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THE PONTIAC COMMUNITY RADIO
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ANNUAL REPORT

2021-2022

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President's Message

Dear Members,

Board members are the guardians of the organization's mission. Our role is to see to the respect of the mission of CHIP 101.9. For us, the seven board members of CHIP 101.9, the 2021-2022 Annual Report demonstrates that we have fulfilled our mission, which is to inform and entertain our community. In these times of labor shortages and inflation, the Pontiac Community Radio has not only preserved its stability, but it has even experienced growth. The update of our bingo, our new website and an increase in local production are just a few of the accomplishments that prove CHIP 101.9 is fulfilling its mandate to perfection.

Before turning to the future, we must look at our past and acknowledge our present. In this month of December 2022, CHIP 101.9 is in a great financial posture and can boast incredible results in terms of listening. Its current notoriety would have been unimaginable fifteen years ago. Every member of the Board of Directors and every senior management who has held these roles in the past has done their best. However, our situation has never been so exceptional, we need to underline and remember it. In 2012, CHIP 101.9 was overwhelmed by deficits and, unlike today, it did not play a key role in the field of local information. The difficulties were numerous, both in terms of human

resources and technology. Today, our station is being held up as the example to follow, such as the Community Radio Fund of Canada (CRFC) has done on several occasions. We are proud to see our employees receive nominations and win awards.

Last July, CHIP 101.9 marked the 10th anniversary of the arrival of its current General Manager, François Carrier, which has fostered unprecedented growth for CHIP 101.9. The complicity between the Board and management is based on respect, transparency and the desire to serve our community in the best way possible. Over the past year, to ensure an enviable financial future for CHIP 101.9, the Board of Directors and the GM have made a two-year investment with Caisse Desjardins, to the amount of \$450,000. This amount should help meet the current inflation rate. We also approved several investments in new technologies, including our new website. Although radio broadcasting still plays a central role for our organization, CHIP 101.9 is above all a media that creates content in written, audio, and visual formats.

I would like to thank the entire CHIP 101.9 team as well as the members of the Board of Directors who have dedicated time and effort to our community radio.

Good reading!

DIANE GRENIER
President



General Manager's Message

Dear Members,

The Annual General Meeting is a privileged moment to assess the extent of the work accomplished by CHIP 101.9 throughout the year and to turn our gaze toward the future. Despite our enviable financial situation and impressive results in almost all areas, especially in the field of local information, the current context requires foresight and daily management.

We certainly have outstanding results and we have continued to move forward and innovate, but we must continue our efforts to ensure the sustainability of our media. The presence of Web Giants in the advertising field, the fact that they can benefit from the production of local news without paying royalties and the lack of regulations in this area, have a negative impact on our local media and even on our community. CHIP 101.9 is not only a broadcaster, but also the main written media of the Pontiac thanks to its website and its presence on social media, not to mention its video productions. CHIP 101.9 aims to represent the interests of the public and defend local democracy, while remaining as neutral as possible. For this reason, local Pontiac news produced by our newsroom is accessible to everyone, on various platforms.

CHIP 101.9 differs greatly from the organization it once was, as we have collectively learned from our past mistakes. By analyzing other nonprofits and comparing them to CHIP 101.9, you can see how well everyone has fulfilled their duties over the past few years. Members are more numerous at our Annual General Meeting than elsewhere; the members of the Board are deeply involved, ensuring the respect of CHIP 101.9's mission and taking care of its future; as General Manager, I make sure that we offer local news content to the community; employees and volunteers all play their roles to perfection. There is no magical explanation behind our successes. If CHIP 101.9 has an excellent financial situation, if it is often held up as an example, and if our workforce is more stable than in other organizations, it stems from an ecosystem of people who perform their duties brilliantly and for the love of the community. The work of our hosts, our administrative staff, our technician, and our volunteers is what makes our local radio exemplary and so close to the Pontiac community, its interests and daily life. CHIP 101.9 has given many proofs of its involvement in the community, with a \$7000 investment in the Centre de Loisirs des Draveurs for the hockey season 2021-2022, a record surplus for the Knights of Columbus broadcasted Bingo, as well as many activities and events sponsored by the Radio.

I especially want to thank our staff for their support. All employees, contractors, volunteers, Board members, station members and listeners contributed to what has definitely been an exceptional year.

