



Peach City Community Radio Society
CRTC Application

Appendix 1A
Supplementary Brief

The Peach City Community Radio Society

PCCRS was established as a not-for-profit society in the spring of 2010, with the mission to develop a community radio station in Penticton. Since that time, our organization has worked diligently to build a strong foundation for a community radio station in Penticton BC. Our constitution was developed through several open public meetings with more than 50 people in attendance at each meeting. The society seeks to enhance the quality of life in Penticton by creating a volunteer-run radio station featuring local music, art, ideas and community specific information.



When this application is approved, it will create the first community (or campus) radio station under current CRTC policies in the entire Okanagan Valley, which has a total population of almost 350,000 people.

Our Society

The Bylaws of the society have been formed to meet CRTC and BC Society Act requirements:

- Board makeup meets CRTC Canadian ownership guidelines;
- Eight of the nine board positions are elected for two year terms at each Annual General Meeting. Board member elections are staggered to allow for board continuity from year to year.

The society's fiscal year is from September to August with Annual General Meetings held each Fall. In addition, the society has conducted several public and member meetings to discuss the progress of obtaining a license.

Currently the society has five standing committees:

- the Programming Committee creates and reviews society programming policies, accepts program applications, administrates program peer reviews, operates the online stream and deals with listener concerns;
- the Technical Committee, which oversees the technical aspects of website design and development, along with research and procurement of studio and broadcast equipment;
- the Promotions Committee, which seeks to raise the profile of the Society via social media and personal contact methods as well as planning and conducting various outreach events;
- the Community Support Committee, which creates and maintains links with sponsors, funders and donors; and

- the Finance Committee, which solicits and reviews budgets for each of the committees, projects and portfolios of the society on an annual basis.

These committees report to the Board of Directors. From time to time, special project committees have been struck in order to manage specific short term projects such as large fundraising events and temporary broadcasts. Examples of these projects include The Big Broadcast Live Radio Play, the Meadowlark Festival short-term broadcast and our annual Okanagan Vinyl Fest Record Sale.

Our Board of Directors, along with committees are hard at work developing policies which will guide us to become a fully functioning radio station.. Policies developed are reviewed regularly, and improvements are made if and when required.

Members and Volunteers

Our Society has over 70 members in good standing. Society members are those individuals within the community who are interested in the development of community radio in Penticton. Membership benefits include direct information regarding the efforts and successes of our Society, and having a voice as to the direction of the organization. Members are eligible to vote at the Annual General Meeting of the Society. Members are encouraged, however not obliged to participate as volunteers in the various projects and endeavours of the Society. To date, over 80% of our members have participated in the free Radio 101 training sessions which we offer to educate volunteers on the workings of the CRTC and community radio in Canada.

Volunteers are the backbone of Peach City Radio. Currently, we engage 20-30 Society volunteers on a regular basis. The participation of volunteers in our Society ranges from Board member to event assistance to program producers. We strive to utilize as best as possible the skills and passions of all volunteers to develop the best community radio station that we can. While not all volunteers are required to obtain Society membership, to date 100% of our volunteers have joined the Peach City Community Radio Society, and are members in good standing.

Programming at Peach City Radio

PCCRS understands that one of the basic pillars supporting the foundation of a community radio station, is the development of a diverse, and vibrant programming culture, representing the widest possible cross section of our community.

In order to accomplish our goal of having an FM transmitting radio station, we have devoted significant effort towards educating and mentoring volunteers and community members, enabling them to create CRTC compliant radio programs. We have developed an extensive web site for the organization, presentation and archiving of programs (podcasts) and have also made available to listeners an online stream, where both new and archived shows are played out on a rotating schedule. These tools, along with completing several Short-Term Broadcast projects, have provided our volunteer programmers with valuable experience, helping to prepare them for the challenges of a broadcast station.



Several policies and guidelines have already been developed by our Programming Committee. Those policies are described further within this section.

All programmers are required:

- to commit to membership within the society;
- to attend an education seminar on the workings of community radio in Canada (Radio 101) prior to making their programs available via our web site or online stream;
- to submit an application describing their programs. These applications are reviewed by our Programming Committee, which provides mentorship and feedback in program development;
- to participate in peer-program evaluations, which aid in the development of all programmers in the society; and
- to complete and submit accurate log sheets to accompany each program submission.

We regularly hold sessions during which we provide mentorship, hands-on assistance, advice and information on some of the more technical aspects of program production.

Peach City Radio has drafted a schedule to present with this application (see *Appendix 6A - Block Program Schedule*). The attached schedule satisfies the requirements that the CRTC has

set out in the CRTC document '*Campus and Community Radio Policy CRTC 2010-499*', and illustrates our commitment and vision to community radio in Penticton.

