

THE NCRA/ANREC 2017 MEMBERS PRIORITIES SURVEY



58 STATIONS PARTICIPATING!

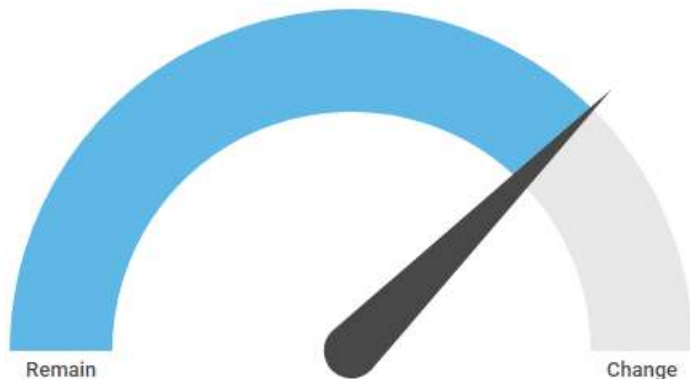
PREPARED BY LUKE SMITH
MEMBERSHIP COORDINATOR 2017

We want to thank the 58 stations (57% of membership) who filled out our survey. The information provided in the survey helps us to shape our priorities and goals for the upcoming year.

This is a short report on the initial results. A more in-depth analysis will be prepared for the NCRA/ANREC Board of Directors. If you don't see yourself reflected, don't worry, we plan to add more depth and breadth of analysis to our 2nd edition.

We've discovered some key information in this survey, first and foremost about membership.

MEMBERSHIP IN THE NCRA/ANREC



75% OF THOSE RESPONDING WANT MEMBERSHIP TO REMAIN AS IS

47.4% Of our respondents said that our membership should remain as it is with only 15% wanting it to be reviewed. The remainder noted no opinion.

We also asked about who our membership should be open to. Excluding the answers which are types of membership:
35.7% Support opening it up to podcasting groups (Rabble)
35.7% Support opening it up to programming groups
25% Support opening it up to commercial licenses
For Profit programmers got 17.9% support and Individual membership had only 14.3% support.



PERCENTAGE OF THOSE RESPONDING TO EACH QUESTION



● Keep Doing What Your Doing For Annual Returns!



● Only one or two notes please!



You guys offer so much so support and we thank you! Keep up the great work!

GivingTuesday



46.4% of the respondents supported getting involved with Giving Tuesday. Only 7.1% opposed. The NCRA/ANREC will work with Giving Tuesday CA to setup a campaign to promote the date and get NCRA/ANREC stations involved in the giving!

CanadaHelps reported a **332% increase** since 2012 in the number of Canadians donating on Giving Tuesday!



ABOUT THE NCRA/ANREC

// Even though we file our returns, it reminds us of the importance as you send out reminders. //

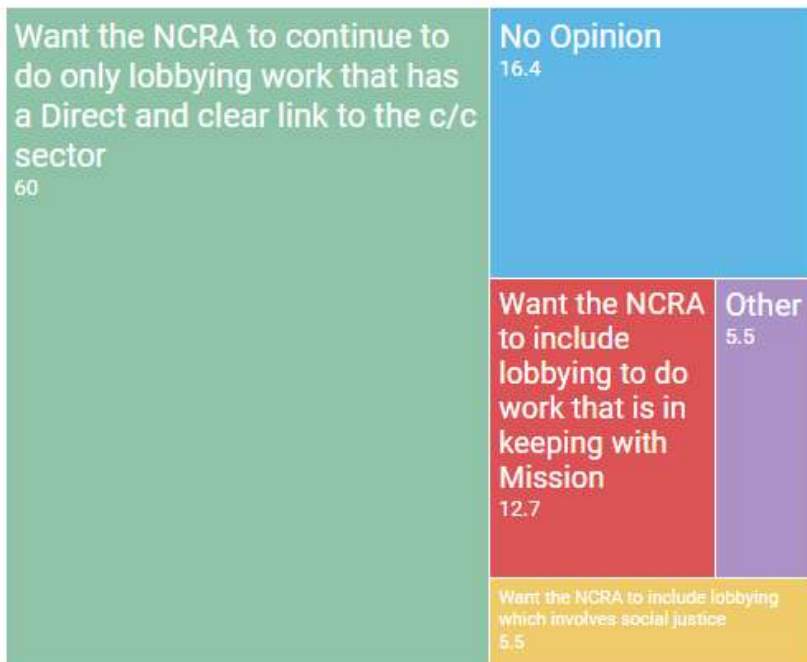
A-LA-CARTE?