FRANÇOIS CARRIER
General Manager

Mission of the Pontiac Community Radio

OBJECTIVES

Mission

The primary mission of Pontiac Community Radio is to provide its members with information and entertainment, but also to keep all its listeners informed of what is happening here in the Pontiac, and more widely in the Outaouais region, Québec and elsewhere in the world. All of this on the principle of engagement, action, and participation in the Pontiac life.

Article 6 • Objectives and values

- 6.1 • To inform is to highlight cultural, economic, political, social, and sporting activities that define the Pontiac by contributing to its broadcasting, development, and its influence across its region of residence.
- 6.2 • To inform is also to promote exchanges between Pontiac residents, institutions, organizations, and governments to bring about their evolution and invite them to be proactive.
- 6.3 • To inform is also to pool the great interests of the Pontiac community while contributing to its development.
- 6.4 • Through its programming, the Pontiac Community Radio is committed to providing diverse and high-quality contents, representing the Pontiac, and staying connected to its regional topics.



THE PONTIAC COMMUNITY RADIO
138, rue Principale, Fort-Coulonge, QC J0X 1V0

ANNUAL GENERAL MEETING
THURSDAY, DECEMBER 1ST, 2022, AT 6 P.M.
Location: CLUB DE L'ÂGE D'OR, FORT-COULONGE

1. Welcome Guests and Quorum Check
2. Election of a Chairman and a Secretary of the Meeting
3. Reading and Adoption of the Agenda
4. Reading and Adoption of the 2021 AGM Minutes
5. Reading and Adoption of the Financial Statements
6. Appointment of an Accountant
7. Reading and Adoption of the Activity Report
8. Presentation of 2022-2023 Priorities
9. Election of Directors
10. Varia
11. Closing of the Meeting

INTRODUCTION

Entertaining and informing the population of the Pontiac is our main function and raison d'être. Every decision we make, whether economically or strategically, is based on this mission. The trend continues, our digital presence keeps growing in importance, and have become an integral part of our organization's activities. In 2021-2022, Geneviève Gagnon oversaw the elaboration of CHIP 101.9's new website, which will be launched at the end of 2022.

1.

Radio programming and our various digital platforms

Over the past 10 years, we have added a dozen programmes to cover as many topics as possible. Our programming is considered one of the most diversified by stakeholders, including the Community Radio Fund of Canada (CRFC). Our organization is held up as an example to follow.

OUR QUALITY PROGRAMMING REFLECTS THE DIVERSITY OF THE PONTIAC

- 106 hours per week of locally produced programs
- Production of the “Bonjour Pontiac” program, which attracted an average of 2,500 listeners per week during the winter of 2022
- Production and broadcasting of almost everything related to the cultural scene in Quebec during “Les Midis avec Marie”
- An hour has been added to “Les Midis avec Marie”, which present high-quality cultural content during the lunch hour
- More than 720 hours broadcasted for the “Pontiac Rendez-vous” program
- Regular programming on CHIP 101.9 begins at 5:30 a.m. with the “À l’aube de la 148” program, hosted by Nathalie Vasiloff, and ends at 7:30 p.m.
- Production and broadcast of a podcast on the history of the Outaouais and the Pontiac
- Public notices and job offers shared on the air and on the web
- Niche programs on various topics such as literature, the outdoors, hunting and fishing, French country music, the Quebec cultural scene
- Extension of the humour segments with Jean-Claude Gélinas (alias Réjean de Terrebonne)
- New French country music program “Le cowboy urbain”, hosted by Jason Dupuis, an Aylmer native
- New local country program hosted by Liette Faubert, from La Pêche

1.

Radio programming and our various digital platforms

OUR QUALITY PROGRAMMING REFLECTS THE DIVERSITY OF THE PONTIAC (continued)

- New night program from Cogeco, between midnight and 4:30 a.m.
- New French rap program “La dose rap”
- New program in Spanish and in French, “Franol”
- New literary show “Le Cochaux Show”, produced by CFLX radio (Sherbrooke)
- Weekly broadcast of CHIP’s French Countdown ... (“Décompte Franco”), hosted by Marie Gionet
- More than a hundred of interviews and chronicles featuring artisans of Quebec’s cultural scene
- Renewal of the partnership with Cogeco, allowing the broadcasting of the games of the Montreal Canadiens
- About 300 hours of broadcasting thanks to CHIP 101.9 volunteers
- Nearly 4,300 subscribers to CHIP 101.9 Facebook page
- Several regular columnists, including local speakers, such as Kristie-Anne Godin
- More than 500 interviews broadcast on the air, but also available via the Web
- Broadcast of holidays specials and end-of-year reviews
- Creation of about forty public service announcements by Nathalie Vasiloff
- A musical program making more room for emerging artists

Did You Know?

