

Annual General  
Meeting  
Jan 12th, 2022, 7PM

Prince Edward  
County Radio  
Corporation



# Agenda

1. Notice of Meeting & Land Recognition (0:03)
2. Special Guests (0:02)
3. Adoption of 2021 AGM Minutes (0:02)
4. Board Elections (0:04)
5. Annual Reports (0:30)
6. Audited Financial Statements (0:08)
7. Approve Audited Financial Statements (0:01)
8. Approve Appointment of Public Accountant (0:02)
9. Wrap Up (0:03)
10. Conclude the Meeting (0:02)

# 1. Notice of Meeting

The 2022 Annual General Meeting of 99.3 County FM (Prince Edward County Radio Corporation) will be held on Wednesday, Jan 12th, 7 - 8:30 PM for the following purposes:

- To confirm and ratify notice of the 2022 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, 2021 (see link to Financial Statements below).
- To elect Directors of the Corporation.
- To appoint the public accountant of the Corporation for the ensuing year.
- 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 now at the studios at 38 Cold Storage Rd during business hours or online at [www.993countyfm.ca](http://www.993countyfm.ca).

Members in good standing who are unable to attend can appoint another member as their proxy by printing and filling out a Proxy Form (see link to Proxy Form below). The form is also available by email [reception@993countyfm.ca](mailto:reception@993countyfm.ca) or by calling (613) 476-2229. Proxy forms must be received by 99.3 County FM by Tues Jan 11th 5pm. A member can only hold one proxy from another member.

If you are unable to use a computer, please call the station at 613 476-2229 before Tuesday January 10th at 5:00 p.m. and we will do our best to accommodate your needs.

**Please note, members in good standing will receive email instructions at least one week prior to the meeting with how to log into the AGM.** If you have not received instructions by January 6th please email or phone the radio station at (613) 476-2229 during regular office hours.

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

**Craig Mills, General Manager**, 99.3 County FM, 2 – 38 Cold Storage Road, Picton, Ontario, K0K 2T0, Phone: (613) 476-2229

**Proxy Form:** <https://993countyfm.ca/wp-content/uploads/2021/12/Proxy-form-2022.docx.pdf>

**Draft Financial Statements:** <https://993countyfm.ca/wp-content/uploads/2021/12/Draft-F2021-PECRC-Financial-Statements.pdf>

# Motion on Notice of Meeting

- To confirm and ratify the form and adequacy of notification to members of the January 12th, 2022 Annual General Meeting of the membership of the Corporation.



# 2. Special Guests

Annual General Meeting, Jan 12<sup>th</sup>, 2022

# 3. 2021 AGM Minutes

Annual General Meeting, Jan 12, 2022

# Motion to Adopt Minutes

To adopt the Minutes of the Annual General Meeting of January 26<sup>th</sup> 2021.

# 4. Board Elections

Annual General Meeting, Jan 12<sup>th</sup>, 2022

# Nominated for Election

- Jim (JJ) Johnston (returning)
- Shelagh Mathers (returning)
- Doug Monk (returning)
- Ken Murray (returning)
- Christine Winiarz Searle (returning)

2-year term

# 6. Annual Report

Annual General Meeting, Jan 12<sup>th</sup>, 2022

# Board Highlights

We continue to execute our strategic plan

- ❖ Volunteer Engagement
  - Airwaves/peers to recruit volunteers
  - Training
  - Retaining is key
  - Volunteer management teams, fluid
- ❖ Board Governance - County-FM's mandate
- ❖ Improved Broadcast Systems
- ❖ Strong reporting systems
- ❖ Regular Maintenance
- ❖ Capital Improvements (Grant driven)
- ❖ Sustainable Financial Performance.

# Board Highlights

- ❖ Funding sources.
- ❖ Systems: Committed forward-thinking teams.
- ❖ Program Development. Program Schedule.
- ❖ Marketing and Community Outreach.
  - o Visibility is high.
  - o On-air station marketing.
  - o Consistent messaging.
- ❖ County FM, the megaphone for non-profits and also for the local music industry.
  - o The Grapevine is 'all things County'.
  - o Strong focus Grapevine, News and Info programming
- ❖ 'The Voice of the County', Connects the County.