In keeping with our vision, Peach City Radio is committed to the development of good programmers and programming practises:

- We will continue to encourage and educate local programmers at every opportunity.
- We will continue to work towards development of local musical talent in the Penticton and greater South Okanagan region by actively partnering with performers at local events, and by working to showcase music written, recorded and performed by local artists through our programs.
- We will continue to develop relationships with local community organizations, societies and groups, and assist those bodies in organizing and developing content for broadcast which appropriately reflects their issues and roles within our community.
- We will continue to provide air time for Public Service Announcements for local community groups.
- We will ensure that all CRTC rules and guidelines with respect to content, and adherence to content categories are duly followed.
- Our experience with automation software will allow us to fill the allocated 126 broadcast hours per week, making use of prerecorded programming where appropriate and when required.
- We plan to include syndicated content in our programming schedule. Initially, this programming will augment locally generated content as required from sources other than Peach City Radio. These programs are to be sourced from suggestions from our community of volunteers, programmers and listeners. Syndicated programming in the Peach City Radio schedule will be included as a means to fulfill the mandate of providing content and perspectives which are not generally heard on commercial or public radio services currently available in the Penticton area. Peach City Radio is committed to including external programming from like sources (ie. programs created by stations on a not-for-profit basis, and from within the Canadian campus/community sector).

With regards to news programming (in relation to 6.3 (c) of Form 114) Peach City Radio plans to develop a daily news program, initially of 5-10 minutes in length. This short program will provide news and information pertaining to local topics, and concerning local issues, including a proportionate amount of "pure news" within each program.

Our Successes

On our journey towards creating a community radio station, the Peach City Community Radio Society has already achieved a number of significant successes.

Training

- In 2010 the society developed our 'Radio 101' training session. This 1.5 hour long session draws on information provided from the National Campus Community Radio Association and other community stations; especially Rossland CO-OP and CJSW at the University of Calgary. Radio 101 is provided regularly, free of charge, to anyone including non-society members. The training session is currently offered bi-monthly, and is well attended, with over 75 community members having participated over the past 2 years.
- In early 2013 the society began hosting annual programming meetings. All programmers are required to attend. The meetings review updated society rules, policies and logging requirements.
- In February and May of 2014, the Peach City Community Radio Society hosted 'Making Radio' Workshops, and in the process, trained over 20 people on producing radio programs (podcasts) using personal computers. Volunteer programmers, comfortable with Audacity and Garageband software, created and led the workshop, which was designed by the Programming Committee. The workshop was well received and well attended. Future workshops continue to be planned to assist new program creators.

Community Engagement

- In June 2011 the society partnered with the Penticton Museum and Archives with their exhibition "Medium & Message: the Early History of Broadcasting & Telecommunication in Penticton". Under CRTC exemption 1993-45, the society obtained Industry Canada authorization to broadcast a 10 watt signal from the museum. This allowed Peach City Radio programmers to be an active part of the exhibit.
- In May 2012 the society partnered with both the annual Meadowlark Nature Festival and the Penticton Secondary School Centennial Celebration for a four day low power FM broadcast. Under CRTC exemption 1993-45, the society obtained Industry Canada authorization to broadcast a 10 watt signal. The Meadowlark Nature Festival is an annual outdoor festival focusing on wildlife and nature lectures, workshops and hikes. The centennial celebrations included a Friday night dance, which featured local musicians. Both events took place over the May long weekend. Talks and interviews with speakers and participants of both events were featured during our broadcast throughout the weekend. Trained producers assisted programmers in operating equipment and oversaw the broadcast and the participation of

the society in these events enabled us to gain experience and develop local spoken word programming.

- In February of 2012, the society held the first 'Vinyl Drive', in which the community was asked for donations of unwanted vinyl records. We collected over 2500 pieces of vinyl over the course of the drive. This allowed us to establish our annual Okanagan Vinyl Fest in Penticton. During this annual September event, vendors from across British Columbia are invited to participate and sell vinyl along with other music memorabilia. OKVF has developed into a multi-faceted event, engaging local artists who perform their music on stage, as well as local artisans who take our surplus vinyl records and transform them into works of art to be auctioned. In our first year, we welcomed over 250 members of the community, far surpassing our goals for attendance, and funds raised. The second annual Okanagan Vinyl Fest was held in September 2013 and drew an even larger crowd of both vendors and record buying enthusiasts.



- From February 28th to March 2nd 2014, the society presented a live radio melodrama play called "The Big Broadcast" which was written by local historian and society board member Craig Henderson. This show was held in honour of a historic live radio play, hosted on the same stage in 1936. The Big Broadcast was a variety-style show featuring local live musical acts, comedy skits, and concluded with a full-length melodrama, complete with live sound effects. The show was sold out each night and significantly raised the profile of the Peach City Community Radio Society. The show is presently being broadcast on our online stream.

