

Annual General Meeting

Jan 29th, 2025, 7PM

Prince Edward County
Radio Corporation



Google Meet Tools

Meeting details



(4)



Breakout rooms

Split into smaller group discussions



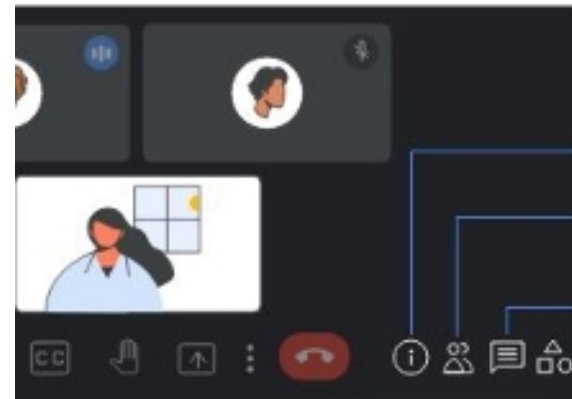
Polls

Get a quick pulse of the audience



Q&A

Give everyone an easy way to ask questions



- Share meeting details with guests
- View, remove, and pin participants, and invite more people
- Send chat messages
- Use Breakout rooms, Polls, Q&A and other meeting features

Thank you for the last 10 years!

- Thank you for being a member of 99.3 County FM (PECRC)!
- Thank you for all your past donations!
- Thank you to all our advertisers and sponsors of our shows!
- Thank you for telling our sponsors and advertisers that you heard their commercials on the radio and thank you for shopping there!
- Thank you for all of your volunteering efforts in helping our station and community.
- Thank you for listening!



Here's to the next 10 years together!

Agenda

1. Notice of Meeting & Land Recognition (0:03)
2. Special Guests (0:02)
3. Adoption of 2024 AGM Minutes (0:02)
4. Proposed amendment and vote to By-Law 31 (0:04)
5. Director Emeritus Award (:03-:05)
6. Board Elections (0:04)
7. Annual Reports (0:30)
8. Treasurer Report (0:04)
9. Audited Financial Statements (0:08)
10. Accept Audited Financial Statements (0:01)
11. Appoint Public Accountant & Approve (0:02)
12. Wrap Up/Conclude the Meeting (0:05)

1. Notice of Meeting

The 2025 Annual General Meeting of 99.3 County FM (Prince Edward County Radio Corporation) will be held **ONLINE** only on **Wednesday, Jan 29th, 2025 starting at 7 PM (est. 7pm – 8:30pm)** for the following purposes:

- To confirm and ratify notice of the 2025 Annual General Meeting of the membership of the Corporation.
- To receive the Financial Statement and Annual Report of the Corporation for the period ending August 31, 2024
- To elect Directors of the Corporation.
- To appoint the public accountant of the Corporation for the ensuing year.
- To vote on the proposed amendment to By-Law 31. Addition of a paragraph 6 as follows; Proposed amendment to PECRC By-Law: The Board may appoint individuals as Directors Emeritus for having made an outstanding contribution to the Corporation. A Director Emeritus shall be entitled to receive notice of and attend at all meetings of the Board provided that he or she shall not be entitled to vote at such meeting.
- To transact such other business as may properly be brought before the meeting.

Anyone who is a member in good standing at the time of the meeting can attend the meeting with full voting rights. Memberships can be purchased or renewed at the studios at 38 Cold Storage Rd during business hours or online at: www.993countyfm.ca.

Members in good standing who are unable to join the online meeting can appoint another person as their proxy by printing and filling out a Proxy Form (see link to Proxy Form below). The form is also available at the station office at 38 Cold Storage Road, online at www.993countyfm.ca , or by emailing:

reception@993countyfm.ca – A person can only hold one proxy from another member.

Members in good standing who register to attend the meeting will receive an email with instructions for logging in to the meeting the week prior to the meeting.

This information will also be available at: www.993countyfm.ca. **If you have not received instructions by Friday January 24th** please email or phone the radio station at (613) 476-2229 during regular office hours. **Please have proxy forms in, new memberships, and AGM registrations by: 5pm Tues Jan 28th 2025.**

Please contact us if you have any questions in connection with the AGM.

Thank you.

Craig Mills, General Manager

Motion on Notice of Meeting

- To confirm and ratify the form and adequacy of notification to members of the January 29th, 2025 Annual General Meeting of the membership of the Corporation.

2. Special Guests

Annual General Meeting, Jan 29th 2025

3. 2024 AGM Minutes Adoption

Annual General Meeting, Jan 29th 2025

Motion to Adopt Minutes

To adopt the Minutes of the Annual General Meeting of January 25th, 2024.

4. Proposed Bylaw 31 Amendment

Annual General Meeting, Jan 29th 2025

Prince Edward County Radio Corporation

- To amend By-Law 31 of the corporation
- Resolve that article 31 of the bylaws of the corporation be changed as follows:
 - Addition of a paragraph 6 as follows; proposed amendment to PECRC By-Law: The Board may appoint individuals as Directors Emeriti for having made outstanding contributions to the Corporation. Directors Emeriti shall be entitled to receive notice of and attend all meetings of the Board provided that they shall not be entitled to vote at such meetings.

Motion to amend By-Law 31

5. Director Emeriti

Annual General Meeting, Jan 29th 2025

6. Board Elections

Annual General Meeting, Jan 29th 2025

Nominated for Election

Shelagh Hurley (Mathers)

Christine Winiarz Searle

Geoff Craig

Mary Ann Farrell

Nancy Griffin

1 year remaining on term

Board of Directors

Mark Despault (Returning)

Mike Harper (Returning)

Phil Knox (Returning)

Lynn Pickering (Returning)

Astrid Young (Returning)

2 year term

Motion to elect Directors of the Corporation

7. Annual Reports

Annual General Meeting, Jan 29th 2025



Mission Statement

PECRC Plan - Strategies

99.3 County FM is a not-for-profit, volunteer driven, community funded radio station. Connecting the County, this essential service reflects and contributes to the cultural richness, diversity and vitality of Prince Edward County.

Strategy 1: Volunteer Engagement – Volunteers are the lifeblood of County-FM. We must continue focus on recruiting, retainment and proper training for our volunteers

Strategy 2: Improved Broadcasting Systems – Continually maintain and improve upon our broadcasting systems and equipment with resources available

Strategy 3: Sustainable Financial Performance – Maintain and grow financial performance and health and optimize reserves.

Strategy 4: Program Development – Ensure that our programming continues to develop and deliver in a manner that is consistent with our Mission.

Strategy 5: Marketing & Community Outreach – Effectively market the station / Outreach to ensure a strong presence, memorability and community involvement.



Board Committees

Governance Committee

Role: Assist the board in creating and maintaining a healthy governance culture that reflects current governance standards and good practices.

Nominating Committee

Role: Lead the annual recruitment process by maintaining a competency matrix of existing board members, the call for suggested candidates and orientation package.

Fund Development Committee

Role: Plans and develops fundraising projects that will ensure the short & long-term financial security of the station and advises the Board and General Manager on their implementation.

Finance Committee

Role: Monthly review and reporting to the Board about the station's accounts and financial performance and matters which may significantly impact the financial resources.

HR Committee

Role: Advises the Board and General Manager on Human Resources (HR) policies and procedures, risks, and initiatives, and makes recommendations on HR matters.

7a. Annual Reports – Board

Motion to accept the Annual Board Report for the fiscal year ending August 31st, 2024.

Operations Report

Annual General Meeting,
Jan 29th, 2025





Craig Mills
CMM, PMP
General Manager
99.3 County FM





Mission
Statement

99.3 County FM is a not-for-profit, volunteer driven, community funded radio station.

Connecting the County, this essential service reflects and contributes to the cultural richness, diversity and vitality of Prince Edward County.

News
Update:
News Dir
Craig Foster

- Training and Integration of new volunteer Newscasters
- Training and coverage of Municipal functions
- Use of computer or phone to directly send in reports live to air in times of emergency or weather warnings.