Christine Winiarz  
Searle, CPA, CMA

Treasurer

Prince Edward County  
Radio Corp



# FY2021 Audit Highlights

## Timelines

- July – Audit Planning, documentation checklist, Board approves Budget
- August – Fiscal Year end
- September – Records forwarded to Wilkinson
- October – Audit testing, virtual and on-site
- November – Draft **Audited Financial Statements** and **Audit Findings Report**
- December – Sign-off Management Representation Letter, T2 & T1044 Tax forms

## Audit Findings Report

- Advice to the Board
- Significant Audit, Accounting and Financial Reporting Matters
- Summary of Other Audit Findings
- Letter of Management Recommendations

# Financial Report Highlights

	FY2021	FY2020	FY2019
<b><u>STATEMENT OF OPERATIONS</u></b>			
Total Revenue	\$ 403,839	\$ 416,434	\$ 389,455
Gross Profit	312,046	310,274	-
Net Income	64,980	73,817	8,068
<b><u>STATEMENT OF CASH FLOWS</u></b>			
Cash from Operations	57,543	76,034	43,475
Cash at end of period	234,263	177,350	66,578
<b><u>STATEMENT OF FINANCIAL POSITION</u></b>			
Working Capital (CA-CL)	287,771	194,954	71,320
Total Assets	538,743	467,703	337,584

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Craig Mills  
CMM, PMP

General Manager  
99.3 County FM



# Operations Report

Annual General Meeting,  
Jan 12<sup>th</sup>, 2022





## 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.

# **COPING WITH COVID**

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## Coping with Covid-19

- COVID-19 subsidies \$25,240
- Renewed newsteam
- Constant work in sync with safety restrictions in studio and at events
- Blend of content home & in-studio
- Right balance of important public programming integrated through all Grapevine interviews



# Coping with Covid-19

- Helped support local businesses and nonprofits
  - Special offerings to the business community, arts/music, non profits
  - Shop local messaging in conjunction with the PEC Chamber & BIA
- PSA's social distancing, key health messages as well as online Covid-19 Resources.
- Continue to reinvent programming and promotions.
- Produced messages encouraging people to support community non-profits and essential service workers.



News  
Update:  
News Dir  
Craig Foster

- Covid tightened its grip on the headlines.
- Surge in incredibly realistic looking fake news relating to pandemic
  - Not one piece of fake news got past team of news volunteers into a newcast!
- Thanks to vigilance and dedication of news team, PEC is turning to CountyFM even more as a truly trusted news source.



# Facilities and Production

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## 1. Backup generators

- Batteries replaced. Coolant hose updates. Rodents. Pressure levels/starter motor.

## 2. Tower site

- Nautel transmitter still at the latest system level. There is an expected upgrade however it's in Beta testing phase.

## 3. On-air computers

- Upgrades done in DJB software. Our new server now feeds the music system and is reducing lag in the system.
- On-Air computer upgraded. New software procured to help behind the scenes quality control.



# Facilities and Production continued

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## 4. Backup transmitter

- Configured & powered up, dummy load to make sure it operating correctly.  
Backup transmitter added to our license and RDS.

## 5. Remote production of broadcast materials

- Additional remote production equipment for volunteers include Zoom Pod 4 four channel recorders.

## 6. Network Security

- Entire network was maintained and kept running at a 99.7% uptime. Security risks were at an all time high.

# Facilities and Production continued



Pat Larkin, our Safety Officer, reports: Another difficult year, staying on top of constantly changing & challenging work environment. We maintained a very high level of health security.

1. Daily Health Security checks including points of entry, socially distancing, limiting bodies in the building, enforcing mask wearing, provision of rapid tests for those who want to use them, working behind physical barriers where possible
2. Hepa Air Filters for studio and offices.
3. Maintenance of Daily login and logout sheets for easier Contact Tracing.
4. Posted and informed all of ongoing changing information.

The team at 99.3 CountyFM has gone above and beyond to ensure the safety of its members and users. Salute to all.

*The Spirit of Radio 2020*  
*99.3 Country FM*



## Tribute & Recognition

Staff, Volunteers,  
Board Members,  
Clients & Donors.

Special emphasis on the News & Grapevine Team; full admin and production team, for their work all year long during the pandemic. As well, the Fundraising & Sales Team for keeping us afloat. Specialty Facebook Auction & Radiothon team most successful ever. Gratitude to our 7th Anniversary Radiothon chair John Hopper.

# Tribute to Gwen Nowitski

December 12th we lost a friend and long-time volunteer.

Gwen started at 99.3 County FM Feb 2015, five years contributing to the community through the radio station.

The station was important to Gwen, she helped many other new volunteers learn how to contribute. She did the drive from Consecon regardless of the weather every week. Gwen took on any task and made it her own, as well, she always made our Grapevine guests feel at home.

With deepest sympathies,  
condolences to Nick, family  
and friends.

Tribute on-air by Pat Larkin



# Volunteerism & Community



55 quality programs every week.



Volunteer Driven, 104 volunteers, plus 2 full time + 3 part time staff.