The program “Pontiac Rendez-vous”, broadcast from Monday to Friday, presents at least three interviews per day.



The host of the “Pontiac Rendez-vous” show, Nathalie Vasiloff, joined CHIP 101.9’s team in the winter of 1990. You hear her from Monday to Friday, from 5:30 to 6 a.m., and from 1 to 4 p.m. She also lends her voice to many messages and advertisements.

For a fifth consecutive season, the most listened to program during the week is “Bonjour Pontiac”, reaching an average of 2,500 listeners between 6 a.m. and 9 a.m.



Marie Gionet received an award from l’ADISQ (“Prix Rencontres 2021”) for the category “Cultural Host or Columnist of the Year (Regional Market)”.

The show “Les Midis avec Marie » has been extended by an additional hour, from Monday to Thursday, between 11 a.m. and 1 p.m.

Did You Know?

The “Drive” presents events and major meetings in the English community.

During a regular week, about ten hours of radio programming are produced by volunteers.

During prime time, between 6 a.m. and 8:30 a.m., CHIP 101.9 broadcasts 100% French music programming.



Jacob Lavigne was the host of the “Drive” at CHIP 101.9 and collaborated to a podcast series with the Regional Association of West Quebecers. Jacob was a dedicated employee, who greatly influenced the future of the station, particularly in the audiovisual field.

Newsroom

The CHIP 101.9 newsroom is a real gem for our organization and for the Pontiac. The work done in this newsroom is a good illustration of the impact that a community radio can have on its environment and of the role that local media play in democracy. In 2021-2022, three elections were covered by our news services: the Federal election (September 2021), the municipal elections in Quebec (November 2021), and the provincial election campaign (October 2022). The news content produced by CHIP 101.9 is mainly what attracts the station's advertising clientele. It is therefore the best investment we can make.

HERE ARE THE MAIN ACTIVITIES AND RESULTS OF CHIP 101.9 NEWSROOM:

- Video production of 4 electoral debates (federal election in the riding of Pontiac, election to the prefecture and to the town hall of Fort-Coulonge and Mansfield)
- Broadcast of 5 debates (in addition to the federal election in the riding of Pontiac and the election to the prefecture and to the town hall of Fort-Coulonge and Mansfield, we also carried out a debate at the town hall of Grand Calumet Island)
- Production and broadcasting of a candidates' meeting in the context of the federal election in the riding of Pontiac
- More than 2,450 news published online (via www.chipfm.com) and broadcast in French and English
- Broadcast of more than 400 different local news bulletins throughout the year
- More than 500 French interviews or reports relating to local news
- More than 200 interviews or reports in English relating to local news
- Participation and broadcast of the program "Édition nationale", produced by the station CKIA, bringing together the newsrooms of community radio stations in Quebec
- Partnership with Cogeco for national and international news bulletins
- Broadcast of national news bulletins in French (in the evening and during the night)
- Addition of a full-time English editor for chipfm.com
- Nearly 500 newsroom posts published on CHIP 101.9 Facebook page
- Photo reports published on CHIP 101.9 Facebook page
- More than 250 videos or photos shared via social media
- Implementation of a social media strategy (opening of Instagram and Twitter accounts)
- 55 articles (in French and English) published and broadcast during the 2021 federal election
- Nearly a hundred articles published in the context of the provincial elections (in French and English)
- Coverage of the MRC Pontiac meetings and a dozen municipal council meetings in the Pontiac
- A grand total of nearly 1,200 articles were published by the CHIP 101.9 newsroom in 2021-2022

Did You Know?

CHIP 101.9 could count on the collaboration of the VIA FM station (Bécancour) to produce a new website more adapted to the new media reality.

The vast majority (more than 90%) of the articles published by CHIP 101.9 are exclusive content. They first aired at CHIP 101.9 before being picked up by other local or, in some cases, regional media outlets.

Over the past decade, many journalists have worked in CHIP 101.9's newsroom. Their contributions have helped make our local news service one of the most effective in the province. During the annual conference of the Fédération professionnelle des journalistes du Québec (FPJQ), Félix-Antoine Parent (2013-2015), François Carrier (2012-present), Élisabeth Séguin (2017-2020) Caleb Nickerson (2021-present) were present on site. It is worth mentioning that Félix-Antoine and Élisabeth are still employed by community radio stations, respectively in Maniwaki (CHGA) and Fermont (CFMF).