News Update:

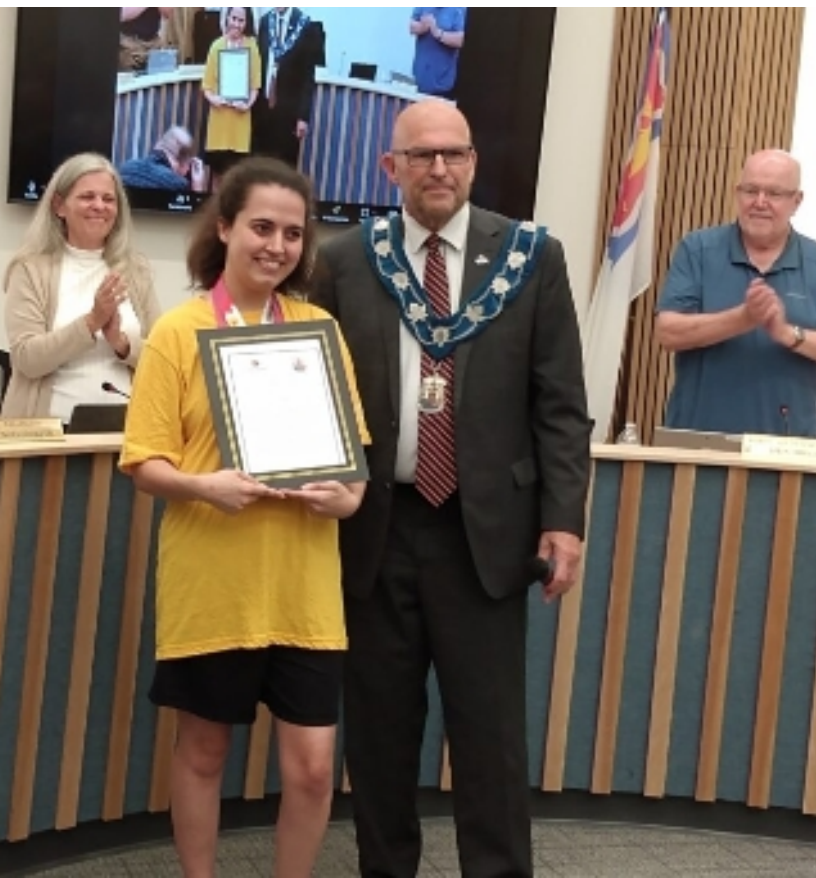
Introduction and assimilation of locally generated News content (Community Reporter Brenda Little)

- Every week feeding live audio to the newsteam.
- Weekly audio and visual submissions for the nation-wide Local Journalism Initiative.

The Local Journalism Initiative

- Examples: Results of Council meetings and developments from committees such as a report given by Elis Zeigler at the Committee of the Whole about the transitional housing project Leeward House.
- Second, is the Local Journalism Initiative where we create reports for the national digital news platform Frequency.ca. formerly Canada Info.
- Extensive reports include a written piece, photos, sound bites and a fulsome audio report. For example - report on the warming centre at H.O.P.E. A place for people to stay the night is a first for PEC.

Prince Edward County's Mayor Ferguson presented a Civic Recognition Certificate to 25-year old Kim Pothier, of the County, for winning a gold and three silvers in speed skating at the Special Olympics Winter Games held in Calgary this past February.



<https://www.frequencynews.ca/news/county-recognizes-special-olympic-medal-winner/>

Brenda Little - CJPE
Picton, Ontario



Wellington Dukes Play by Play

- Craig Foster Play by Play Host
- 2024-25 Production Team
- Gage Broderick
- Ken Murray
- Renay Weissman- Stanners

99.3 County FM Marine Reports

Canadian Coast Guard Auxiliary serving Prince Edward County, two reports everyday May-Sept.



Paul Spike Lees



David Searle

Facilities & Transmission

- Upgraded our on-air software to DJB Zone.
- Added Archive Server with 60 day show retention and permanent archive for our specialty programs.
- Added back-end system to support archive and steaming content to the new 99.3 County FM website.

Facilities & Transmission

Future:

- Updating to DJB Zone 2
- Updating computer hardware to support Window 11. Required due to Windows 10 end-of-life.
- Provide Dynamic RDS (Song Title) feed to the transmitter.

“.... volunteering and having lots of fun at County FM.”

Pamela
Mayhew





“I love CountyFM
and volunteering
for the station is a
labour of love...”

Bill Wood



**Terry Culbert retired after
10 years on 99.3 CountyFM**

Volunteerism & Community



56 quality programs every week.



Volunteer Driven, 104 volunteers, plus 4.25 FTE + 2 PT staff.



Assisted 180+ non-profit groups, charities, and community organizations get their messages to the public.



6,095 messages for non-profit and charitable groups in our community plus daily support within Grapevine and any adlib announcer support.



Average of 30+ Media Releases from The County received and broadcast monthly – road repair, closures, emergencies, special meetings and events.

Volunteerism & Community



765 Grapevine segments, 1600 newscasts.



21,999 volunteer hours min during the year. Source: Socan Report



Ongoing weather alerts and road safety messages



1,100 advertisers have chosen 99.3 County FM to deliver their message



8,208 impaired and distracted driving education messages were aired.



Community Non-Profit Campaigns

A Day to Listen Truth & Reconciliation

Alternatives For Women

Alzheimer Society of Hastings-Prince Edward

Ameliasburgh Fall Fair

Ameliasburgh Garden Club

Ameliasburgh Heritage Hub

Ameliasburgh Heritage Village

Ameliasburgh Recreation Committee

Andara Gallery

Architectural Conservancy of Ontario – PEC Branch

Athol Recreation Committee

Athol South Marysburgh Public School

Baxter Arts Centre

BIGLAKE Arts

Bloomfield & Area Business Association

Bloomfield-Hallowell Recreation Committee



Community Non-Profit Campaigns

Bloomfield United Church

Bongard Road Music

Byron's Concert for Kate's Rest

CML Snider School

Comedy Country Festival

Community Care for Seniors

Consecon United Church

Corporation of the County of Prince Edward

County Adaptation Film Festival

County Baseball

County Church Players

County Food Hub

County Garden Club

County Kids Reads

County Museums

County Music Ensemble

County Stage Company (Festival Players)



Community Non-Profit Campaigns

County Wellness Collective

Department of Illumination

Festival of Trees

Firelight Lantern Festival

Friends of the Bloomfield-Hallowell Library

Friends of the Wellington Museum

Glenwood Cemetery

Golf Studio

H.J. McFarland Memorial Home

Hike for Hospice

Home Construction Regulatory Authority

Hospice Prince Edward

Kids Can Camp

Kids Can't Wait Radiothon

Kiwanis Club Picton

Loyalist Humane Society



Community Non-Profit Campaigns

Macaulay Heritage Park

Marysburgh Mummers

Mary Magdalene Church

Milford Fair Committee

Miss Emily

Mohawks of the Bay of Quinte

Museum of Lennox-Addington

Music at Port Milford

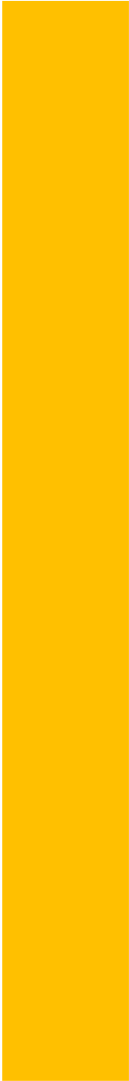
Naval Archives

North Fire Circus

North Lakeshore Chorus

OPP Anti-Fraud PSA, Ice Safety, School Bus Safety, Sharing Online, Water Safety

Our Place – Sophiasburgh Concert





Community Non-Profit Campaigns

PEC Angel Tree

PEC Art & Craft Sail

PEC Arts Trail

PEC Chamber Music Festival

PEC Field Naturalists

PEC Library

PEC Library Gala

PEC Marathon

PEC Memorial Hospital Auxillary

PEC Memorial Hospital Foundation

PEC Quilters' Guild

PEC Studio Tour

PECWA

PEC Wines

Pedalling for Parkinson's

Picton BIA



Community Non-Profit Campaigns

Picton Firefighter's Association

Picton Kinsmen

Picton Legion Branch 78

Picton Recreation Committee

Picton Rotary Lilac Ride

Picton United Church

Picton United Food Bank

Prince Edward Agriculture Society

Prince Edward Community Theatre

Prince Edward County Arts Council

Prince Edward County Field Naturalists

Prince Edward County Marathon

Prince Edward Curling Club

Prince Edward District Women's Institute

Prince Edward Learning Centre

Prince Edward Lions Club

Prince Edward Point Bird Observatory



Community Non-Profit Campaigns

Prince Edward Yacht Club
Quinte Conservation
Quinte Region National History Museum
Quintissimo
Reaching for Rainbows
Residents of Wellington on the Lake
ROC Youth Services
Royal Canadian Legion Branch 160
Rotary Club of Picton
Rotary Club of Wellington
Saint Andrews Picton
Salvation Army Picton Community Church
Shed Chetwyn Farms & Alison Kelly
Sonrise Christian Academy
Sophiasburg Recreation Committee
Sophiasburg Summer Splash
South Bay United Church
South Shore Joint Initiative
St. Alban's Centre-The Best of Folk
St. Andrews - Wellington



Community Non-Profit Campaigns

Station Road Arts Collective

Stock & Row Cider & Bongard Road Music

Studio Free Talk

Studio PEC

Sunflower Field Ice Cream Shop

Theatre on Fire

Theatre Roulant

The County Foundation

VIC Social – Men's Health

Visit the County

Wandering Albatross (the)

Warings Creek Improvement Association

Wellington Community Market

Wellington Legion Branch 160

Wellington Recreation Committee

Wellington Storehouse Foodbank

Westlake Community Association





*The Voice
of the
County!*

RADIOTHON 2024

May 30 - June 2

993CountyFM.ca

10

YEARS

99.3
COUNTYFM

RADIOTHON 2024

Help us bridge the funding gap so we can continue to connect The County. This year's goal is \$70,000.

