



THE PONTIAC COMMUNITY RADIO

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Annual Report 2022-2023



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Word from the President

Dear members,

As guardians of your organization's mission, our role as Board of Directors is to ensure that CHIP 101.9's mission is respected, that the organization remains sustainable, and that our responsibilities are passed on to future generations. Once again, during last spring's floods, CHIP 101.9 showed leadership in transmitting emergency information to its population. That's what community radio is all about: being in the right place at the right time.

With the media crisis leading to the closure of several newspapers and the elimination of several hundred jobs, Pontiac Community Radio had planned ahead by securing major investments to enable us to continue developing our services and investing in our community. This amount has helped us through this inflation. This year, community radio in Quebec celebrated its 50th anniversary. I'd like to come back to the letters published in *Le Devoir* by our General

Manager at CHIP, François Carrier, who is also President of the Association des radiodiffuseurs communautaires du Québec (ARCQ). The community radio model benefits from being known since it's a business model that allows its actions and investments to be concentrated locally. Community radio is run by and for its community. Governments, especially the Canadian government, should have taken steps to encourage this type of model long ago, instead of investing millions of dollars over many years in companies like Meta. This capital flight must stop. We hope to see, in the near future, real measures to correct this situation. Although the situation is not perfect in Quebec, successive governments have invested in their local media and helped develop our regions and communities. CHIP 101.9 has been a model to follow, but we will not always be able to live with the consequences of bad government decisions.

I'd like to highlight the work of the Pontiac community, because without the creation of the organization 45 years ago, the radio station would never have been able to broadcast its first programs in 1981 and become what it is today. I'd like to thank the entire CHIP 101.9 team, as well as the members of the Board of Directors, who have devoted so much time and effort to our community radio station.

Happy reading!

Diane Grenier
President



Word from the General Manager

Dear members,

The Annual General Meeting (AGM) of members is the time to assess the organization's performance, but I would also add to measure the decisions that have been made in the past. I would like to draw your attention to the financial decisions made by the Board of Directors in 2022. As you are no doubt aware, since 2013, CHIP 101.9 has experienced unprecedented growth, accumulating significant surpluses. The advent of new technologies, the transformation of the media and the evolution of audiences would sooner or later slow this significant growth.

Despite everything that's happened in the last year, from the blocking of local news on Meta platforms (Facebook and Instagram), to the significant decrease in advertising investment by the provincial government, to the inflation that has affected all sectors in recent months, and several other external factors, in 2021-2022, the CHIP 101.9 Board of Directors decided to make a wise decision, namely, to invest for a

two-year period. Thanks to the interest generated by the investments of recent months, we have continued to increase employee salaries, hired not one, but three female students, provided weeks of maternity leave training, renovated our equipment, and kept up the same pace of local production.

CHIP 101.9's financial and operational plans are exactly where we wanted them to be. Despite the anticipated slowdown, we had already foreseen that 2023-2024 would be the transition year to create new projects that should enable us to maintain our excellent financial health. We're also in this position thanks to the quality of CHIP 101.9's radio programming and web-based news production. Whether it's our presence during the most recent floods, the award won by our host Marie Gionet at the Rencontres de l'ADISQ (in French), or auditor's comments on the quality of our interviews, such as Nathalie Vasiloff's with Outaouais Tourism, on the customer service provided by Nathalie Geneviève and Kayla, on the

English-language Web articles by Caleb Nickerson, on the technical work of Eric O'Brien and Laurence Papineau, CHIP 101.9 is all about excellence.

I especially want to thank CHIP 101.9 employees for their trust. The past few months have led me to follow Bill C-11 and Bill C-18 on the federal scene, so I have had to travel several times and become more involved in representing Quebec community radio to the provincial and federal governments. Whether you are members, contractors, volunteers, board members or listeners, I want to thank you for your involvement and commitment to our community radio.

François Carrier
General Manager



Mission of the Pontiac Community Radio

Goals

Mission

The primary mission of Pontiac Community Radio is to inform and entertain its members and listeners about what's happening here in the Pontiac, and on a larger scale in the Outaouais, Quebec and elsewhere in the world, in order to mobilize, act and participate in the lives of Pontiac residents.

Article 6~ Goals and values

- 6.1~ Informing means highlighting the cultural, economic, political, social and sporting activities that characterize the Pontiac by contributing to its dissemination, development and outreach throughout its home region.
- 6.2~ Informing also means encouraging exchanges between Pontians, their various institutions, organizations, and governments, so as to foster their evolution and invite them to participate actively.
- 6.3~ Providing information also means pooling the major interests of the Pontisso community, while contributing to its development.
- 6.4~ Through its programming, Pontiac Community Radio is committed to providing its listeners with diversified, high-quality Pontiac content that's connected to the region.