We asked our members if people would be interested in the NCRA/ANREC creating an a-la-carte system, where you could select the services that you get access to on a case by case basis.

1/3 of respondents said they would be interested, while 1/5 were opposed. Additionally, 1/3 of stations were interested in opening up the a-la-carte idea to external bodies to access our services and materials.

THE NCRA LOBBIES AND DOES ADVOCACY WORK TO DEVELOP, STRENGTHEN, AND PROMOTE C/C RADIO, AND TO LESSEN FEES PAID BY STATIONS TO COPYRIGHT COLLECTIVES. AS A MEMBER I.....

// I would like membership fee calculation to be based only on station income that includes NO project specific funding. eg my CRFC grants shouldn't be included in the overall budget calculation that my NCRA membership fees are derived from //



Are You Aware of These Services?

National Advertising



Complaints Process



NCRA Minutes Site



Email Lists



Community Radio Awards



Annual Conference



NCRA Committees



NCRA Social Media



AGMeeting App



Executive Director Blog



Grants Page



White Pages





Training and Webinars



Job Board



Policy Exchange



Copyright Handbook



Regulatory support (Via Reg Committee, Staff or Freya)



Annual return support



Members-Only section



Regulatory Handbook 2.0



Online and Print advertising through F-MEDIA



Radio specific insurance through SPARK



Hiring support/system through FITZII



Employee benefits through OASSIS



Community Radio Exchange



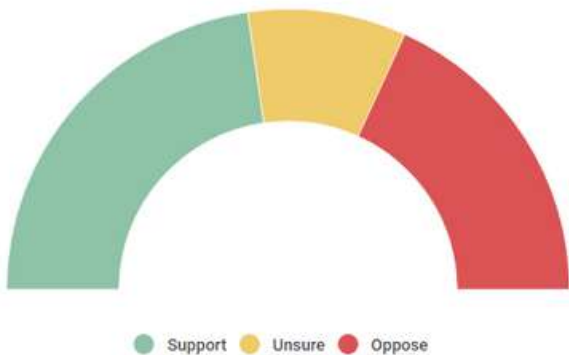
Transmissions monthly newsletter



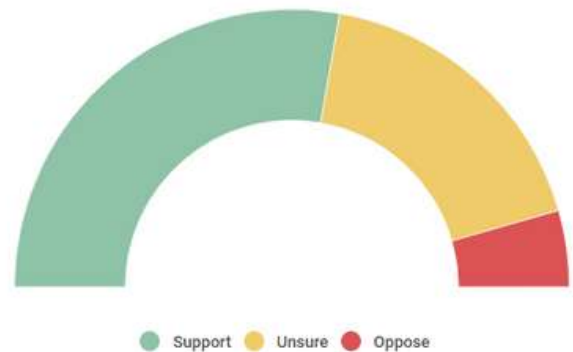
POSSIBLE NEW MEMBER SERVICES AND BENEFITS!

THE INITIAL RESULTS FROM OUR QUESTION ABOUT WHAT PROJECTS PEOPLE WANT US TO EXPLORE!