Live Performances May 30 - June 2

Natalie Wollenberg Honourary Chair and County FM are thrilled to announce your performers for Radiothon 2024:

Andy Forgie
Annelise Noronha
Astrid Young
Bill McBurney
Bill Wood
Brian Legere/Martin Smit
Caleb Hutton
"Cousin" Gibbard Suede
Craig Foster
Cue the Funk
Dave & Lenore Bongard
David Allen
Miss Emily
Frere Brothers
Graham Nicholas
Greg Hinde
Jake deVries
James Pounder
Jeanette Arsenault
Jennifer Brant
John Jake DeVies
John Sharkey
Justin Rutledge
Kent Swan
Kyra & Tully

Lenni Stewart
Lindsay Ferguson
Lorain Sine
Mark Despault
Mark McGreevy
Matt Smith
Megan Hutton
and Gabriel Guadagnin
Peggy Voigt
Penny & John Kitchen
Peter Rea
Randy Stewart
Rita Di Ghent
Sadie McFadden
Seventh Town
Steve Sawyer
Steve & Tyler Wilkinson
Telegraph Narrows
Tianna Miller
Tom Leighton
Tony Forbes
Trevor Norris
Trinity
Whoa Nellie



Special thanks to our sponsors:

Wellings of Picton
Base31
Dunrose Distribution
Edward Jones Picton
Heidelberg Materials
Huff Estates Winery
JJIMS International leadership
and life coaching, and
management consulting
Lockyer's Country Gardens
Picton Home Hardware
Building Centre
Prinzen Ford Sales
Stormy's Auto Sales

2024 Matching Donor Sponsors

Mike Harper	Joanne Coker	Green Party of Ontario
Donna Purcell	Christine & David Searle	Don Stanton
Carol-Ann McNeil	Paul and Gavin Massey	Geoff Craig
JJIMS	Stormy's Car Sales	"Bagger"
Elizabeth Batt	Port Picton Homes	John Gleeson
Emma Robinson & Ken Murray	Treat Hull and Deb Simpson	Caddy Shack Mini Golf
Angie's Pooper Pumping Septic Service	Bernie Finklestein and Elizabeth Blomme	
Elizabeth Crombie Royal LePage ProAlliance Realty		



Radiothon 2024



Radiothon 2024

Radiothon raised \$72,078 from donors and sponsors

100 volunteers involved with the production incl 66 musicians

Unique concepts

LIVE entertainment

Continued with 'Matching Hours'

Mark Despault and Mary Ann Farrell Radiothon Talent Directors

Dave Wheatley, Gage Broderick, Gabrielle Poisson, Astrid Young Production

Not possible without the complete Radiothon Admin Team

The Grapevine Lineup

Keeping Our Listeners Informed About All

DAY	FEATURES
MONDAY	<ul style="list-style-type: none">• Topical Issues and Current Events
TUESDAY	<ul style="list-style-type: none">• Consumer Information
WEDNESDAY	<ul style="list-style-type: none">• County Cooks• TCOB• The County Naturally
THURSDAY	<ul style="list-style-type: none">• County Grows• County Profiles• What's Happening
FRIDAY	<ul style="list-style-type: none">• Sports Roundup• Pet Report• What's the Buzz• Artscene

Grapevine Highlights

Highlights from the Monday edition of The County Grapevine - 2024



- The settlers Dream – 40 years on
- Bay of Quinte elections
- OPP Commander John Hatch reports on calls for service, community and well being plan, keep kids warm & Pumpkinfest.

- David Sweet – 30 yrs selling books on Main St
- Mayor Steve Ferguson updates
- Christine Durant of PELC & Katy McIntyre of Thrive
PEC propose a Community Benefit Network



Grapevine Highlights

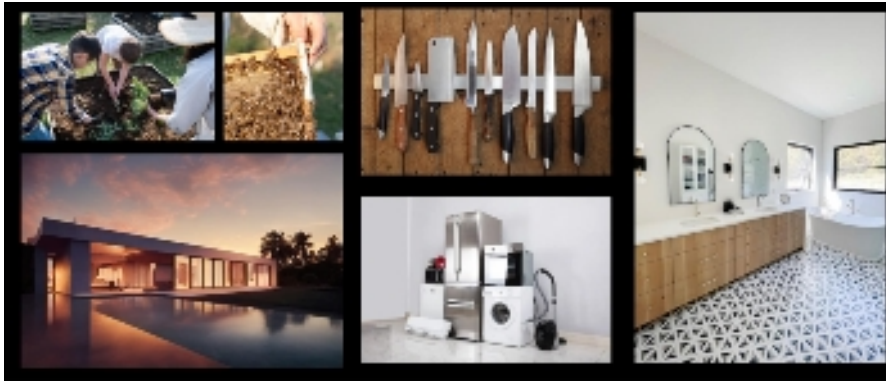
Highlights from the Monday edition of The County Grapevine - 2024



- Inspiring Excellence Award was awarded to several members of Hastings & Prince Edward District School Board
- Geoff Craig of the South Shore Footpath Project proposes the potential of a new walking trail from Point Petre to Point Traverse

Grapevine Highlights

Highlights from the Tuesday edition of The County Grapevine - 2024



In and Around the Home:

Sustainable & environmentally friendly gardening; The importance of bees; Architecture series; Interior Design; Appliances; The “most important tool in the kitchen” (and the art of) knives.

Community Services:

The County’s Fire Department, Community Care For Seniors, Reaching For Rainbows, The Wellington Community Association, County FM, The County Foundation, and the OPP East Region



Grapevine Highlights

Highlights from the Tuesday edition of The County Grapevine - 2024



Health & Wellness: Various therapies (ie Cold water dunking, and Chinese Acupuncture); Public health clinics; Monthly Mental Health Check-in with Psychiatrist Dr. Joe Burley

Grapevine Highlights

Highlights from the Wednesday edition of The County Grapevine - 2024



County Cooks

Interviews with Chefs and Owners of restaurants and other culinary services.

New and longstanding ventures across all price points.

Highlights of collaborations with other County suppliers, growers, farmers and makers, thereby raising awareness for many County businesses and how they all work to support each other.



Grapevine Highlights

Highlights from the Wednesday Taking Care Of Business -2024

Asparagus becomes the most popular vegetable County residents purchase for a few weeks! TCOB visits Green Ridge Farms and learns about everything asparagus.



Chris Walcott about Green Acres Irrigation and Lighting joining the service team at Veenstra and Lloyd's Heating, Plumbing and Cooling.



Glen Wallis, owner of Escape Camp Picton, a unique and authentic escape room experience at Picton's WW2 air base barrack since 2019.

Grapevine Highlights

Highlights from the Wednesday edition of The County Grapevine - 2024



- A moth that could fight the spread of a highly invasive reed
- How artificial beaver dams can help ease drought

The County, Naturally highlighted practical science

- How coffee plants are being bred to withstand climate change
- The importance of forecasting weather for wildfire-fighting teams



Grapevine Highlights

Highlights from the **Thursday** edition of The County Grapevine - 2024

County Profile hosts introduced listeners to a wide range of county residents including:

Libby Crombie, long time county resident, popular real estate agent, and supporter of local arts, music, community, and historic organizations and events.



Jennifer Brant, with her unique and diverse heritage of Mohawk and Loyalist stories and her passion for music, farming and social responsibility.



Grapevine Highlights

Highlights from the **Thursday** edition of The County Grapevine - 2024

What's Happening

Weekly interviews with leaders of PEC not for profits about interesting events in our community.

Including:

- Ameliasburgh Garden Club education session
- Craftathon to help fight food insecurity
- Famous spring Rotary Waterfall Tours
- Flashback February

- Bi-weekly updates from Liz Zylstra on library programs along with conversations with local writers, members of the Friends of the Library, and community partners.



County of Prince Edward
Public Library & Archives



“ I really enjoy
volunteering here —
every day offers
something new and
interesting to do.”