Over \$72k in airtime to non-profit groups N/C (outside of Grapevine & news).



Assisted 177 different non-profit groups & community organizations get their messages to the public.



5,600 messages for non-profit and charitable groups in our community plus daily support within Grapevine and any adlib announcer support.



Average of 30 – 40 Media Releases from The County received and broadcast monthly - closures, emergencies, safety, special meetings and events.



# Volunteerism & Community



765 Grapevine segments, 1600 newscasts.



**19,609 volunteer hours minimum during the year.**



Even with the pandemic, active year with the Arts Scene.



945 advertiser have chosen 99.3 County FM to deliver their message to The County since the station's inception!



7,849 alcohol education messages were aired



Ongoing COVID-19 messages that the station created and ran at no charge to support public health.

# Grapevine Highlights

## Politics / Current Events

- Weekly Mayor's Report with Steve Ferguson and regular police updates with OPP Commander John Hatch and Office Aaron Miller
- Special correspondent for Black History Month - 11-year old County activist Rihanna Harris along with Lynn Pickering interviewed leading members of the Black community including The Honourable Jean Augustine, Olympic champion Donovan Bailey, author Rosemary Sadlier, comedian Tim Blair, award-winning hip-hop artist Haviah Mighty and Judith Burfoot of All Welcome Here.
- Each candidate in the federal election interviewed with a debate special featuring all 5 candidates.

# Grapevine Highlights (cont'd)

## Politics / Current Events

- Coverage of concerns to County residents include affordable housing, new developments, tourism, environment and politics.
- Coverage of national, international stories/events: discovery of unmarked graves at residential schools, Indigenous Peoples Day, Canadians and the crisis in Afghanistan.

## Health

- Ongoing interviews with physicians, epidemiologists, researchers on all aspects of Covid-19 including case counts, vaccine updates, local clinics for vaccination and testing.

# Grapevine Highlights (cont'd)

## **Business**

- Taking Care of Business featured 40+ business owners - highlighting local businesses, what brought them to the County, what tips they have
- New segment on Leadership launched with Mark Rodgers, former President & CEO of Habitat for Humanity Canada

## **County Profiles**

- Interviews with County residents, and recent showcasing on CountyFM on-air volunteers as they share their stories

# Grapevine Highlights (cont'd)

## Science

- County Naturally expanded from Pamela Stagg's exceptional efforts to now have a co-host Shelagh Mathers
- Highlights included the 3-part "Rewriting Ice-Age Horse History" with Dr. Grant Zazula (Yukon official paleontologist), Dr. Alish Vershnina (paleogeneticist at University of California Santa Cruz), and Dr. Ross McPhee (paleontologist/senior curator at American Museum of Natural History in New York City)



# Grapevine Highlights (cont'd)

**Literature:** Every week on County Writes County Reads

**Culinary:** Regular hosts Krista Hepburn, Chris Byrne & Sandy Barnes spoke with friends and professional chefs from local restaurants, sharing favourite recipes.

**Film - Reel County:** Bas Kalt covered the latest in 'film' reviews and news as told from a local perspective with particular emphasis on the Regent Theatre, Mustang Drive-In, and ongoing PEC film productions.

**Arts:** Arts Scene hosts expanded to include Karen Bell, Cheryl Singer, Sarah Moran

**New Music:** New segment with Megan Hutton new & upcoming artists

## “Voices from the Past: A Retrospective from Prince Edward Heights”

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- Six part series
- Promoted sense of achievement
- Meaningful social activities
- Improved mental health
- Reduction in social isolation
- Increased social participation
- Promoted knowledge and awareness of effective solutions to social issues
- Executive Producer, Suzanne Pasternak and a full team from our radio station

•[www.993CountyFM.ca](http://www.993CountyFM.ca)



# Emergency Preparedness

- Emergency Handbook, training, coordinating efforts, and acquiring the tools we need to improve our capabilities.
- Production of Emergency Awareness & Training content on-air
- Backup transmitter technical survey for Industry Canada completed
- Emergency Readiness Presentations
- Prince Edward County Council
- Picton Rotary
- Lions Club
- The public via Wellington Market
- PEC Community Care for Seniors Foundation





# Community Events Wellington Dukes

## 99.3 County FM Marine Reports

Special thank you to  
the Canadian Coast  
Guard Auxiliary  
serving Prince Edward  
County



New Paul Spike Lees joined David  
Searle both as hosts and from the  
Canadian Coast Guard Auxillary

# Parks Reports May 22 - Oct 8, 2021

Funding as part of broader tourism outreach in partnership with The County's destination marketing team.