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

GENERAL ANNUAL MEETING

Mercredi 20 décembre 2023, 6:00 p.m.
Location: Golden Age Club, Fort-Coulonge

1. Welcome and quorum call
2. Election of Chairman and Secretary of Meeting
3. Reading and adoption of the agenda
4. Reading and approval of AGM 2022 minutes
5. Reading and adoption of the financial statements
6. Appointment of a certified accountant
7. Reading and adoption of the activity report
8. Presentation of the 2023-2024 priorities
9. Election of Board members
10. Varia
11. Adjournment

Preamble

CHIP 101.9's goal is to entertain and inform the people of Pontiac, first and foremost via the 101.9, but also by ensuring the production of information and entertainment segments via the radio website and the various Web platforms. In recent years, CHIP 101.9 has relied heavily on local information, which remains our priority. However, we decided to try to do more with our entertainment component. It was in this context that CHIP 101.9 produced its first comedy show, based on several bingos and attempted to integrate more humor-oriented messages into its advertising programming. The following is a summary of the most recent year's activities for each of the radio sectors.

1~ Radio programming on air and on various digital platforms

Offer quality programming that reflects Pontiac's diversity

In the CHIP 101,9 schedule, we try to cover a variety of topics, emphasizing the role of a community radio station that must make room for musical diversity, provide access to a mosaic of programming and showcase emerging talent. CHIP 101.9's programming is carried out by consulting listeners and analyzing audience statistics. Here are the various statistics and results for the 2022-2023 radio programming.

- ~105 hours of locally produced programming per week
- ~Production and direction of the "Bonjour Pontiac" show, attracting an average of 2,700 listeners per week between September and May
- ~Production and direction of the « Drive » show, attracting an average of 2,700 listeners per week
- ~Production and almost systematic broadcasting of Quebec's cultural scene during the program Les Midis avec Marie.
- ~Addition of music programs from the community radio network: "Qualité Barbie", "Le monde en demande" and "2 pour 1".
- ~Over 720 hours of "Pontiac Rendez-vous" broadcasting
- ~CHIP 101.9's regular programming begins at 5:30 a.m. with "À l'aube de la 148" with Nathalie Vasiloff until 7 p.m., with the addition of a late-night show Tuesday to Thursday at 10 p.m.
- ~Production and broadcast in English and French of a podcast concept on the history of the Outaouais and Pontiac regions.
- ~Public notices and job postings on air and on the Web
- ~Broadcasting of "niche" programs, such as literature, the outdoors, hunting and fishing, the French-language country music scene, Quebec's cultural scene
- ~Broadcast of humor segments with Jean-Claude Gélinas (aka Réjean de Terrebonne), which gathers around 3,900 listeners per day.
- ~The French-language country music show le cowboy urbain, hosted by Aylmer native Jason Dupuis, airs from 2 to 4 p.m.
- ~Local country show hosted by Liette Faubert, from La Pêche
- ~Addition of COGECO night show between midnight and 4:30 a.m.
- ~"Franol" program broadcast in Spanish and French

1~ Radio programming on air and on various digital platforms

Offer quality programming that reflects Pontiac's diversity (continued)

- ~ Broadcast of the literary program Le Cochaux Show from Sherbrooke station CFLX
- ~ Weekly broadcast of CHIP 101.9's Décompte Franco with Marie Gionet
- ~ More than a hundred interviews and columns with artists from Quebec's cultural scene
- ~ Renewal of partnership with COGECO to broadcast Montreal Canadiens games
- ~ Approximately 300 hours of broadcasting thanks to CHIP 101.9 volunteers
- ~ Before CHIP 101.9's Facebook page was blocked, the number of followers was over 5,000.
- ~ Several regular columnists, including local contributors such as Louis Harvey
- ~ More than 500 interviews broadcast on air, but also available on the Web
- ~ Broadcast of holiday specials and year-end reviews
- ~ Nathalie Vasiloff creates some 40 public service announcements
- ~ A musical program featuring more emerging artists

Did you know that...

Pontiac Rendez-vous host Nathalie Vasiloff joined the CHIP 101.9 team in the winter of 1990. Not only can you hear her from 5:30 a.m. to 6:00 a.m. and from 1 p.m. to 4 p.m., Monday to Friday, but you'll also hear her voice in numerous commercials and messages.