Cheryl McLellan

Grapevine Highlights

Highlights from the Thursday edition of the Grapevine - 2024

County Grows

Jane Thompson's spotlight on 4-H participation in the Picton Fair with interviews with members of the dairy calf, beef calf and sheep and goat clubs as they were showing their animals to be judged for cash prizes.



Astrid Young spoke with Sandor Johnson, proprietor, vintner, winemaker, and wine designer for Potter Settlement Artisan Winery.

Cheryl McLellan spoke with Barb Mason, caretaker of the Picton Community Gardens; and Krista Hepburn shares gardening tips and speaks with Master Gardeners.

Grapevine Highlights

Highlights from the **Friday** edition of The County Grapevine - 2024

What's the Buzz?

Raj told us all about the awesome films & events that were coming up at the County Adaptation Film Festival.



“Inside Thoughts” from the ROC Youth Centre

Inside Thoughts, with hosts Thomas Rice and Abby Young, produced by Gage Broderick. A unique view of life from the perspective of the county’s youth.

The hopes, ideas, struggles, and passion to make the county even greater with some of the ROC’s knowledgeable and energetic young participants.

The average day of a school-attending youth in the county, balancing not just school but jobs, extracurriculars, and community service. And ways to balance all of those responsibilities, with methods appropriate for youth & adults as well.

Coverage of films screening at the Regent Theatre

Seasonal festivities for holidays like Halloween, Thanksgiving, and Christmas.

How to overcome the stress of exams

Bittersweet feeling of summer ending and school beginning.

Thoughts on new policies being implemented into the school system



Grapevine Highlights

Highlights from the **Friday** edition of The County Grapevine - 2024

Sports Roundup

Updates on the local sports scene.



Pet Report

Dave Wheatley reports on lost and found cats as well as profiling the ones looking for a forever home.

New Music 2024

Latest releases, trends, insights into new music with host Pat Larkin.



Grapevine Highlights

Highlights from the **Friday** edition of The County Grapevine - 2024

Artscene

Hosts Sarah Moran, Cheryl Singer, Catelyn Thornton, MaryAnn Farrell and Pamela Mayhew.

Cheryl Singer sits down with Cabaret's director, Georgia Papanicolaou, and actor, Stephanie Rose. Georgia and Stephanie discuss the experience of Shatterbox Theatre's 'Cabaret' at The Cape.



Driftwood Theatre Staff



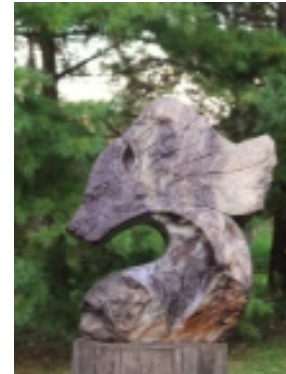
Artistic Director | D. Jeremy Smith

Catelyn Thornton interviewed J eremy Smith, Artistic Director of Driftwood theatre. Discuss Driftwood’s work “Beyond the Bard” and an exciting new program which supports emerging and experienced Canadian playwrights.

Grapevine Highlights

Highlights from the **Friday** edition of The County Grapevine - 2024

Mary Ann Farrell with Wayne Gallimore, from the Zim Sculpture Gallery at the Wild Lot Farm Distillery. Transported to the heart of Zimbabwe to experience Shona art which is a unique form of sculpture emerging from stone to capture one's imagination.



Sarah Moran hosted an inspiring story about arts mentorship and the County Arts programme for 10 mentor/mentee partners.

She spoke with Kamee Abrahamian, a mentor, who has created, produced, toured, and presented a vast and interdisciplinary body of work; Gemma Barrett, a mentee, who is a speculative fiction author; and Stacey Sproule who is program manager for County Arts.

Grapevine Highlights

Highlights from the **Friday** edition of The County Grapevine - 2024

Pamela Mayhew spoke with Bear Epp about the inaugural *Gather* event.

The *Picton Fall Art Crawl* was a new self guided after hours experience that happened in downtown Picton.

The Armoury hosted a cosy POP UP with 18 makers, collectors, and artists from a wide variety of studios, workshops and farms featuring handmade wares like toasty knits, chunky yarns, comfy clothing, and vintage woolens.



The County Writes... The County Reads



500th edition of

The County Writes...The County Reads

Sunday, July 21 - after noon news

295 writers and readers from The County

180 writers and readers from away

have been on the show!

To celebrate, producer/host Lynn Pickering welcomes the 16th visit of this quartet of County authors – Ken Murray, Dave JD Carpenter, Vicki Delany, Janet Kellough - to discuss books they are reading, what they are writing and current controversies facing the literary world.

Stream www.993countyfm.ca



Specialty Programming

2023 was big year for additions with IndigiVibes, True North Sessions, A Day to Listen, The Spoken Word, and the Canadian Collection.

In 2024 we added hip hop with **The Three Letter Mix show** hosted by Carlos Merchant and **ShowTime** with your host Philip Knox. “Sharing old memories and making new ones” featuring music, guests, and radio plays.

Our songs, Our Music, Our Memories: With weekly special guests.

Salute to all specialty show hosts
Monday - Sunday day and night



GORD
DOWNIE & WENJACK
FUND
CHARLIE

#DoSomething

A DAY TO
LISTEN

SEPTEMBER
30, 2024

Grants



CRFC - Local Journalism Initiative



CRFC – Radiometrics: Skills & Training Development



CRFC – Digitization of County FM



CAREER EDGE - Summer Job Grant



NEW HORIZONS FOR SENIORS – Outsmarting the Scammers: Protecting Seniors from Fraud



NEW HORIZONS FOR SENIORS – Lives & Times of PEC

CERTIFICATE

— NCRC42 - CRABO AWARD 2024 —

This Certificate is awarded to

Documentary

Category

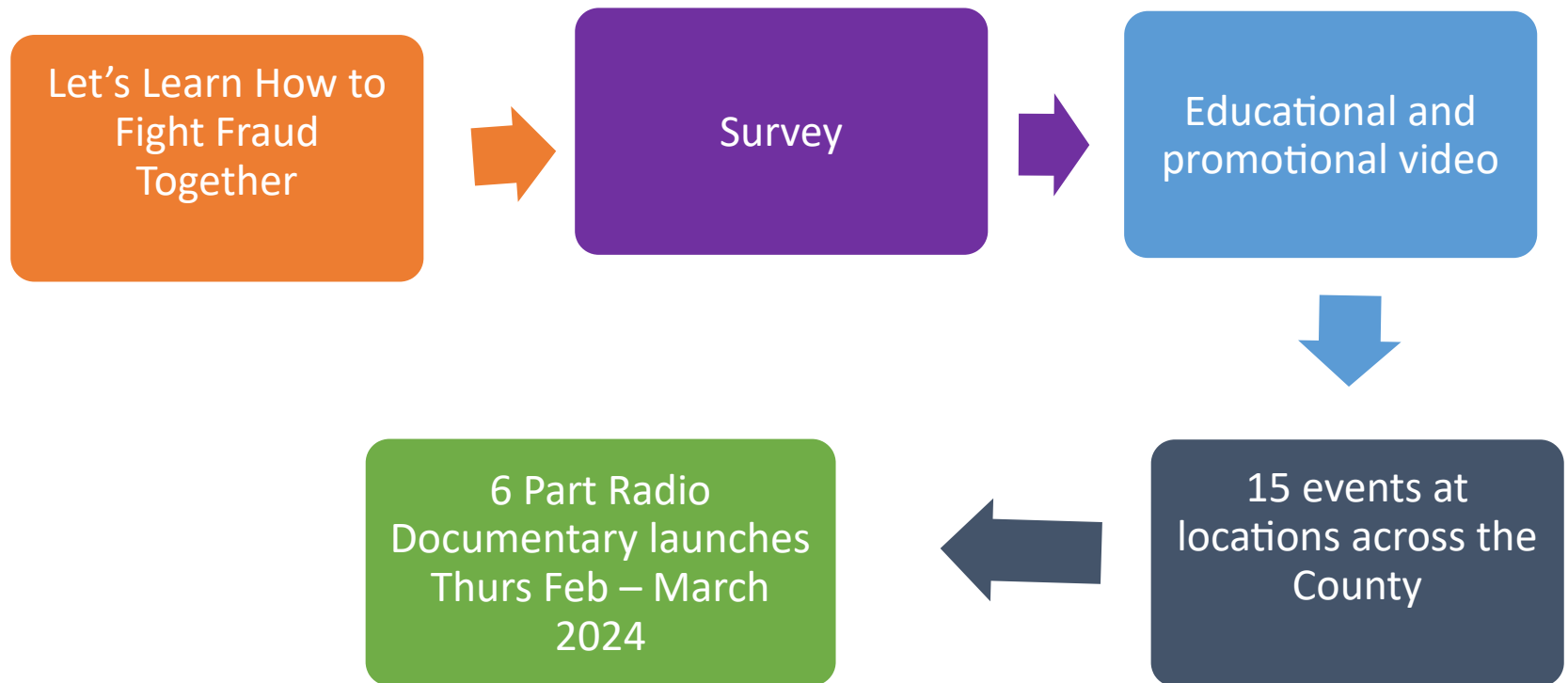
99.3 County FM - Voices from The Shadows: Homelessness in Rural Communities

Winner

Winner's Name(s): Dave MacKay, Phil Knox, Mark Rodgers, Astrid Young, Wendy Mesley, Jim JJ Johnston, Chuck Dailey, Andrew Dailey, Gillian Carson, Pat Larkin, Liz Simpson, Craig Mills, Lorraine Willson, Cliff Prentice, and Larry Richardson.