The County, Quinte Conservation, Ontario Provincial Parks

Pearl Hucul & Dave Wheatly Creative Writing

Important cross promo, supports <https://www.thecounty.ca/summer-hub/>

Water Safety

What to do when the beach is closed - general ideas

Wellington Rotary Beach

Provincial Parks Open for use - Campsites Closed (valid to June 2)

Little Bluff

Boat Launches



General Donor Surveys

Focus Groups

Radiothon Participant Surveys

Volunteer Survey

Feedback Loops

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# Primary Donor profile

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- Cross section of those born in PEC and born and raised outside of the County
  - Mature adult
  - Like listening to diverse, eclectic music vs. genre-specific commercial stations
  - Engaged in local issues and events
  - Want to be connected/contribute local community, station helps them do it
  - Appreciate County FM and its unique offering:
    - Delivers on sense of place, homey feeling, part of family, familiar voices, inclusionary vibe
    - Magic/brilliant radio, covering whole spectrum
    - Not formulaic
    - Breadth of tools
    - Unique reflection of community (music + talk radio)
    - Bring the world to us
- ...what community radio is supposed to be





# Radiothon Focus Group In Brief

-February 2021-

# Current on-air messaging still strong, compelling

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Speaks to core benefits of station



Surprise/non repetitive nature of programming  
*("never know what you'll hear next")*



Good value for donation money



*"Community radio"* conjures up right associations: volunteer driven, non-profit, donation dependent

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*Connect the County*  
*"Bring everyone together",*  
a new take on *" where we all come together"*

# Some of the least picked statements

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*“In these times of isolation...”*

*“Making ends meet in community radio is tough enough without COVID”*

*“Help us stay on air so we can continue to serve all of you”*



Anything that reminded of COVID fatigue or was perceived as begging



Next we got into the top messages, all points resonated, but a few rose to the top...

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- *“A unique music program covering the broadest range of genres including local, homegrown talent”*
- *“Special support and promotion of the local arts and entertainment community and PEC business”* ↓

**Again, what community radio  
is all about**

# Another statement that has a supporting role to play

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*“Advertising only covers two thirds of all our expenses, so we’re very dependent on donations to stay on air”*



Ongoing operational challenges (irrespective of COVID) shouldn't be a lead thought, but can educate and/or serve as a reminder

# Conclusions

- Great brand, stellar example of what community radio is supposed to be.
- Bringing everyone together. As a result, it has established strong emotional connections with our supporters.
- Value to the listener and the community as a whole.
- Overarching theme “Nothing brings everyone together like your community radio”
- Keep it light, avoid using these hard COVID times as a rationale for donating.
- For those new to the area - a platform for learning & connecting.

- Focus group feedback to help hone the messaging
- Full team involvement
- Marketing with the assistance of other not for profits, musicians, volunteers, and members
- Outdoor, print, magazines, social media, email, heavy radio over 5 weeks
- Artist response, making it work
- Summer Job Grant

## Key Pivots Radiothon 2021 Production

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# Social Media Samples



 **Megan Hutton**  
June 4, 2021 · 🌐

Day 449! It's RADIOTHON 2021!!!  
Donate to 99.3 COUNTY FM  
By calling 1 855 438 2993  
Or listen live and donate at [www.993countyfm.ca...](http://www.993countyfm.ca...) See more



0:04 / 1:35

A social media post from Megan Hutton, dated June 4, 2021. The post includes a profile picture, name, and date. The main text is a promotional message for the 99.3 County FM Radiathon, mentioning it's day 449 and providing donation information. Below the text is a video player showing a woman with long dark hair smiling in a car. The video player has a progress bar at the bottom showing 0:04 / 1:35 and a settings icon.