Did You Know?

The Association des radios communautaire du Québec (ARCQ) prepared an impact study which showed that 93% of community station listeners consider the content heard on the air either more credible (26.2%) or as credible (66.8%) than private and public radio stations; furthermore, 85.5% of member station listeners consider the content heard on the air to be more relevant (35.5%) or equally relevant (50.0%).

Traffic on CHIP 101.9's website can sometimes reach more than 30,000 visits in a month.

CHIP 101.9 has broadcasted a record number of four debates during the most recent municipal elections, in November 2021. The debates, held at the town hall of the municipalities of Fort-Coulonge / Mansfield-et-Pontefract, as well as at the prefecture at the MRC Pontiac, benefited from a video coverage. The debate of candidates for mayor of L'Île-du-Grand-Calumet was also broadcasted on the radio.

CHIP 101.9's local news bulletins last an average of 6 minutes 40 seconds, and 97% of the news forming the bulletins feature local Pontiac news.

Administration, Human Resources and Governance

This department is the foundation of the strategies put in place to ensure the development and financial health of CHIP 101.9. For more than 15 years, CHIP 101.9 has relied on the talent and sense of duty of Nathalie Denault to ensure sound management of our finances. With the General Manager François Carrier (at CHIP 101.9 since 2012) she forms a team with impeccable chemistry. Their excellent communication helped build one of the strongest financial foundations among the community organizations. Here are the main achievements and statistics of the most recent year.

- Thanks to the close communication between the Board (we emphasize the role of Treasurer Sylvain Fortin and VP David Gillespie) and management, CHIP 101.9 made an investment of \$450,000 for a two-year period
- Investment in several community organizations
- Daily management of the annual budget of CHIP 101.9
- Management of five funding projects with different partners (Ministry of Culture, Government of Quebec, Young Canada Works, etc.)
- Internal restructuring and addition of a position in routing and communications (in September 2021)
- Salary bonus for all employees; increases will reach nearly 15% in two years by 2023
- Training and discussion sessions offered to employees thanks to the ARCQ
- Training for the employees on Omny Studio, in order to create podcast segments
- A dozen operations (open letters or meetings) to raise awareness of the importance of local information among community stakeholders
- Investments in the technical sector (see section 6)
- Board of Directors' meetings focused on results and objectives

Did You Know?



As part of his duties as President of the ARCQ, François Carrier went to the Radios Days event which took place in May 2022 in Malmö, Sweden.

CHIP 101.9 is one of the 37 member radios of the Association des radios communautaires du Québec (ARCQ). The current president is the general manager of CHIP 101.9, François Carrier.

In the spring of 2022, CHIP 101.9 made a \$450,000 investment in Caisse Desjardins des Rivières de Pontiac. This placement will help our organization in the future, allowing us to offer competitive salaries and to invest in the technical sector of the station.

CHIP 101.9 is managed by a volunteer board of directors, governed by a code of ethics and clearly defined responsibilities.

Did You Know?

Thanks to the surpluses, the Board of Directors created a reserve during the year to invest in the future of the radio, both in human resources and in the development of new technologies.

The president of CHIP 101.9, Diane Grenier, and the General Manager François Carrier have an average of forty exchanges during the year, mainly relating to the priorities of the organization.



Versatile and committed, Nathalie Denault performs vital functions within our organization.

Bingo and Member Services

Our Radio Bingo is not just a source of income. It is a real social event and a way to redistribute wealth in our community. The most recent year was marked by the a new partnership with the Knights of Columbus, Council 7221, who now broadcast their bingo at CHIP 101.9. This source of revenue has allowed the Knights of Columbus to invest in various causes, including health, youth, the fight against poverty, and sports and recreation. We also emphasize the importance of maintaining a close relationship with our members. The arrival of Geneviève Gagnon at CHIP 101.9 has made it possible to further structure our communications with our members. Here is an overview of the last year's results.