Outsmarting the Scammers: Protecting Seniors from Fraud



Outsmarting the Scammers Events To Date:

Nine events were held in 2024 (6 in 2023)

1. MLP Residence - Jan 19
2. Picton Town Hall - Jan 26
3. Sophiasburgh Town Hall - Jan 30
4. H. J. McFarland Memorial Home - Feb 6
5. Elks Lodge Picton - Feb 16
6. Bloomfield Town Hall - Feb 28
7. Ameliasburg - Mar 5
8. Wellington United Church - Mar 27
9. On-line training session hosted by
Community Care for Seniors

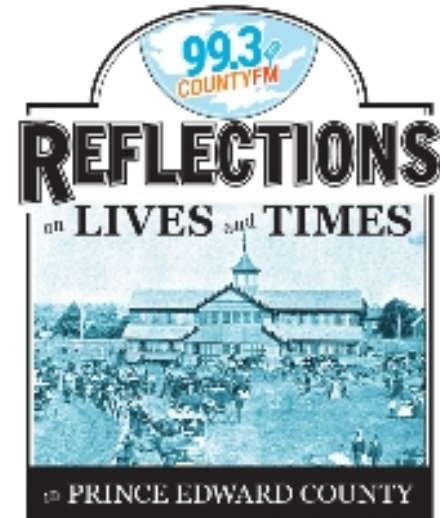




Outsmarting the Scammers – Wellington on the Lake event

Reflections on Lives and Times in PEC

- In 2024, a grant from the Government of Canada's New Horizons for Seniors Program to produce vignettes featuring historically significant Prince Edward County stories and events.
- Led by Peter Lockyer, story researchers Pearl Hucul, Colleen Johnson, Brenda Shardlow and Beverly Sprague uncovered and developed over 20 stories.
- Now in production the fascinating stories will be unveiled at a special afternoon Listening Party at the Macaulay Church Museum on February 22nd.



Reflections on Lives and Times in PEC

- Debuts February 23rd, 2025.
- The stories are replayed 24/7 to share these significant County historical moments.
- We also make the stories available for streaming on-demand and to other interested community organizations.
- Thanks to the following organizations:
 - New Horizons for Seniors
 - Prince Edward Historical Society
 - Seventh Town Historical Society
 - Hastings County Historical Society
 - The Naval Marine Archive
 - County Museums



Fonds canadien
de la radio
communautaire



Community
Radio Fund
of Canada

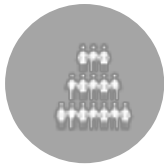
CRFC Training & Skills Development Grant



Implementation



SUCCESSFULLY RECEIVED APPROVAL FOR THE CRFC (COMMUNITY RADIO FUND OF CANADA) TRAINING GRANT.



THE TRAINING IS FOR VOLUNTEERS AND STAFF.



THE TRAINING IS AIMED AT ENHANCING SPECIFIC SKILLS/KNOWLEDGE ACROSS OUR ORGANIZATION AND ENSURING ALIGNMENT WITH OUR ORGANIZATIONAL GOALS.



TRAINING TOPICS ARE EXPANSIVE SUCH AS HARASSMENT AND INCLUSION TRAINING, VOICE COACHING FOR BOTH ON AIR AND NEWS TEAM, TRAINING ON THE VARIOUS APPLICATIONS THAT THE STATION USES, AND SALES TRAINING.



CAPACITY BUILDING; CREATION OF TRAINING MATERIALS AND DOCUMENTATION, INCLUDES TRAINING MANUALS ON ALL KEY AREAS OF OUR OPERATIONS.



HISTORICAL CONTENT AND CHRONOLOGY OF THE STATION.

Goals and Outcomes

- Ensuring quality/innovative programming, increasing listenership
- Enhance volunteers/staff's skills & expertise to improve productivity
- Create new training manuals and documentation.
- Create new podcasts (minimum 6 for 2025.).
- Increase ad revenue
- Enable volunteers and staff to support the station in new ways.

General Donor Surveys

Constant emails, messages, and calls

Focus Groups

Major Audience Survey

Feedback Loops



RANK RESEARCH GROUP

September 2024
Listener Community Survey
Summary Report

Background

- During the summer of 2024, The Rank Research Group conducted a market research study on behalf of 99.3 CountyFM to learn about listeners' sentiments towards the station and its programming.
- An online survey was designed and deployed using various methods:
 - On air promotion of the survey.
 - Distribution of survey participation invitations at a wide variety of events and venues in and around The County.
- While the sample is not random the results are considered to be broadly representative of the station's listenership.

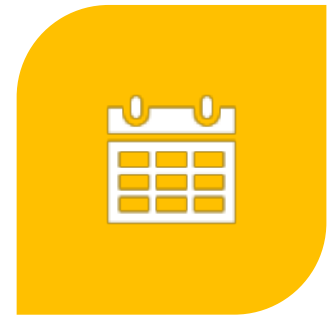
Methodology



AN ONLINE QUANTITATIVE SURVEY
WAS CONDUCTED AMONG
LISTENERS OF COUNTY FM 99.3



NUMBER OF COMPLETED SURVEYS
= 302



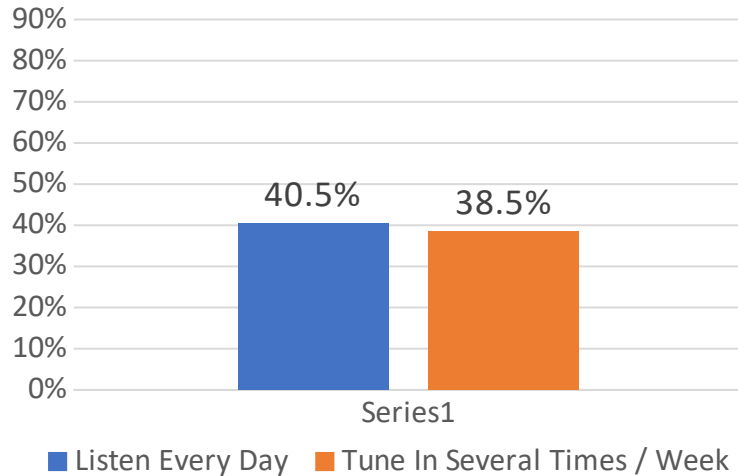
FIELD DATES = JUNE 28TH TO
AUGUST 19TH, 2024

Listener Community Profile

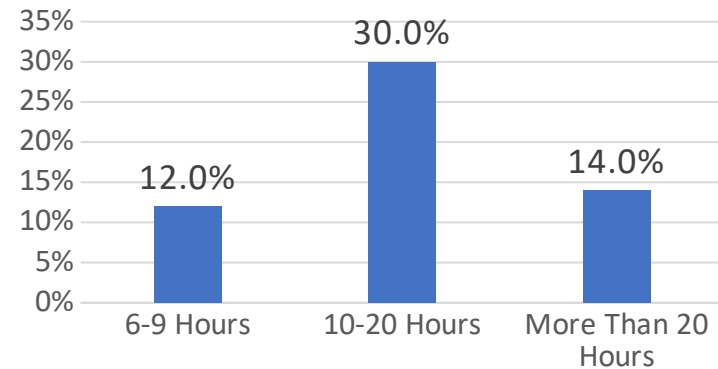
Source: Rank Survey Group
2024 99.3 CountyFM Listener
Community Survey (n=302)

	Largest Segment	Next Largest Segment
Age	69% are 56 Years and Up	28% are 26-55 Years of Age
Status	46% are Retired	39% Work Full Time
Time Living in The County	61% for 10 or More Years	22% for 5 Years or Less

Loyal Listeners



Listening Hours Per Week



Source: Rank Survey Group 2024 99.3 CountyFM Listeners (n=264)

79% of our listeners tune in to 99.3 CountyFM daily or several times per week and on average report listening 11 hours per week. Many listen much more.

