



# 93.7 NOSTALGIA CJNU RADIO

May 2016 SPECIAL EDITION NEWSLETTER: 2015 IN REVIEW

## President's AGM message

*"Powerful dreams inspire powerful action."*

– Jonathan Lockwood Huie

This year five new people will join the Board. They will bring with them youth, expertise and talents that CJNU will need to sustain itself into its second decade of operations.

To Josette Lukowycz, Gail Graham, Susan Hamilton, Ross Thompson and Scott Best, we thank you for your years of dedicated service. And, I know that you will continue to assist CJNU in other capacities as well as assisting the new Board members.

One of our innovations this year was public venues for our monthly broadcasts...Deer Lodge Hospital, St. Boniface Hospital, Grant Park Shopping Centre. We plan to do more of the same this year to bring your radio station right into your community.

For an organization unable to sustain our operation for a full month as a Host Sponsor, we created the Community Partnership Program. This allows smaller community and charitable organizations to bring their message to the public.

Our music library expanded significantly this year to become the largest radio library in the City. Not only do we have the full range of our CJNU Legacy Library, we can call on the resources of our volunteers; many of whom have large personal music collections.

Our membership continues to grow and your memberships and renewals are vital to our financial well being. As we say in our message..."for just pennies a day, we bring you the music of your life". And, this year, we will be having more draws and contests for gift cards and entertainment events for members only. It is an important way we can say "thank you" for your support.

Fundraisers are a fact of life for a non-profit community radio station. And



Tom Dercola as The Pope in Rainbow Stage's Sister Act.

CJNU is no different. In every case, we strive to reward the participants of our initiatives. Our Jersey Boys contest was an example. We were able to offer eight sets of tickets to the **Touring Broadway Production of Jersey Boys**. Our Bud, Spud and Steak social in August was an opportunity to meet, and mingle in a relaxed summer setting. Our Second Annual Pledge Drive in October had several new twists. One was co-hosting by Community Champions from the arts, entertainment, charitable organizations and the community in general. We also created incentive levels in addition to the two hourly draws open to all who pledged.

At that point, we all wanted to take a breather and evaluate. However, after being approached by the Winnipeg Goldeyes management to be the team's broadcaster for the coming season, we established a negotiating team. After weeks of negotiation, the agreement came before your Board. Following passionate, but thoughtful discussion, the Board accepted a three year agreement unanimously. **Let's Play!**

In late 2015, CJNU entered into a media alliance with **Lifestyles 55**. Each month, **Lifestyles 55** devotes two pages to articles

on music, nostalgia and community happenings. With a print circulation of more than 10,000 and a readership of more than 40,000, it is another opportunity for us to promote "The Little Station That Could".

It is interesting to note that CJNU has a dozen "youngsters" aged 40 and under who are part of our volunteer team. As these young people step up with their unique skills we felt the pain of losing some of our 'originals'. One of the founders of CJNU in its earliest form as CKVN, Ed Henderson passed away in January. Bruce Down, a founder of CJNU in 2006, former board member, announcer and organizer of Host Sponsorships, passed away in December. We extend our condolences to their families. Long time morning man, Lee Major, retired in the fall after 55+ years in broadcasting.

As we move toward our second decade of operations, we know that there will be challenges. But with the continued support of our members, advertisers and the dedication of our volunteers, we are confident of the future of our station.

We are the "Little Station that Could... and DID!"

– Tom Dercola, President CJNU

# Another growth year for your community radio station

In previous Manager's Reports to the Annual General Meeting, the same theme recurs in each of the last few years. There is at least one very large step forward: going on the air full time with higher power in 2013, our first full time employee in July 2014, then our move to a home studio and office in the Richardson Building provided by the Winnipeg Foundation. In the fall of 2014 we also received \$30,000 to fund a project called "Securing Our Future" from the Community Radio Fund of Canada. How could we top all of that? In 2015, and in large part because of the CRFC project we made some major advances in strengthening the station's community mandate – more details about that in our President's Report and throughout this newsletter. We held our second annual CJNU Pledge weekend in October 2015 with a 50% increase in support. We expected, even hoped that things might settle down a bit after that but we finished the year with a flourish. In November 2015, we applied to Community Radio Fund to fund a second phase of "Securing Our Future" and were awarded \$41,200 (one of the larger awards in Canada). In December we inked a major three year contract with the Winnipeg Goldeyes.

