers to populate the show as a step towards studio and on-air training.	6 September 2016
SC conducts second of four Volunteer intake/recruitment and training sessions.	12 September 2016
SC to prepare a short report on progress and projected path for remainder of project to the membership at the Society AGM.	First week of November 2016
SC conducts third of four required Volunteer intake/recruitment and training sessions.	5 December 2016
Delivery of final Volunteer Training video suite.	19 December 2016

Activity	Date
Winter holiday break	2 week break in the second half of December
SC conducts fourth of four required Volunteer intake/recruitment and training sessions.	6 February 2017
Prepare and present a final report to the CFUZ Board of Directors	20 February 2017

Monitoring and evaluation

9. Tell us how many staff and/or volunteers will be involved in this project and what will be their tasks and responsibilities:

The following CFUZ community members will be involved in this project:

The entire CFUZ Board of Directors will be involved directly with the management, maintenance and progress of this project. All project operations will be overseen by the Board throughout the duration of the project.

The Station Coordinator (SC) will be the focus of the project, and is the intended staff member that will result. The SC will ultimately connect with all CFUZ volunteers, and become a de-facto Volunteer Coordinator, with a specific focus on the development of training policy, procedure for volunteers of the station at all levels, and will champion the description and coordination of all volunteer opportunities at CFUZ, as described within this project.

The Board will nominate one Director to act as direct liaison to the SC, meeting on a weekly basis (either in person, by phone or email contact), and require a bi-weekly check-in. The SC will be required to report to the Board at regular monthly meetings.

The CFUZ Volunteer Director is a member of the Board of Directors responsible for volunteers in the Society. This Board member in particular will work closely with the SC, transferring existing knowledge and documentation, and feeding into the process of creation and further formalization of the Volunteer Roadmap and Volunteer manual materials.

Early in the project term, CFUZ Committee Chairs (Programming, Music, Production, Outreach, Technical, Funding and Fundrive) will communicate directly with the SC, providing feedback and guidance as to how each committee makes use of volunteers, as well as providing information as to the specific skills required of volunteers in those particular areas. The SC will utilize this information, as well as connections with these Committee Chairs to help formulate a Volunteer Roadmap and other materials associated with a Volunteer Manual document, and documents describing specific volunteer job descriptions.

All current, prospective and future CFUZ volunteers will engage with the SC during their term, and as a result with the project in general. Experienced and senior volunteers will participate by contributing information and experience to the SC, and current and future volunteers will interact with the SC as they become engaged and ultimately more involved at the station.

10. Explain how you will monitor and evaluate the ongoing progress of your project:

In order to properly and effectively manage and evaluate the progress of this project, the CFUZ Board of Directors plans to:

1. Create a project timeline and checklist, to be used as a tool to measure progress within the project by various stakeholders. The checklist will identify major and minor milestones within the project, as well as the overall objectives and should be revisited at each monthly Board of Directors meeting.
2. Institute a preliminary employment performance check-in after 6 weeks of project work, in order to allow the CFUZ Board, and the Station Coordinator (SC) to evaluate early progress within the project, and to identify potential areas of improvement, as well as highlight areas which are being completed to satisfaction or beyond expectations.
3. Assign a Director (member of the Board) to act as a 1:1 liaison between the SC and the Board of Directors. This Director will be responsible for weekly check-in, and together with the SC conduct a bi-weekly review of the project timelines, milestones and goals against the master project checklist, assisting the SC with the reevaluation of progress, achievability and objectives as required.
4. Require the presence of the SC at all regular Board meetings (monthly) to present a written progress report, and to elicit feedback on project status, review and direction directly from the entire Board of Directors.
5. Engage the Chairs of CFUZ volunteer committees to monitor the progress of the project in the areas which pertain to those committees by supplying feedback to the Board via the project timeline and checklist.
6. Create a project dashboard, and display this dashboard on our web site, to be updated bi-weekly. The dashboard will be used to keep all stakeholders apprised with regards to the progress of measurable outputs during the course of the project.

11. Demonstrate how this project is relevant, important, and innovative:

CFUZ is completely managed by passionate and dedicated volunteers. While this has been manageable to date, our current situation sees CFUZ entering a period of rapid growth.

This project addresses our current situation by providing support for a dedicated staff member to concentrate on the engagement, support and retention of CFUZ volunteers in the present. In addition, this project will leave a legacy to the station of documentation, policy and procedures surrounding volunteers moving forward. Putting well thought-out, and documented procedures in place under this project will allow future Volunteer Coordinators at CFUZ to recruit, train and retain quality volunteers who are passionate about community radio.

By providing a dedicated staff member, concentrating directly on the training and support of volunteers with relation to programming, current Board members and senior volunteers are free to concentrate on the governance, management, programming, community relations and operations of CFUZ in this critical phase of station development.