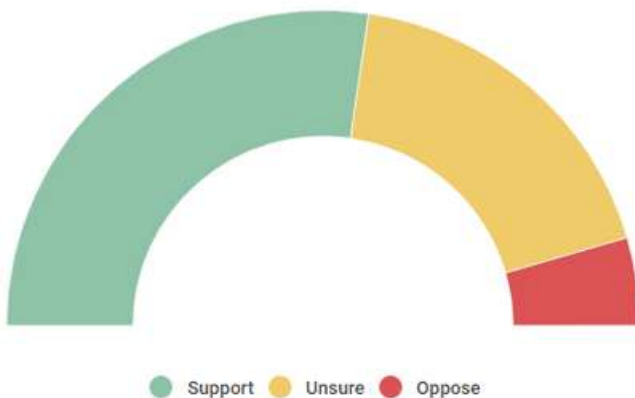
WiFi Hubs for Community



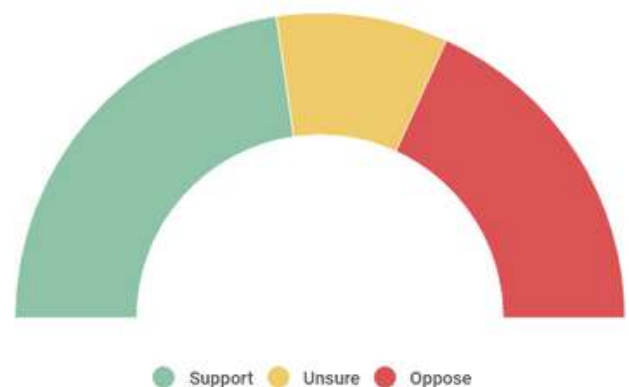
Create c/c specific software solutions/programs for all members to use



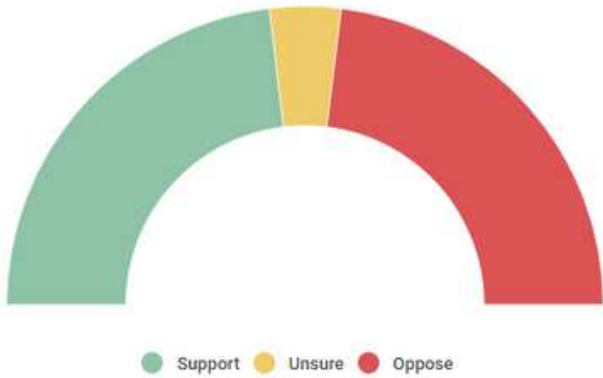
National Doors Open Initiative



Pre-made Website Template



// Encourage C/C volunteers and staff to have working holidays that would see people share their experience at other stations in workshops or?? For example, volunteer A goes on vacation to Victoria and has a very good interview show and puts on a "tips for interviewers" workshop //



// I could see their ability to provide market data and/or influence the growth of the sector on a national/regional scale by ensuring consistent programming methodology that can translate into enhanced national sales. //



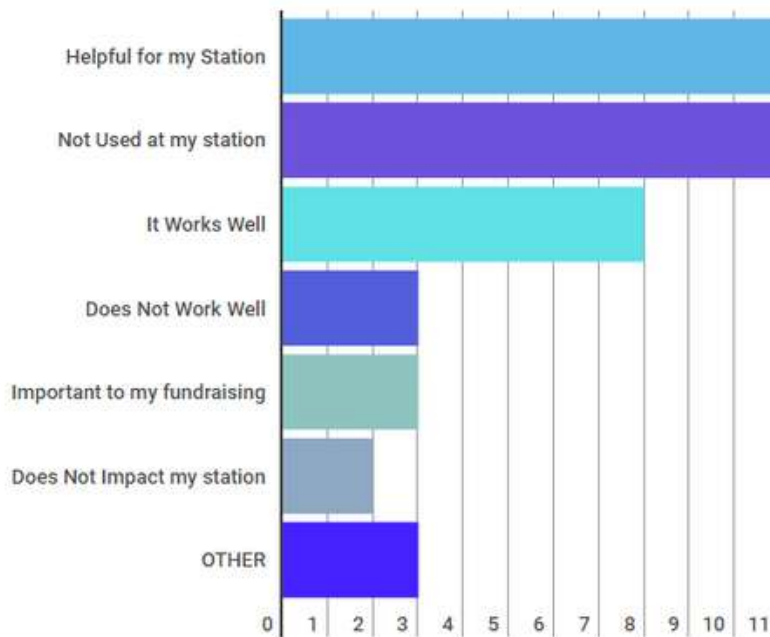
WHAT SHOULD WE STOP DOING?

// NCRA should strive to keep away from politics and social justice causes, those should be left to the values and concerns of individual stations. I believe the NCRA is already keeping a hands off approach to this and that... //

// Presentations. I don't think it's getting the right engagement. My previous mention of a centralized wiki, or manuals that are disseminated more readily would be a greater help. //

PROGRAMMING AND ADVERTISING

THE NATIONAL ADVERTISING SYSTEM IS....



SHOULD THE NCRA/ANREC BE PRODUCING PROGRAMMING?