- During March of 2014, society board members attended several primary school classes at local schools within BC School District 67. This program was inspired by a local teacher, and member of PCCRS. Her vision was to use the power of radio as a tool to inspire and educate her students. Peach City Radio will continue to foster our relationship with local schools and School District 67 in Penticton. These visits led directly to the development of a program entitled '*The Creation Station*', which is entirely recorded and produced by students from grades 1 through 5.



- In January of 2014, the society partnered with the Okanagan Indian Educational Resources Society, to produce the first in a series of 30 minute programs. This collaboration was the result of a grant awarded by the National Campus/Community Radio Association through the Resonating Reconciliation Program sponsored by the Truth and Reconciliation Commission of Canada. The program documents the effects of the Canadian Residential School system on the Nsyilxcen language spoken by the Syilx people, and is intended to be the first in a four-part series.

- Over the past year, our Society has made presentations regarding our efforts and our goals to various community organizations. This includes the City of Penticton, the Penticton Chamber of Commerce and the Downtown Penticton Association. Our presentations have impressed upon these organizations the commitment to our goals, and in return, these bodies have presented our Society with letters of supports. These letters are found in Appendix 7 accompanying this application.

Recognition

- During the Penticton Museum and Archives broadcast, the South Okanagan Immigrant & Community Services Society produced a show for Peach City Radio, featuring glimpses into the lives of recent immigrants to the Penticton area. As a result of this collaboration the South Okanagan Immigrant & Community Services Society was awarded the provincial 'Riasat Ali Khan Diversity Award' for their radio program. In turn, the Peach City Community Radio Society was awarded their 2011 'Diversity Supporter Award'.
- At the 2014 National Campus/Community Radio Conference, held in Victoria BC, two programs produced at Peach City Radio received honourable mentions.



'Messages from A Prisoner of War' is a documentary produced by Board member Craig Henderson detailing the efforts of World War II home-based radio operators in receiving short wave transmission from prisoners of war, and relaying that information on to their families. This documentary received honourable mention in the 'Best Documentary' category.

'Undercover' is a music program currently and regularly produced by Board member Timothy Tweed. His episode featuring songs in tribute to the late Martin Luther King Jr. received honourable mention in the 'Best Music Program' category.

To have our programs recognized at this level, and before the entire assembly at a national conference was inspiring to all those involved with Peach City Radio. These mentions are made even more valuable considering that we currently do not yet hold a broadcast license.

Development

- In September 2013 an online 24 hours/day stream was launched at our website www.peachcityradio.org. Using almost exclusively locally produced content, the stream conforms to the updated 'Campus and Community Radio Policy' including locally produced spoken word, Canadian Content and music category requirements. The online stream has been a valuable tool to allow the society to train volunteer producers to manage content

created by volunteer programmers.

- Membership in the Peach City Community Radio Society currently stands at 70 members, paid-in-full and is growing. Our members are engaged, actively participating in committee work, and are dedicated to our goal of establishing an FM broadcast station in Penticton.

The Peach City: Penticton British Columbia

The City of Penticton, British Columbia lies within the Regional District of Okanagan-Similkameen in the southern portion of the Okanagan Valley. The 2011 census recorded a



population of 32,877 within the City of Penticton. The census listed the population of surrounding rural Electoral Area 'D' (Okanagan Falls and Kaleden) at 5,717, Electoral Area 'E' (Naramata) at 1,844 and Area 'F' (West Bench) at 2,100. The neighbouring District of Summerland has a population of 11,280.

Penticton is located within the traditional territory of the Okanagan (Syilx) Nation. Penticton, from the Interior Salish word *snpintktn*, is commonly translated as "a place to stay forever," or more accurately, "a place where people live year-round." For over 7,000 years, Penticton has been home to the Syilx First Peoples.

The southern Okanagan Valley is famous for agriculture and tourism. Penticton is situated between Okanagan Lake and Skaha Lake and almost doubles in population in the summer months. Vineyards have slowly replaced orchards in the region, and as a result internationally recognized wineries have become a source of year round agri-tourism.

Due to retirees moving to the warmest climate in Canada, the south Okanagan has one of the oldest populations per capita in British Columbia.

Presently, German, Punjabi and Portuguese are the three largest non-official first languages in Penticton. Increasingly French and Spanish speakers, whose numbers in the region are bolstered by seasonal farm workers, continue to enrich our community. These ethnic groups will benefit from the presence of a Community Broadcaster, which will provide a platform for programs and music presented in their languages.