At a time where CFUZ is introducing itself to a community in earnest, and will be commencing terrestrial broadcast of an FM signal, it is crucial that we expand our volunteer participation, which is at the heart of this proposal. Doing so will certainly impact the day-to-day operation of the station by providing for many more hands making for lighter work. Furthermore, by doubling the number of hours weekly which are produced and aired locally, we endeavour to show our community the power of locally produced radio, providing encouragement by example for our community members, which in turn will serve to drive additional new volunteers to our station.

12. Demonstrate the sustainability of your project :

This project seeks to streamline the volunteer training process, educate programmers in proper studio use and procedures, and help to make new volunteers comfortable with studio operations.

At the successful completion of this project, CFUZ will be left with a legacy of documents, videos and audio material surrounding the training and description of volunteer duties going forward. While we understand that such materials will undoubtedly require updating in subsequent years, the level of effort required to update and revise already established information and documentation pales in comparison to the effort required in establishing it in the first place. The advantage in providing volunteers with a library of materials to use lies in allowing volunteers to learn on their own time, at their own pace, in addition to partaking in directed and social opportunities for the same. This is an aspect that is important to a community-based radio station, where unlike at a campus station, the volunteer base is drawn not from students living on a campus, but from a diverse population over a complete range of ages, economic circumstances and other factors that affect time and scheduling.

The facilitation of on-air training in the form of an accessible training show will provide a platform for members of the community and for community groups in general to slowly ease into a broadcast experience, while having access to a dedicated mentor in the Station Coordinator (SC). Essentially, this is an opportunity for them to share their message and in the process, to develop basic broadcasting skills. This project will improve the quality of programming as well as increasing the quantity of locally produced programs. More importantly, it will work to instil confidence in new and tentative programmers, allowing them to become more comfortable within the broadcast environment, and provide the groundwork for increasing the number of programmers able to perform in a mentorship role to new programmers in the future.

The role of the SC as it pertains to sustainability can be viewed as three distinct and equal parts; one third development, one third implementation, and one third training. Each part plays an equal role in the sustainability of volunteer participation at CFUZ, by leaving our station with a documented method, resources and materials, and a strengthened body of volunteers, trained in a new methodology of engagement and retention. The successful completion of this project will enhance volunteer capacity and sustainability by consistently empowering new generations of volunteers, and in doing so, strengthen the ability of our station to provide the best community broadcasting possible for Penticton.

Detailed Budget

13. Provide the total budget of your project:

Cost paid by:

Expenses	CRFC	Your station	Other sources
Station Coordinator Salary 35 hrs / week for 48 weeks at \$22.50 / hr including MERCs EI @ 2.632% CPP @ 4.95% Vacation @ 4.0% WCB @ 0.29%	\$ 42287.62	\$ 0.00	\$ 0.00
HD Digital Projector To be used in facilitation of training sessions	\$ 750.00	\$ 0.00	\$ 0.00
Video Editing Software (Camtasia, Snagit...) To be used in production of training videos	\$ 400.00	\$ 0.00	\$ 0.00
Digital Audio Field Recorder with accessories To be used in audio production and training purposes	\$ 350.00	\$ 0.00	\$ 0.00
Digital Camera with video capability and accessories To be used in video/training material production	\$ 350.00	\$ 0.00	\$ 0.00
USB keys	\$ 100.00	\$ 0.00	\$ 0.00
Volunteer Coordination software registration	\$ 0.00	\$ 300.00	\$ 0.00
Travel for training purposes (internship at NCRA member station or stations)	\$ 1500.00	\$ 0.00	\$ 0.00

Expenses	CRFC	Your station	Other sources
Printing of materials related to training documentation.	\$ 1500.00	\$ 0.00	\$ 0.00
Project coordination costs Includes advertising costs, job posting, training events, volunteer coordination events, etc...	\$ 1000.00	\$ 0.00	\$ 0.00
Venue/event related costs Includes location rentals and associated costs for volunteer recruitment, training and volunteer recognition events.	\$ 1000.00	\$ 0.00	\$ 0.00
Laptop computer, printer and associated productivity software	\$ 0.00	\$ 1500.00	\$ 0.00
Sub-Total	\$ 49,237.62	\$ 1,800.00	\$ 0.00

Total cost of the project : \$51,037.62

Partnership

This application is not part of partnership

Other Information

14. Is there anything else you would like to add in your application?

Pertaining to the submission of corresponding documentation for this application, we have submitted financial statements for our last fiscal year ending August 31, 2015, and operating budget documentation for our current fiscal year ending August 31, 2016.

Due to limited financial resources, and in anticipation of large capital expenditures towards studio construction and outfitting, we are not able to have our financial statements audited or reviewed by a third party. Our financial information is meticulously maintained by our Board Treasurer Andrew Dimma, a local Chartered Professional Accountant. Should an audited or reviewed statement prove necessary for this proposal to proceed, please contact us at your earliest convenience.

Also, please note that due to the structure of our fiscal year (ending 31 August) and the timing of our Society Annual General Meeting (early November) our submitted budget document, while having been approved by our Board of Directors, has not yet been ratified by our membership. This is noted within the submitted budget document. Our Annual General Meeting takes place on 3 November 2015, where the budget will be presented to the membership for adoption.