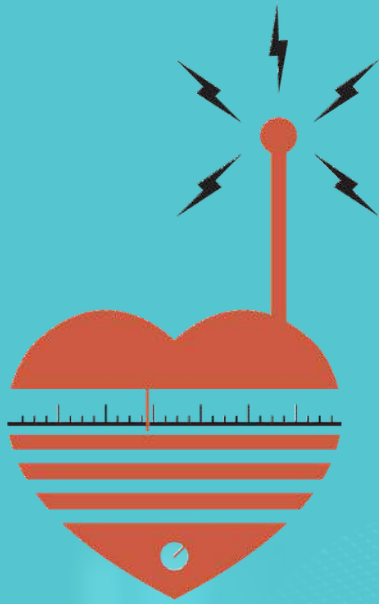


- Offer Stations Opportunity to Produce
- Collaborate on Special Events programs
- Aid to make their own shows
- Facilitate Groups to Work Together
- NCRA Staff develop programs
- Other
- Not be involved

// I'm really pleased that it exists this way. Going after RVF was a great idea.

// As we're aware, it has great potential, but without consistencies in delivery strategies and performance measurements it will be challenged to grow in a meaningful way. All participating stations may need to invest in Ad Traffic tools that enhance our ability to perform and report in a timely, coordinated manner //





**FRIENDS OF
COMMUNITY RADIO**

IS A GOOD IDEA (32%)



I DIDN'T KNOW BUT GOOD! (25%)



SHOULDN'T PURSUE (21%)



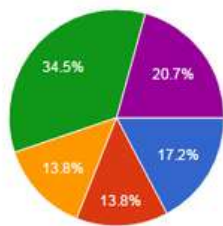
(OTHER RESPONSES WERE STATISTICALLY INSIGNIFICANT)



CBCnews

NEWS PROGRAMMING

News: Do you air LOCAL news that is generated at your station?



- Yes (Weekdays)
- Yes (Everyday)
- Yes (Weekly as a single news show)
- No
- Other

// We struggle with finding local current news on a daily basis. We air news three times per day and would be happy to play the NCRA newscast and then add our local news as well. Volunteers hate gathering the news. //

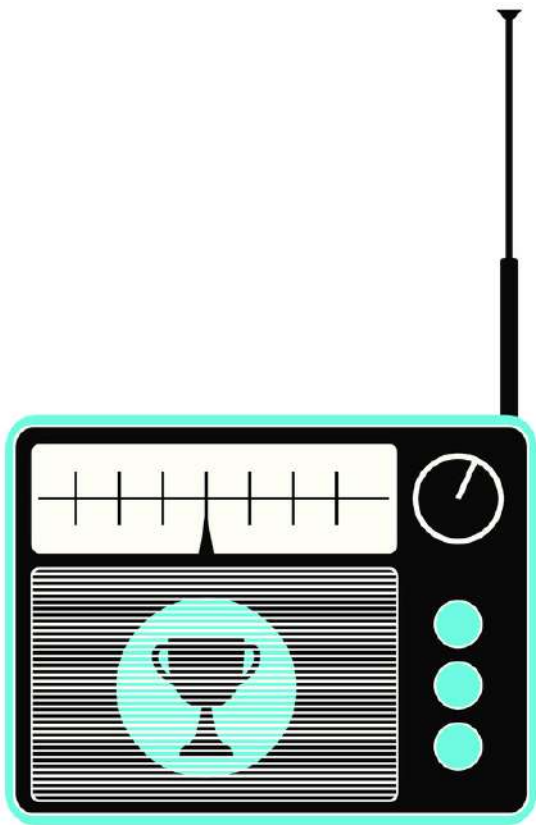
IF GIVEN RESOURCES WOULD YOU WANT WEEKDAY NEWS COVERAGE?

82% YES

We asked our members if they would be interested in the NCRA/ANREC sourcing NEWS services such as the CBC, or BBC for members to air. **48.3% said YES**, whereas 17% said no. (The remainder said, other or maybe)

We asked our members if they would be interested in broadcasting hourly or daily national or provincial updates if it was produced by the NCRA/ANREC only **31% said YES** whereas 6.9% said No.

We asked about the idea of creating an **Ottawa Bureau**, of our respondents **28.6% said YES**, 14.3% said no.