Community Radio in Penticton

Our Community

The market which we aim to serve has changed substantially in the past 30 years, despite no new broadcast licenses being issued for Penticton within that time. In 1981, when the last new radio station was licensed, the city had a population of 23,186. Currently, the population of the city of Penticton is over 32,000 people, based on recently published statistics available from bcstats.gov.bc.ca.

Our Society has garnered interest from a wide variety of community members. These include former and current broadcast professionals, marketing and social media experts and community leaders. The wealth of support and skills available to our Society, and the support that has been offered from these individuals has been overwhelming. Despite the presence of two commercial stations locally, our efforts have been embraced by the community and we have been encouraged to continue to develop our Society and goals within this environment.

Outreach

Throughout our development as a Society, we have partnered with several community groups and businesses who have helped us to improve upon our efforts, and move our project forward. Some of these groups have been identified as 'founding sponsors' of Peach City Radio, as without their assistance, the progress that we have made to date would not have been possible.

This includes local community groups such as the Penticton Museum and Archives. This organization is run by the local municipal government, and is directed by the museum curator Peter Ord. The museum has provided ample space for the Society to conduct meetings within the community on a regular basis. The museum also supplied space for a temporary studio, along with a location to secure a temporary broadcast antenna for our month-long temporary broadcast during the summer of 2011. Our relationship with the Penticton Museum and Archive continues, as we work to develop programming in conjunction with the museum 'Local Lore' project, where members of the community are invited to share their memories of Penticton in audio form, to be produced into a regular program to air on Peach City Radio.

We have also received valuable support from a local business - Cowork Penticton. A relatively new business to Penticton, Cowork provides entrepreneurs and telecommuters with a flexible working environment, including meeting rooms, network facilities and a communal working environment. Cowork Penticton opened their doors to Peach City Radio, providing our Society with a temporary studio location for our second short-duration broadcast in only their first week of operation. Our relationship with this business has progressed and evolved over

time, leading to Cowork Penticton providing the internet bandwidth in order for Peach City Radio to stream online 24 hours per day.

We have also established a relationship with BC School District 67 through gifted education teacher Claire Thompson. Being a member of our Society, Claire saw an opportunity to combine the broadcast arts with her teaching of a pull-in gifted student program. She spent one entire school year teaching the students within her programme the benefits and the power of community radio as a tool for communication. Procuring the necessary equipment, and with some assistance from Peach City Radio volunteers, she instructed her students on how to produce audio for radio. The end result is a program where her students are the producers and host, speaking to other young citizens through the medium of radio about topics in which they are interested.

These are but a few of the many examples of the engagement we have facilitated within our community, and it is by no means where our efforts end. We have recently been contacted and are making preparations to work together with the Agur Lake Camp Society, which is a society devoted to providing outdoor recreation and programmes geared towards children with physical disabilities.

We strive to continue promoting the power of community radio at every opportunity within our community.

Fundraising

Our fundraising activities are currently as diverse as our membership. We administrate an annual vinyl festival and sale which provides us with a consistent revenue year to year. Donations of vinyl records have resulted in further year-round sales which also bolster our revenues.

We have also established annual events which involve participation within the community - both in production and as patrons. Our '*Big Broadcast of 2014*' event in February of 2014 involved a large number of actors and musicians in production, as well as drawing 500+ audience members over a 3 day period. This has encouraged us to consider developing this type of activity as an annual event.

In order to raise the initial capital required to build our studio, purchase a transmitter and erect an antenna, we have launched a large-scale fundraising campaign entitled '*Raise the Radio*'. This campaign is designed to reach as many individuals and community groups/businesses as possible in Penticton. This type of fundraising will be a pre-cursor to further 'fun-drive' efforts which will be conducted on-air, and utilized to generate operating capital annually at our station.

In addition, we plan to identify granting bodies which align with our goals.

Emergency Services

While our broadcasting resources may be small, we plan to allow full access to local emergency services as required. We see this as a vital role for a community broadcaster to play in a small community.

The Future

This application represents our intention to establish Peach City Radio as a low-power station in Penticton. Our organization is ready to broadcast valuable, locally generated content to our community. We feel that having the ability to operate initially as a low-power FM broadcast station will allow Peach City Radio to continue to develop a strong foundation within our community, and to demonstrate to our listening public how valuable community radio will be for Penticton.

We look forward to gaining further knowledge and experience through a low-power signal, in preparation for expansion in the future. This expansion is planned in our year 5 of operating to include a power increase to facilitate more comprehensive coverage of our local area.

Our Application

We thank you for considering our application. Our organization is committed to bringing community radio to Penticton, and we feel that the time is right to make a new broadcast station in Penticton a reality.