## Community Radio Fund of Canada

This organization (CRFC) was established in large part by our broadcast regulator, the CRTC, to promote diversity of radio services by funding development projects to build a strong local voice through community and campus radio stations. Commercial broadcasters are required to contribute to the fund as part of their license requirements. The CJNU project "Securing our Future" was a multi pronged effort mainly to develop more income. It was a huge success, largely because of CJNU's good fortune in securing the services of Chris Stevens as our Project Coordinator. Chris is a highly experienced broadcaster with a strong sales and management background. Best of all, he's a committed lifelong Winnipegger, widely known and respected throughout the community. Phase 2 funding is intended to help connect CJNU's community, our primarily 50 plus core audience more closely with the entire community in a tangible way and again we are fortunate to have Chris Steven's services..

## Baseball and Radio go together

Although the agreement between Nostalgia Broadcasting and the Winnipeg



Manager Bill Stewart (right) welcomes Mayor Brian Bowman to the CJNU studios in the Richardson Building

Goldeyes covers three years, 2016 to 2018, the background work that led to this milestone took place in 2015. Nothing has received more thorough consideration from the CJNU Board in the station's ten year history, How did baseball fit in with CJNU's tradition, our focus on the unique interests of seniors, our community mandate? If you google the history of radio and baseball, you'll find approximately 50,000 entries. Imagine the year 1921 and major league baseball was just getting back on its feet after a few years in the wilderness. Radio was in its infancy and Westinghouse Electric had just established an experimental radio station, KDKA Pittsburgh. On August 5th, KDKA broadcast the game between the Pittsburgh Pirates and Philadelphia Phillies, an historic achievement. Radio and baseball have been closely linked ever

since. As to community: in Winnipeg, the Goldeyes, 'though privately owned, have been a big part of our community life for many years, especially since the construction of Shaw Park – affordable family entertainment with a particular appeal to seniors. Need we say more?

## Lots of Challenges

All this has challenged and sometimes strained the "Little Station that Could" and "Did" which becomes a steadily more significant force in the Winnipeg community. We continue to be listener supported and volunteer run and proud of it. The unwavering support of members, community sponsors and partners, and the many listeners who contact us every day make it all worthwhile. And throughout this rapid growth we have consistently managed our financial affairs successfully with back to back cash flow positive years.

This will be my last year as Manager and therefore my last report to you in that capacity. I'll continue to volunteer, but I have asked the Board to relieve me of day to day management duties so I can "retire from retiring" on CJNU's 10th anniversary. We first broadcast December 2nd, 2006. I was the President for the first 4 years, then became Manager in 2010. Time really does fly when you're having fun. I firmly believe that change builds strength and I am completely confident that your Board will manage this change to help CJNU consolidate its growth and become an even more meaningful part of the Winnipeg media landscape.

## Tracking the \$\$\$\$ in 2015

### Where the money comes from

Membership Fees.....	\$18,835
Donations and Fundraising .....	\$40,079
Grants, Project Funding .....	\$55,000
Sponsorship & Advertising.....	\$129,809
<b>TOTAL INCOME</b>	<b>\$243,723</b>

### Where the Money Goes

Direct Operating Expense.....	\$111,165
Administrative Expense.....	\$96,812
Project Costs.....	\$30,012
Marketing & Member Costs.....	\$14,631
<b>TOTAL COSTS incl. depreciation</b>	<b>\$252,620</b>

## 2015 ANNUAL MEMBERSHIP REPORT

As at December 31, 2015, we had 1205 members, comprised of 584 individual members, 316 joint members and 28 corporate/organization members, an increase of 67 over last year.

Members, who have not renewed for a period of at least a year, receive a "reminder" letter, which seems to encourage many to renew; CJNU has a very high percentage of renewing members.

Sheila Down

Membership Coordinator

## Highlights from AGM to AGM

### May

CJNU broadcasts from Everett Atrium at St Boniface Hospital  
Touring Broadway Production of Jersey Boys Fundraising Contest

### July/August

Broadcast from Grant Park Shopping Centre

### August

Bud Spud and Steak at Polo Park Inn attracts over 200 CJNU  
volunteers and listeners

### September

Media Alliance with Lifestyles 55

### October

Second Annual Pledge Weekend sees 50% increase

### November

CJNU expands its local news production with the  
Afternoon Bulletin, weekdays at 4 and 5pm

### December

Board ratifies a three year agreement with the Winnipeg Goldeyes

### January

Public notification CJNU The Official Radio Station of the  
Goldeyes and first Goldeyes Broadcast "The Inside Pitch"

### February

Funding of \$41,200 for project "Securing Our Future – Phase II"  
awarded to CJNU by Community Radio Fund of Canada