Key Findings

- Average County FM listener married male between 56-75, either retired or working full-time and a full-time resident of PEC (lived in the County for 10+ years)
- Nearly all respondents are current listeners of County FM 99.3. Among this group, the highest listening is throughout the week in the morning or afternoon. They listen to County FM while in their car or at home, typically through a traditional radio. Most say that they turn on the station and listen to whatever is on the air (they do not necessarily seek specific programming). On average, they listen 11 hours a week.
- The local approach of County FM is a key strength for the radio station, acting as a critical source of local and regional information/news. The station keeps them up-to-date on local events in PEC. Listeners strive to support local business in County.

Key Findings

- The majority of County FM listeners believe that the current content (news, information, music, etc.) is the “right amount”. There is a section of the listener population that would like to hear more local news and different styles of music.
- Four-in-ten (40%) have not yet donated to County FM, presenting an opportunity to reach them through on-air fundraising efforts (note - current listeners do not believe that the station spends too much time fundraising).
- Among non-listeners of County FM 99.3, the main reasons are a lack of interest in listening to traditional radio and not living in Prince Edward County.

Suggestions for Improvement



- Q - County FM is always interested in ways it can improve.
- Please take a moment and give us your thoughts on how to improve the radio station!

County Connected

	Strongly Agree	Somewhat Agree
CountyFM is an important source of info about things going on in The County	77%	21%
I Support Our Community By Shopping Local on a Regular Basis	69%	26%
Advertising on CountyFM is Friendly and Down to Earth	55%	31%
Whenever possible, I support the businesses that advertise on CountyFM	43%	40%
CountyFM does a good job of keeping us up-to-date on current events	71%	26%

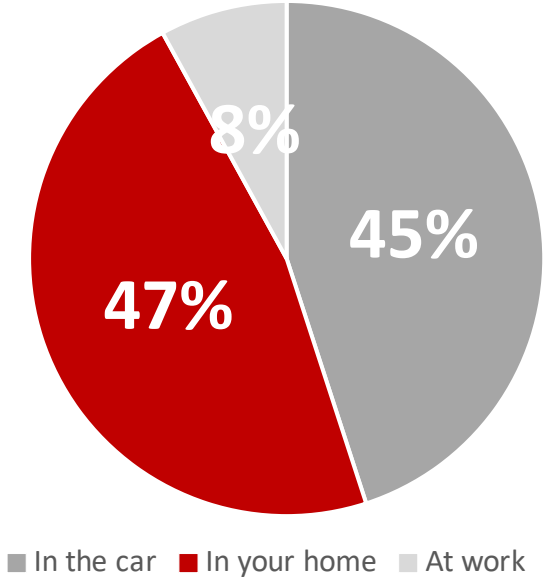
Source: Rank Survey Group 2024 99.3 CountyFM Listeners (n=264)

The great majority of our Listeners look favourably upon local businesses and attempt to support them.

CountyFM is their “go-to” place for information about news and events in The County.

Where You Listen to County FM Most Often

- Home and in the car are the most likely places where respondents listen to County FM



Q - Where do you listen to County FM most often?
Base: 264 (current County 99.3 listeners)



Thank you...

Rank Research Group Inc
www.rankresearch.com

Mike Harper

And the many 99.3 County FM
volunteers who helped distribute
the survey invitations at events.



The 10th Anniversary “Homegrown Concert”



Homegrown 4.0 at The Regent

Special thanks to the Musicians, patrons,
our Fundraising Team, 99.3 Admin team &
On-air hosts, Megan Hutton as Producer,
Gabriele Guadagnin, Caleb Hutton, and
The Regent Theatre



Great job by our volunteers who accepted donations, sold 99.3 merch and helped listeners get cake and find their seats!





Sold Out House!

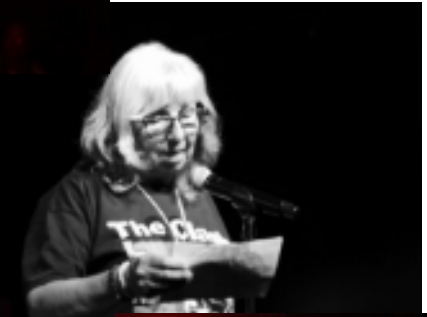




10
YEARS
99.3 COUNTY FM



Great job by our on air talent!





Homegrown 10th Anniversary Concert

Community Events- 2024

1. Karlo Estates - Ski-Doo Suit Ski Bunny Dance Party
2. Radiothon 2024
3. Hike for Hospice
4. PEC Walk for Alzheimer's
5. Rotary Club Lilac Ride
6. Bloomfield Soapbox Derby
7. Canada Day Celebrations in Picton and Wellington
8. Seniors Active Living Fair
9. Eclipse Event @ Bare Bones Distillery
10. Music at Port Milford
11. Cherry Valley Women's Institute and Picton Curling Club Art & Craft Sale

Community Events- 2024

16. Sophiasburgh Rec Committee Summer Splash
17. Pedaling for Parkinson
18. Athol Day
19. Comedy Country - Hayloft, Hatch Gallery, The Regent
20. Annual Picton Fair
21. County Marathon Sunday
22. PEC Studio Tour
23. Big Lake Arts Festival
24. Homegrown Concert @ The Regent
25. Career Edge Job Fair
26. CAFF Festival
27. County Road Theatre @ Mt Tabor
28. Trail Jam
29. Pumpkinfest Parade & Live Broadcast from the Weigh-in