OUR GOAL IS TO OFFER, THROUGH OUR RADIO BINGOS, ENTERTAINMENT TO THE AUDIENCE WHILE COLLECTING FINANCIAL SUMS TO INVEST IN SERVICES TO OUR LISTENERS

- 65 CHIP 101.9 Radio Bingos
- 52 Knights of Columbus Radio Bingos
- 12 Mega Bingos
- 1 Summer bingo
- Creation of a group of female players to provide suggestions to CHIP 101.9
- Several consultations were also held with different bingo players to find out their preferences
- Increase in the value of the prizes given to the public
- More than thirty draws (such as turkeys offered in partnership with the Century 21 Elite broker, Sébastien Bonnerot), outings and promotions were offered to listeners and Internet users
- The number of members has increased in recent years, reaching almost 500 members
- Signature of a contract for a new website to improve member services
- Ongoing strategy lead to the creation of a magnet and a new contest for members
- Broadcast and publication of the "Flea Market" and "Public Announcements"

Did You Know?

The Knights of Columbus Bingo is hosted by Luc Sicard every Thursday, at 7 p.m.



Jaélie Bilodeau was hired in the summer of 2022 as a student employee and remains with us as a Bingos Radio technician.

The Knights of Columbus had an unexpected year with CHIP 101.9, racking up a profit of over \$50,000. This profit was around \$10,000 in previous years.



Over the past few months, Geneviève Gagnon has been the new voice of Radio Bingo at CHIP 101.9.

The CHIP 101.9 membership card allows members to win \$50 in a draw during our Mega Bingo!

Advertising sales have undergone and will continue to undergo significant changes in the coming years. It is no longer enough to sell only 30 seconds of advertisements, and we need to exploit radio and digital platforms in a creative way.

- Productions and regular follow-ups with advertising customers
- Meeting with the general management to establish a strategy to create partnerships to develop Web advertising sales
- Development of a strategy to develop sales thanks to the videos produced by CHIP 101.9
- Sponsorships of weightlifters from the region, Xavier and Naomie Lusignan
- CHIP 101.9 has given a generous financial contribution to the Centre de loisirs des Draveurs Century 21 Élite, for the skating rink (2021-2022)
- About thirty contests on the air and via the Web
- Printing and production of promotional tools
- Production of twenty advertising campaigns to promote community events (Mansfield en fête, Bristol Dryland, opening of Lyn cinema, etc.)

Did You Know?

The Association des radios communautaire du Québec (ARCQ) produced an impact study showing that the Quebec government's advertising campaign, broadcast on their member radio stations during the pandemic, had a positive effect on behavior.



Marie Gionet participated once again to the success of the “Leucan Chefs Challenge”!

CHIP 101.9 relies on the experienced team of MPV radio to represent our advertising interests on the national stage. MPV radio is an independent representation house that has built its credibility on its experience in the field and its knowledge of the media from inside and out. At the head of MPV for ten years, Isabelle and Catherine Vachon cumulate nearly 35 years of experience in communications.

Did You Know?

CHIP 101.9 relies on the MPV Radio team for the development of national sales.



CHIP 101.9 and the Coopérative de loisirs des Draveurs have created a partnership based on sustainable development and winning strategies that have enabled the radio station to reach its financial maturity.



Geneviève Gagnon joined the CHIP 101.9 team last September. She acts as a routing clerk and performs several tasks related to marketing and advertising sales.

Technical Sector

The situation at the broadcasting tower has greatly improved. After carrying out analyzes and studies, several works were carried out to improve the site of the tower. Despite our limited resources, our technical sector is increasingly better equipped to face future challenges. We can even say that this tower could be used to provide better quality cellular coverage in Quebec.

- A fence has been installed to protect the tower
- New pruning work has been done to clear the tower's cables
- Development of a guide for the broadcasting and technique of radio bingo
- Improvement of the administration related to the tower, thanks to meetings with all the customers of the tower and implementation of a monitoring system
- Installation of cameras on the site of the tower
- Use of video equipment to capture events
- Telework coordination for journalists and hosts
- Ensure better use of CHIP 101.9 office space
- Maintenance of studios and studio space
- Better protection of broadcast equipment
- Tower equipment update
- Purchases of various licenses to provide effective tools for the radio

Did You Know?

The broadcasting tower, located in Litchfield, was under constant management throughout the year.



During the most recent year, several works have taken place on the site of the broadcasting tower located in Litchfield. Technician Maxime Galand installed a fence on the site of the tower during the summer of 2022.

2022-2023 Priorities

1.

To continue the digital development of our goods and services, as well as our web platforms to increase CHIP 101.9 digital revenues.

2.

To keep applying progressive and innovative human resources practices, such as teleworking, adapted working hours, and improved salary conditions for the staff.