CHIP 101.9 produced its first comedy show.



Marie Gionet won the "Prix Rencontres de l'ADISQ" for the second time in a row, in the category of Cultural Host or Columnist of the Year (Regional Market).

For the sixth consecutive season, the most listened-to program during the week was "Bonjour Pontiac", with an average of 2,700 listeners between 6 and 9 a.m.

In emergency situations, the newsroom remains the best way to reach the greatest number of listeners at the same time, even surpassing bingo. Once again this year, CHIP 101.9 provided brilliant coverage of the fall 2022 provincial election.

Here are the main actions and results from the CHIP 101.9 newsroom

- ~ On-air and video broadcast of the debate between the candidates in the Pontiac riding
- ~ More than 1,200 Internet users and 2,150 listeners followed the CHIP 101.9 provincial election debate
- ~ Interviews and reports with all four political parties represented at the National Assembly in Quebec City
- ~ More than 2,300 short stories published (via www.chipfm.com) and broadcast in French and English
- ~ More than 600 different local newsletters distributed throughout the year
- ~ More than 500 local news interviews and reports broadcast in French
- ~ More than 200 local news interviews and reports broadcast in English
- ~ Participation in and broadcast of the "Édition nationale" program, produced by CKIA, featuring newsrooms from Quebec's community radio stations
- ~ Partnership with COGÉCO to broadcast national and international news bulletins
- ~ French-language national news bulletins broadcast in the evening and overnight
- ~ Nearly 400 newsroom posts on CHIP 101.9's Facebook page (before the block)
- ~ Photo report on CHIP 101.9's Facebook page
- ~ More than 250 photos and videos shared via social media
- ~ Setting up a real social media strategy (opening a Twitter account)
- ~ Coverage of all MRC Pontiac meetings and about ten municipal council meetings in Pontiac

Did you know that...

The first Black Tie Gala held by the Pontiac Chamber of Commerce, bringing together nearly 150 people from business, politics and various Pontiac organizations.



Of the many articles published by CHIP 101.9, the vast majority (over 90% according to the analyses carried out) are exclusive to CHIP 101.9, i.e. they were first broadcast on CHIP 101.9 before being picked up by other media (local or sometimes regional) as usual.

An estimated 3,500 people tuned in to the provincial debate produced by CHIP 101.9 for the Pontiac riding.



Caleb Nickerson joined CHIP 101.9 in the summer of 2021. In less than two years, he has been able to conduct interviews in French, demonstrating his great adaptability.

CHIP 101.9 director François Carrier won first prize in the French-language Editorial category at the Quebec community newspapers award (QCNA).

The Association des radios communautaires du Québec (ARCQ) has produced a study demonstrating the impact of its members in broadcasting local information.

3 Administration, human resources and governance

This industry has been the foundation for maintaining jobs, improving conditions for our employees, helping our community and obtaining better quality equipment.

- ~CHIP 101.9, through close communication between the Board of Directors (including Treasurer Sylvain Fortin and Vice President David Gillespie) and management, generated over \$20,000 in interest in the most recent year
- ~A partnership with the Knights of Columbus Council 7221 enabled our organization to secure approximately \$30,000 in funding, saving them several thousand dollars in the production of their bingos.
- ~Investment in several community organizations, including the Centre de loisirs des Draveurs Century 21 Élite
- ~Day-to-day management of CHIP 101.9's annual budget
- ~Management of five funding projects with various partners (Ministry of Culture, Quebec government, Young Canada Works, Community Services Recovery Fund etc.)
- ~Wage increases for all employees, of nearly 15% in two years
- ~Training and exchange sessions offered to employees thanks to ARCQ
- ~About ten operations (open letters or meetings) to raise awareness among local stakeholders of the importance of local information
- ~Investments in the technical sector (see section 6)
- ~Board meetings focused on results and goals

Did you know that...

Often behind the scenes and focused on accounting, Nathalie Denault performs essential functions within our organization, not only thanks to her skills, but also to her dedication to the community.



In the last year, CHIP 101.9 director François Carrier published two letters in *Le Devoir*, highlighting the importance of investing in local media.

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

CHIP 101.9 is managed by a volunteer Board of Directors governed by a code of ethics and clearly defined responsibilities.

In spring 2022, CHIP 101.9 made an investment of \$450,000 in the Caisse Desjardins des rivières de Pontiac for a two-year period.