Community Events- 2024

30.Firelight Festival

31.2024 Christmas Parades in Bloomfield, Picton, Consecon

32.Family Day @ Wellington & District Community Centre

33.Maple Pub Night

34.Sneptic Tank 500 Party @ The Hayloft June 14th

35.Busy Hands @ Wellington & District Community Centre

36.The Regent Theatre - Shakespeare's A Christmas Concert

37.Consecon Porchfest



Picton Rotary Lilac Ride 2024 presented by 99.3
County FM

Event as founded by Jim Barkman and the
Picton Rotary Team



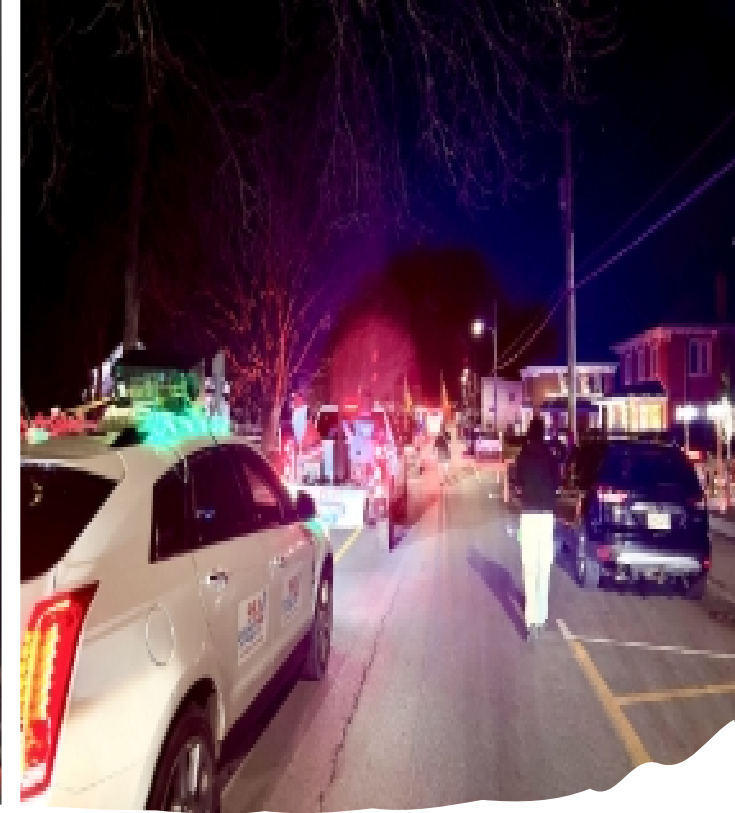
Community Events

Pumpkinfest

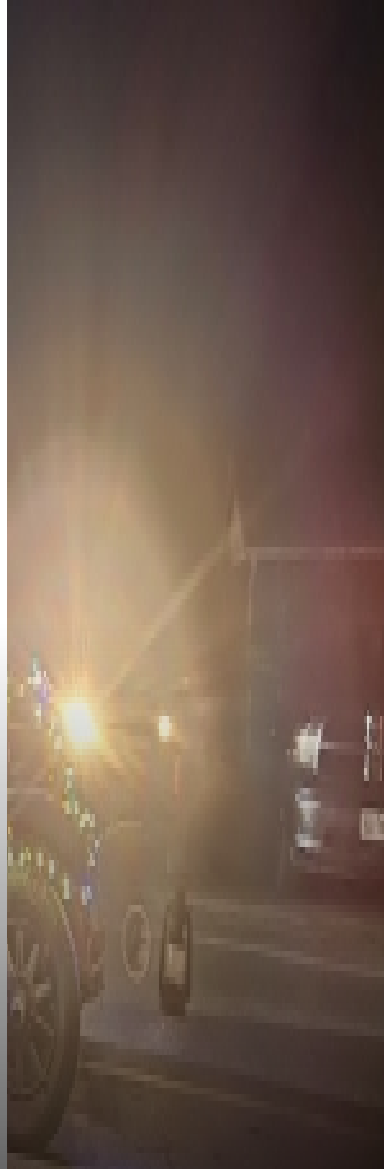


Community Events

Pumpkinfest



Santa Claus Parades
in Picton, Bloomfield,
and Consecon





Day and Night fun with 99.3 Volunteers and the Community



Specialty
Programming

County Writes County Reads

National Indigenous
Peoples Day

Celebrate Christmas

Grapevine

Music Specials

Ras Bingi Top 99 Countdown

Celebrate Christmas 2024

Bloomfield United

Consecon United Church

Cressy Glenora United

Emmanuel Baptist Church

Friendship United

HOPE Centre

Picton Free Methodist Church

Picton United

Rednersville-Albury Community Church

Sonrise Christian Academy

South Bay United

St Gregory The Great Catholic Church

St. Andrew's Anglican & St. Philip's Church

St. Andrew's Presbyterian

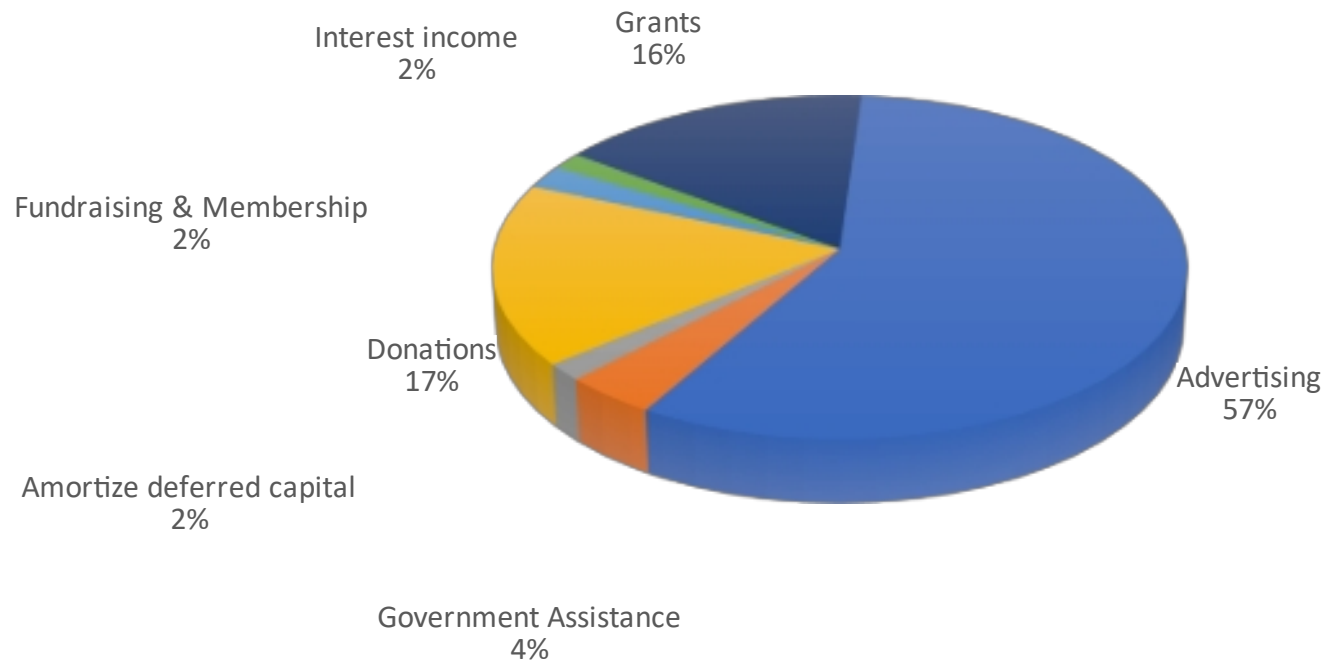
St. Mary Magdalene Anglican Church

Wellington United

Financial Snapshot



Revenue F2024





Major 2024-2025 Initiatives

Digitization of 99.3 County FM online

- New online presence with streaming on demand of shows
- New interactive interfaces with the community and New sponsorship opportunities
- DJB Zone 1 & 2
- More stable and faster platform for the station to operate on

Training, Skills & Programming Development

- Programming, Admin, Sales, Board, Production and Staff
- Utilization of the major Rank Research project to advise programming

7b. Annual Reports- Operations

Motion to accept the Annual Operations Report for the fiscal year ending Aug 31, 2024.

8. TREASURER REPORT

Annual General Meeting, Jan 29th, 2025

Christine Winiarz
Searle, CPA, CMA

Treasurer

Prince Edward County
Radio Corporation





Financial Dashboard

	2024	2023	2022	2021	2020
Total Revenue	\$508,123	\$462,324	\$498,423	\$403,839	\$416,434
Net Income (Loss)	(11,511)	(49,282)	79,308	64,980	73,817
Cash in Bank	145,061	255,911	229,514	234,263	177,350
Reserve Funds	159,194	140,669	150,000	0	0
Net Capital Assets	126,101	149,512	165,869	159,406	181,338
Net Assets/Equity	386,075	397,586	446,868	367,560	302,580

8. Treasurer's Report

Motion to accept the Treasurer's Report for the fiscal year ending August 31st, 2024.

9. FINANCIAL REPORT

Annual General Meeting, Jan 29th, 2025

Tim Clark

CPA, CA; Partner

Wilkinson & Company LLP,
Chartered Professional
Accountants



PRINCE EDWARD COUNTY RADIO CORPORATION

FINANCIAL STATEMENTS

AS AT AUGUST 31, 2024

INDEPENDENT AUDITOR'S REPORT

To the Board of Directors
Prince Edward County Radio Corporation

Report on the Audit of the Financial Statements Qualified Opinion

We have audited the financial statements of Prince Edward County Radio Corporation (the Corporation), which comprise the statement of financial position as at August 31, 2024, and the statements of net assets, operations and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the Basis for Qualified Opinion section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of the Corporation as at August 31, 2024, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for Qualified Opinion

In common with many not-for-profit organizations, the Corporation derives revenue from donations, the completeness of which is not susceptible of satisfactory audit verification. Accordingly, our verification of these revenues was limited to the amounts recorded in the records of the Corporation and we were not able to determine whether, as at and for the years ended August 31, 2024 and August 31, 2023, any adjustments might be necessary to donations revenue, excess of revenues over expenditures and net assets.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Corporation in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified opinion.

Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing these financial statements, management is responsible for assessing the Corporation's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Corporation, or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Corporation's financial reporting process.

INDEPENDENT AUDITOR'S REPORT
(CONT'D)

Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

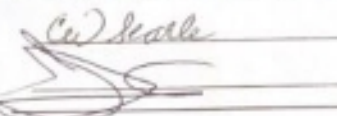
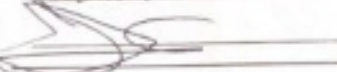
As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Corporation's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Corporation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Corporation to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

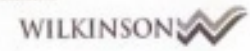
We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Wilkinson & Company LLP

PRINCE EDWARD COUNTY RADIO CORPORATION
STATEMENT OF FINANCIAL POSITION AS AT AUGUST 31, 2024

	2024	2023
	\$	\$
ASSETS		
CURRENT		
Cash	145,061	255,911
Short-term investments - Note 3	159,194	140,669
Accounts receivable	125,735	106,614
Inventory	2,112	2,281
Due from The Community Foundation	171	1,412
Prepaid expenses and deposits	8,055	9,823
	<u>440,328</u>	<u>516,710</u>
TANGIBLE CAPITAL ASSETS - at cost		
less accumulated amortization - Note 4	126,101	149,512
INTANGIBLE ASSETS - at cost		
less accumulated amortization - Note 5	671	1,934
	<u>567,100</u>	<u>668,156</u>
LIABILITIES		
CURRENT		
Accounts payable and accrued liabilities	49,695	45,729
Government remittances payable	31,963	67,401
Deferred revenue - Note 6	47,303	58,369
	<u>128,961</u>	<u>171,499</u>
LONG-TERM		
Canada Emergency Business Account (CEBA) loan payable - Note 7		39,434
DEFERRED CAPITAL CONTRIBUTIONS - Note 8	52,064	59,637
	<u>181,025</u>	<u>270,570</u>
NET ASSETS		
NET ASSETS	386,075	397,586
COMMITMENTS - Note 9		
APPROVED ON BEHALF OF THE BOARD		
	Director	
	Director	1/17/2025
	<u>567,100</u>	<u>668,156</u>