NCRA COMMUNITY RADIO AWARDS
LES RÉCOMPENSES DE LA RADIO COMMUNAUTAIRE DE L'ANREC

// MORE MUSIC CATEGORIES ARE NECESSARY. MOST PROGRAMMING WE DO IS MUSIC-BASED, YET THE AWARDS ARE ALMOST ENTIRELY FOCUSED ON NEWS/DOC/ SPOKEN-WORD. //

THE NATIONAL AWARDS!



● Are Important to Programmers



● Are Easy to Submit to



● Need to be Promoted Better



● Are Important to My Station



● Are Hard to Submit To



● Have Enough Categories

THE NATIONAL COMMUNITY RADIO CONFERENCE



HOW MANY DAYS SHOULD THE CONFERENCE BE?

We asked our respondents how many days the conference should be. The most popular option was 3 days with 44% of respondents selecting that option. Another 40% selected 4 days. 2 and 5 days were evenly split with a further 28% of respondent selecting each. Only 12% would like a 6-day conference, and only 8% would like a 1 or 7-day conference.

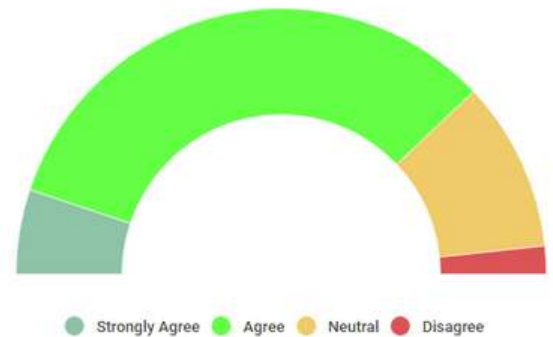
It can be concluded that the conference **should be 3 or 4 days** in length.

13.8% OF RESPONDENTS SAID THE NCRC COSTS WERE ONLY ACCEPTABLE WITH NCRA/ANREC FUNDING THROUGH THE CRFC

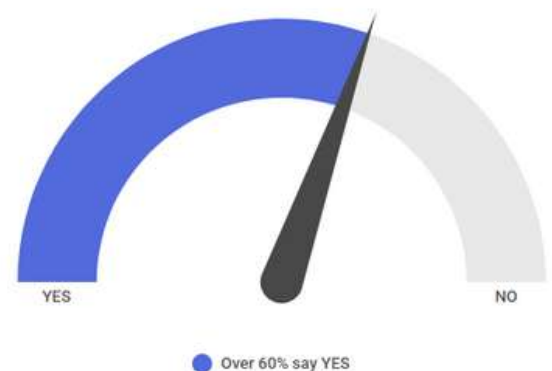
WE ASKED OUR MEMBERS: THE NATIONAL CAMPUS AND COMMUNITY RADIO CONFERENCE (NCRC) IS...

- 42.3% = Important for my station!
- 38.5% = For the most part, a good conference
- 34.6% = It is important for volunteers to attend
- 30.8% = It is a place I feel safe
- 26.9% = I have never attended
- 23.1% = It is a great conference!
- 23.1% = At a bad time of year (June)

Having 1 conference that rotates around the regions is a good idea!



Would you be interested in regional conferences or themed conferences?

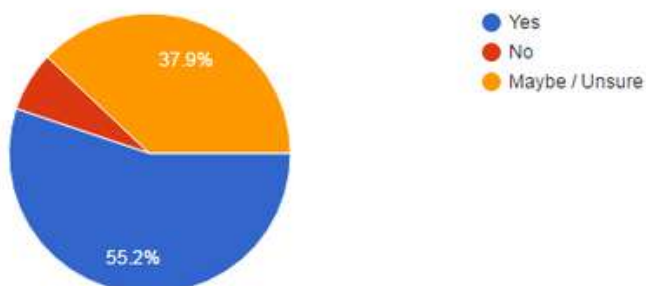


THE NATIONAL COMMUNITY RADIO CONFERENCE CONTINUED

WE ASKED OUR MEMBERS: THE FOLLOWING ARE THINGS I WANT TO SEE AT THE NCRC:

- 70.4% = A session highlighting the services and products available from the NCRA/ANREC
- 66.7% = The AGM (Annual General Meeting)
- 66.7% = Open Space
- 59.3% = The Community Radio Awards
- 55.6% = The Yearshot Welcoming Party
- 48.1% = Opening Ceremony (Indigenous Welcome)
- 44.4% = A Social Space
- 33.3% = A Closing Party
- 29.6% = A non-alcoholic space
- 25.9% = A Boat Cruise or similar

WE ASKED OUR MEMBERS IF THEY WOULD PARTICIPATE IN THE AGM IF IT WAS DONE ONLINE OUTSIDE OF THE NCRC



// A community radio stream just for community radio stations not campus based radio stations - how to run a sustainable station with only volunteers and donations, relying on grants for occasional ultra-focused campaigns to build memberships and sponsors. //

// Keep away from politics. //

// Repetition of sessions is fine when there is potential for new attendees every year. Having several concurrent sessions is important, and duplication of popular sessions throughout the conference is also a great idea so that attendees may have opportunity to attend. //

77% -> THIS IS THE TYPE OF THING THE NCRA/ANREC SHOULD BE LEADING!

// THIS TYPE OF WORK IS SOMETHING THAT WE,
AND OTHER STATIONS MOST LIKELY COULD NOT
TAKE ON BY OURSELVES. THE CAMPAIGN DOES
FIT WITHIN THE MANDATE OF C/C RADIO - IN
ADVANCING THE ROLE AND INCREASING
EFFECTIVENESS OF C/C RADIO IN CANADA BY
CREATING ADDITIONAL ACCESS TO RADIO. //



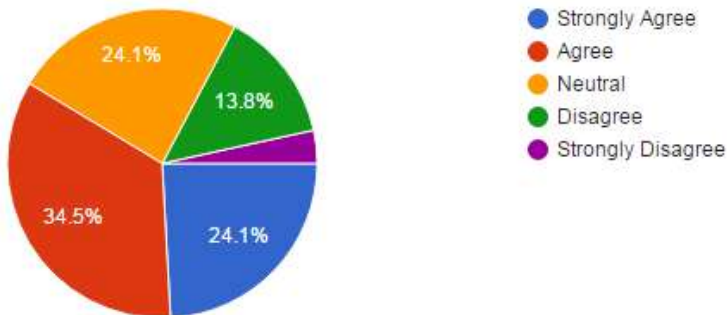
FREE RADIO

on my phone



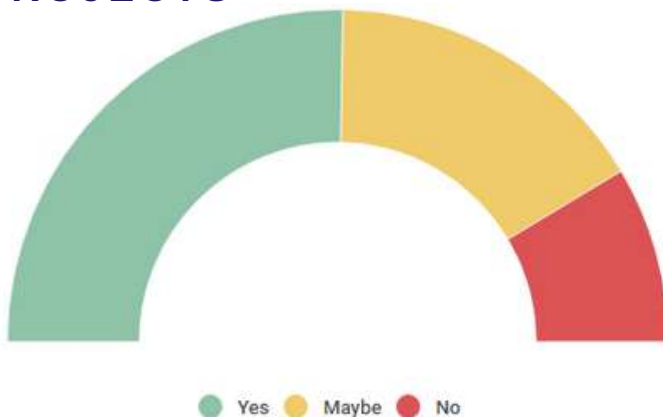
OTHER QUESTIONS

THE MAJORITY FIND HAVING FRENCH ON THEIR STATION IS IMPORTANT!



75.9% WOULD LIKE FUNDING TO PRODUCE MORE PROGRAMMING IN LOCALLY-SPOKEN THIRD LANGUAGES AND INDIGENOUS LANGUAGES

THE NCRA/ANREC SHOULD SET UP EXTERNAL PARTNERSHIPS WITH ORGANISATIONS FOR RESOURCE SHARING AND PROJECTS



NCRA/ANREC EMAIL LISTS



The List is Helpful with Questions



Allow me to interact better with other stations



It is an important source of information

Email Lists

- 15 - Use Often
- 11 - Use Sporadically
- 3 - Do not Use



There were some critiques of our email list. Around 20% wished that people using the list referred their **questions to specific lists**, and another 20% supported the main list being restricted to staff or the station head. 16% of respondents found that there were **questions not relevant to them**, and 12% found there were too many questions. Even fewer people thought there was bickering (4%), or too much traffic (4%)