4 ~ Bingo, member services and promotional activities

The two radio bingos - CHIP 101.9's Radio Bingo and Knights of Columbus Council 7221's Radio Bingo - were a real treat for the public, who not only have the chance to win money, but also make an important contribution to good causes in the community. Our partnership with the Knights of Columbus is an important one, as it enables us to invest in a wide range of causes involving health, youth, the fight against poverty, sports and recreation, and so on.

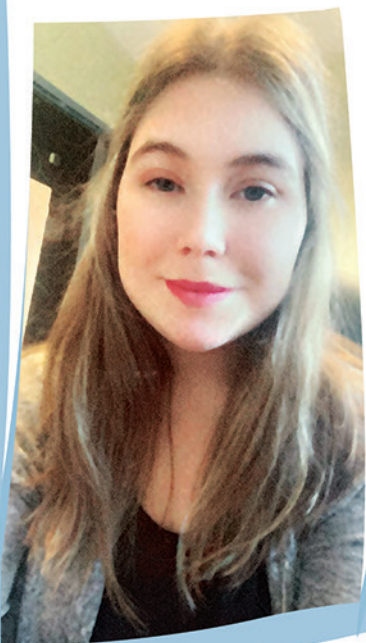
In addition to member services, CHIP 101.9 began what can best be described as a first market test with the broadcast of the first comedy show, the preparation of which began last July. During the evening at Lyn Cinema, we were able to see not only the potential of such an event, but also the economic impact we can have in our community. Not only was the venue practically full, but so were the surrounding businesses. It's an important element to consider, and a second show should take place in the next few months.

On the promotional front, CHIP 101.9 had the opportunity to host the Pontiac Chamber of Commerce Gala, co-host the Journal du Pontiac Readers' Choice Awards, and take part in several field trips, such as the Christmas Market at the George Bryson House.

4 ~ Bingo, member services and promotional activities

- ~65 CHIP 101.9 Radio Bingos broadcast
- ~52 Knights of Columbus Bingos broadcast to members
- ~12 « Méga Bingo » broadcast
- ~Forty Knights of Columbus bingos broadcast on the radio
- ~1 summer bingo
- ~Preparing our first comedy show
- ~Creation of a group of players to provide suggestions to CHIP 101.9
- ~Broadcasting Knights of Columbus Radio Bingo every Thursday
- ~Hosting of the Pontiac Chamber of Commerce Gala and co-hosting of the Journal du Pontiac Readers' Choice Awards
- ~Production of a comedy show
- ~Presence at the George Bryson House Christmas Market
- ~Several consultations were held with different bingo players to find out their preferences.
- ~Membership has grown in recent years to nearly 500 members
- ~Continuation of the strategy leading to the creation of a magnet and a new member contest
- ~Broadcast and publication of the "Flea Market" and "Public Notices"
- ~CHIP 101.9 sponsored local weightlifters, Xavier and Naomie Lusignan
- ~Some twenty on-air and Web contests
- ~Printing and production of promotional items
- ~More than thirty various draws (including turkeys in partnership with Century 21 Élite broker Sébastien Bonnerot), outings and various promotions were offered to listeners and Web users

Did you know that...



Since April 2023, Kayla Hérault has been the new voice of Radio Bingo on CHIP 101.9.

In the past year, CHIP 101,9 has been fortunate to count on four female students. Jaélie Bilodeau, Léande Bonnerot, Catherine Lasalle and Laurence Papineau have all been excellent employees and a source of pride for CHIP 101,9, which aims to offer positive experiences to the "next generation" and promote the media field.



Léande and Catherine

The Knights of Columbus had an unexpected year thanks to CHIP 101.9, achieving a one-year profit of over \$50,000. In previous years, this profit was around \$10,000.

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

The CHIP 101.9 membership card entitles members to win \$50 in a draw during Méga bingos!