The accompanying notes form an integral part of these financial statements



PRINCE EDWARD COUNTY RADIO CORPORATION
STATEMENT OF NET ASSETS
FOR THE YEAR ENDED AUGUST 31, 2024

	Operating Reserve Fund \$	Capital Reserve Fund \$	Unrestricted \$	2024 \$	2023 \$
NET ASSETS - BEGINNING OF YEAR	102,990	37,679	256,917	397,586	446,868
EXCESS OF EXPENDITURES OVER REVENUE			(11,511)	(11,511)	(49,282)
PURCHASE OF TANGIBLE CAPITAL ASSETS		(207)	207		
ALLOCATION OF INVESTMENT INCOME	3,739	1,869	(5,608)		
	3,739	1,662	(16,912)	(11,511)	(49,282)
NET ASSETS - END OF YEAR	106,729	39,341	240,005	386,075	397,586

PRINCE EDWARD COUNTY RADIO CORPORATION
STATEMENT OF OPERATIONS
FOR THE YEAR ENDED AUGUST 31, 2024

	2024	2023
	\$	\$
REVENUE		
Advertising		
Donations	291,626	312,027
Grants	87,272	80,495
Fundraising and membership revenue	81,739	50,208
	11,151	17,355
	<u>471,788</u>	<u>460,085</u>
COST OF SALES		
Advertising and commission		
Donation expenses	88,565	98,083
Grants expenses	6,982	13,289
Fundraising expenses	3,709	6,087
	9,540	11,595
	<u>108,796</u>	<u>129,054</u>
	362,992	331,031
GROSS PROFIT		
OTHER INCOME		
Government assistance - Note 7		
Interest	20,000	107
Amortization of deferred capital contributions	7,951	6,093
Loss on disposal of tangible capital assets	8,384	8,081
		(12,042)
	<u>36,335</u>	<u>2,239</u>
	399,327	333,270
EXPENDITURES		
Operating expenses - Schedule 1		
Overhead expenses - Schedule 2	56,242	56,991
Wages and salaries	80,579	78,383
Production labour expenses	243,942	236,730
	30,075	10,448
	<u>410,838</u>	<u>382,552</u>
EXCESS OF EXPENDITURES OVER REVENUE FOR YEAR	(11,511)	(49,282)

PRINCE EDWARD COUNTY RADIO CORPORATION
STATEMENT OF CASH FLOWS
FOR THE YEAR ENDED AUGUST 31, 2024

	2024	2023
	\$	\$
OPERATING ACTIVITIES		
Excess of expenditures over revenue for year		
Adjustment for items which do not affect cash -	(11,511)	(49,282)
Amortization of deferred capital contributions		
Amortization of intangible assets	(8,384)	(8,081)
Amortization of tangible capital assets	1,263	1,263
Loss on disposal of tangible capital assets	28,833	27,178
Re-invested investment income		12,042
Discount on zero-interest loan	(5,605)	(4,485)
Accrued interest on CEBA loan		(107)
	566	2,291
	5,162	(19,181)
Net change in non-cash working capital balances related to operations - Note 10	(58,481)	50,934
CASH FLOWS PROVIDED FROM (USED IN) OPERATING ACTIVITIES	(53,319)	31,753
INVESTING ACTIVITIES		
Capital spending utilized - Note 8	811	3,691
Purchase of tangible capital assets	(5,422)	(22,863)
Purchase of short-term investments	(12,920)	
Withdrawal of funds from short-term investments		13,816
CASH FLOWS USED IN INVESTING ACTIVITIES	(17,531)	(5,356)
FINANCING ACTIVITIES		
Repayment of CEBA loan	(40,000)	NIL
NET INCREASE (DECREASE) IN CASH AND CASH EQUIVALENTS FOR YEAR		
CASH AND CASH EQUIVALENTS - BEGINNING OF YEAR	(110,850)	26,397
CASH AND CASH EQUIVALENTS - END OF YEAR	255,911	229,514
REPRESENTED BY:	145,061	255,911
Cash		
	145,061	255,911

9. Motion to Accept Audited Financial Statements

To accept the Audited Financial Statements for the fiscal year ending August 31st, 2024

10. Appoint Public Accountant

Annual General Meeting, Jan 29th, 2025

Motion to Appoint Public Accountant

- After working with Wilkinson & Company LLP. for F2024 we recommend continuing with Wilkinson & Company LLP. as our appointed Public Accountant for Prince Edward County Radio Corporation to perform an audit for 2025.

11. WRAP UP

Special thank you to those who created and ran tonight's AGM:

Gage Broderick

Craig Elliot

Mike Harper

Phil Knox

Craig Mills

Gabrielle Poisson

Pamela Stagg

Gillian Carson

Mary Ann Farrell

Pearl Hucul

Joe Martin

Helen Morris

Suzanne O'Connor

Wilkinson & Company LLP

Bob Cooke

June Gill

Jim JJ Johnston

Cheryl McLellan

Lynn Pickering

Lenni Stewart

Annual General Meeting, Jan 29th, 2025

12. CALL FOR END OF MEETING

Annual General Meeting, Jan 29th, 2025



THANK YOU

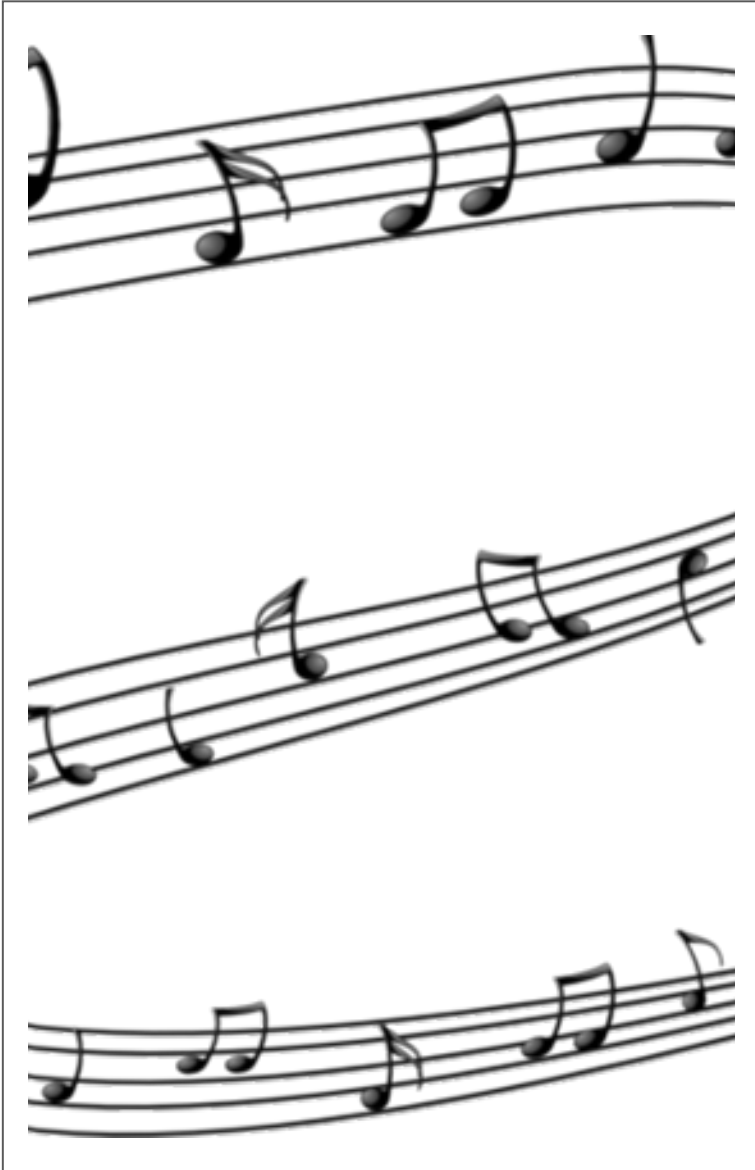
99.3 County FM

**Prince Edward County Radio
Corporation**

Facebook Group & Instagram
993CountyFM

Twitter @993CountyFM

Web 993countyfm.ca



Mark in your calendar

99.3 County FM Radiothon

June 5th – 8th, 2025