### March

Live broadcast from Garden City Shopping Centre  
(NW city quadrant)

CJNU completes installation of the national Emergency Alert  
system required of all stations with funding provided by the  
Manitoba Community Services Council

### April

Live broadcast from Victoria Hospital  
(SW city quadrant)

## Board Of Directors & Staff

(Following last year's AGM)

**Executive:** Tom Dercola (President); Dorothy Dobbie  
(Vice-President); Bill Perlmutter (Treasurer); Susan Hamilton  
(Secretary); Bill Stewart (General Manager)

**Directors:** Scott Best; Adam Glynn; Gil Forrest; Gail Graham;  
Josette Lukowycz; Stuart Murray; Ernie Nairn; Grant  
Patterson; Jim Pappas; Lyle Smordin; Ross Thompson

**Meeting Secretary:** S. Down

**Staff:** Christie Donaldson, Creative  
& Production Coordinator

## Host Sponsorship



*CJNU and St. Boniface Hospital Foundation.*

**Host Sponsorship** has a rich history on CJNU. In our nearly 10 years on the air, dozens of charitable organizations have benefited from the exposure CJNU has offered.

This past year we achieved a new level of success in regards to Host Sponsorship. In most locations we seek public venues near cafeteria settings. At Grant Park we met an unprecedented 800 of our listeners and members and going back to Grant Park in June will round out an amazing year. We have bookings well into 2017 for Host Sponsorships.

**Community Partners** is a program begun in May of 2015 to meet a different set of needs than Host Sponsors. All Seniors Care, Pembina Active Living, ILRC and several others were able to take advantage of this unique offering.

**Guest Host** opportunities began last fall. During an hour on air a community leader has the opportunity to select and introduce music as part of a discussion that has proven both popular and effective. Connie Walker of the United Way, Caroline Hunter of Harvest, Sheldon Mendel of Riverview and many others have taken the opportunity to bring a human voice to their organization and accomplishments and to speak to their passions. This is morphing into a Community Champions program that will offer a predictable point in the CJNU schedule.

## Host Sponsors and Locations 2015-2016

Grey = New

Black = Returning

May – St Boniface Hospital

June – Heart and Stroke at Grant Park

July – iDE Canada at Grant Park

August – iDE Canada at Shaftesbury Seniors

September – Kiwanis Chateau

October – Grace Hospital

November – Riverview Health Center

December – Winnipeg Harvest

January – Masonic Family of Manitoba

February – Deer Lodge Hospital

March – Children's Hospital Foundation

April – Victoria Hospital Foundation

May – St. Boniface

## Web Page and Publishing

For many years, Don Keith, long time communications specialist and writer, volunteered to provide CJNU with a professional looking web page which he updated regularly. In 2014, Don was unable to continue providing this service and Don, you spoiled us! In Spring 2015, CJNU commissioned a specialist company "Hello Websites" to create a new look that could accommodate the rapidly growing demands of many of our members and listeners to connect with the station electronically. This presented CJNU with a steep learning curve and there were a few missteps along the way. Now we have been fortunate to have the support and services of Carolyn Sabourin, a CJNU "on air" volunteer and a website professional. First we are concentrating on providing a greater range of functions on the web site and making sure they work. As well, we are developing new and more "in depth" content, much of it in conjunction with "Lifestyles 55" magazine. The long term plan is to have CJNU.CA a site that our listeners will want to visit regularly for information and entertainment and to transact with the station, memberships and donations, queries, etc. As always, it will be the access point of choice for many listeners around the world who tune in CJNU through the internet.

## We said Goodbye



Ed Henderson.



Bruce Down.

Ed Henderson (left) passed away in January 2016 and Bruce Down (right) in December 2015. Both were at CJNU from the beginning in 2006 and both had deep roots going back to the stations that preceded us, CKVN and CHNR.



Lee Major.

## Go West, Young Man

Lee Major is a lifelong, well known broadcaster who was heard on three morning shows every week for nine years on CJNU. In the fall of 2015 he moved west to be nearer family. We miss you Lee!



Official radio station  
of the Goldeyes.

Tune in all summer long to listen to  
the play by play broadcast of every  
Goldeyes baseball game!

## Get in touch!

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## CJNU in the Community...



...with Rick Frost, Executive Director of the Winnipeg Foundation at the inauguration of the Alloway Arch.



...at Peak of the Market's Family Fun Day.



...at City Hall with CARP to kick off Seniors Month.



...at the 40th Anniversary Concert of the Executive Big Band.



...at Riverview's Bocce Tournament.