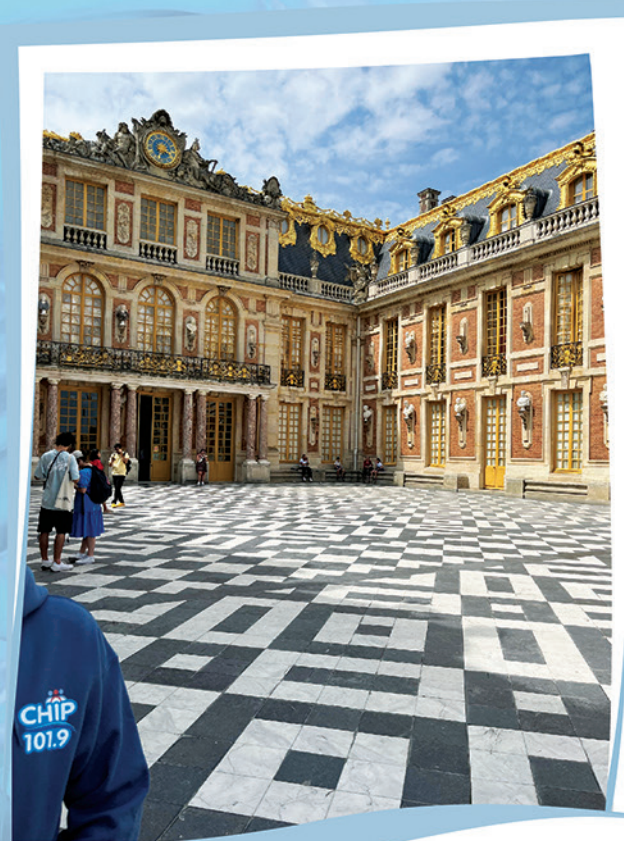
5 ~ Advertising sales, advertising production and fundraising

Local advertising sales remained a reliable source of revenue. However, on the national scene, in the wake of the pandemic, governments significantly reduced their advertising spending. Note that the Canadian government has invested very little in community radio in Quebec. The quality of CHIP 101.9's advertising productions is also noteworthy, having won two nominations at the ARCQ gala.

- ~ Sophie Chatel's "For a Green and Prosperous Outaouais" advertisement and self-promotion of bingo have won two ARCQ advertising awards nominations
- ~ Regular meetings with the MPV firm
- ~ New opportunity to sell advertising on the Web thanks to the new site
- ~ Regular production and follow-up with advertising customers
- ~ Branch meeting to establish a strategy to create partnerships to develop Web advertising sales
- ~ Developing a strategy to grow sales from CHIP 101.9 videos

- ~ Production and distribution of some twenty advertising campaigns to promote community events (Mansfield en fête, Bristol Dryland, opening of the Lyn cinema, etc.)

Did you know
that...



Étude d'impact de la radio communautaire au Québec
Juin 2023

ARCQ ASSOCIATION DES RADIOCOMMUNICATEURS COMMUNAUTAIRES DU QUÉBEC

Rapport pour l'ARCQ - Association des radios communautaires du Québec
Réalisé par StatsRadio en collaboration avec Écho Sondage version du 6 juin 2023

STATSRADIO™

The Association des radios communautaires du Québec (ARCQ) has produced a study demonstrating the impact of its members in broadcasting local information.

Consult the study at (in French):

FORMATION DE VENTES
(arcq.qc.ca)

CHIP 101.9 has listener all over the world!
From Mont Saint-Michel to Vienna, via the Chateau de Versailles.



6 ~ Technique

Over the past few years, this sector has developed considerably. On the one hand, thanks to the work carried out by Maxime Galand at the broadcasting tower in Litchfield. This year, technical duties fell to Eric O'Brien, who carried out a number of studio upgrades and improvements. CHIP 101.9 saw the installation of a new on-air system. While the arrival of the radio's first dedicated on-air system took almost two years, this

time the transition took place in less than two weeks. WiNRADiO was installed last August, making it more reliable and efficient for broadcasting radio programming. Other improvements have continued since then, but the arrival of this new system will facilitate the broadcast of segments linked to our partnership with COGECO, including local advertising during Montreal Canadiens games.

- ~ Installing the WiNRADiO on-air system
- ~ Improvement of the administration related to the tower through meetings with all customers and implementation of a monitoring system
- ~ Installation of cameras at the tower broadcast site and at the CHIP 101.9 office
- ~ Maintenance of equipment to ensure video events capture
- ~ Follow-up to enable telecommuting for journalists and facilitators
- ~ Maintenance of studios and studio space
- ~ Reinforced protection for broadcasting equipment
- ~ Purchase of various licenses to equip the radio station with efficient software

Did you know that...

Less than 10 days after installation of the new WinRADiO on-air system, CHIP 101.9 employees were already using the new software.

Since last fall, Eric O'Brien has been in charge of technical aspects at the station. Originally from Litchfield, Eric has been with CHIP 101.9 for over five years.



CHIP 101.9 was once again at Village en fête on rue Baume in Fort-Coulonge.



2023-2024 Priorities

1~ Further develop the entertainment sector to ensure radio's sustainability and diversify its sources of income.

2~ Pursue progressive and innovative human resources management, such as the practices introduced for telecommuting, flexible working hours and improved employee conditions.