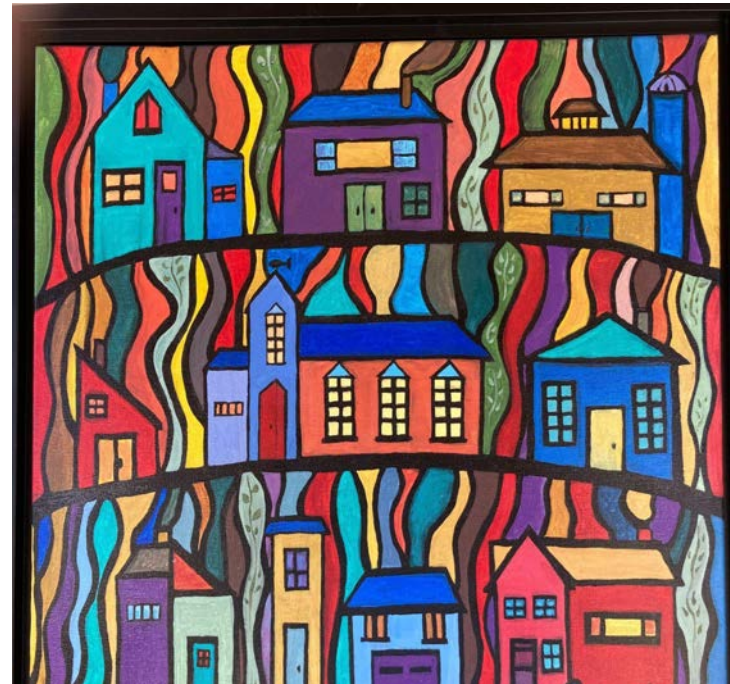
# 2021 Spring Facebook Auction







2021  
Spring  
Auction  
Raised  
\$4,450.00



- Radiothon raised \$70,505
- 111 volunteers involved with the production incl 45 musicians

### New concepts

- A kick-off dance party with Dari & Mel of DarkSpark Studios
  - Introduction of 'Matching Hours'
- Megan Hutton, Radiothon Talent Dir & Broadcast Assistant:  
Musicians relationship with the station grows every year.
  - Tremendous amount of production led by Pat Larkin & Dave Wheatley.
  - Station launches "Songs of Light from the Shadow: A Musical Snapshot of the Pandemic"



Our official Radiothon 2021 sponsors: Dunrose Distribution, Edward Jones, Huff Estates Winery, JJIMS Leadership and Life Coaching and Management Solutions, Lehigh Cement LLC, Lockyers County Gardeners, Picton Home Hardware Building Centre, Prinzen Ford, Shannon Warr-Hunter and Tasos Nicolaou Realtors, and Wilkinson & Co. LLP

Matching Donor Hour sponsors: Aqwa Building Solutions, Bill & Sharon Roberts, Craig Elliot, Dave MacKay & Noreen Vader, David Clegg of Caddy Shack Mini Golf, Foodland Picton, Greg Sobara, JJIMS Leadership and Life Coaching and Management Solutions, John Gleeson, John Hopper, Lanny Huff, Neil Burgess Law Office, PermaLock Roofing, Prinzen Ford, Rachel MacDonald & Mark Franks from Chestnut Park Realty, Stephanie Sokolowski of The County Real Estate Company, Stormy's Car Sales, and Wellings of Picton.

# RADIOTHON 2021



June 3 - 6

[993CountyFM.ca](http://993CountyFM.ca)

## Wednesday June 2

7pm/The Official Radiothon Kick Off Party hosted by D'ari Lisle

## Thursday June 3

8am/Cue The Funk 9am/Norris & Jones 10am/Astrid Young 11am/Jordan Thomas of Moon Sugar 1pm/Gavin Massey 2pm/Miss Emily 3pm/KASHKA 4pm /Seventh Town 5pm/Wellington Lambert 6pm/Lisa Bozikovic 7pm/Greg Hinde and Friends

## Friday June 4

8am/ Bill McBurney 9am/Telegraph Narrows 10am/Bill Wood 11am/Andy Forgie 1pm/Bryan Persaud 2pm/Dan Dayton 3pm/Borgin & Benni 4pm /Rita di Ghent 5pm/JT Wistead 6pm/Megan Hutton of Instant Rivalry 7pm/Justin Rutledge

## Saturday June 5

8am/Jamie Stever 9am/ Jamie Pounder 10am/Jenica Rayne 11am/Tom Leighton 12pm/The C.O.C.C. with Chuck Dailey and Pat Larkin 2pm/The Frere Brothers 3pm/Oakridge Avenue 4pm /Tony Forbest 5pm/Peter Solmes 6pm/Shawn Dore 7pm/Aaron Nash & Joseph Spinosa

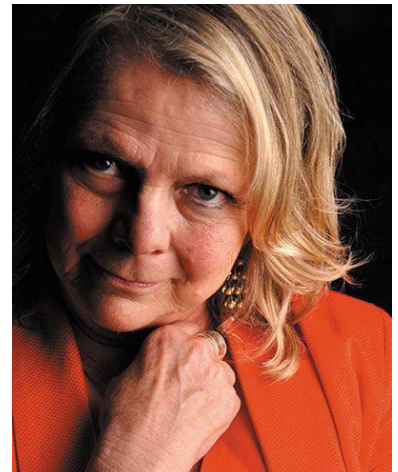
## Sunday June 6

8am/Patrick Headley 9am/ The Kitchen Family 10am/D'ari & Mel 11am/Lenni Stewart 12pm/The County Writes The County Reads 1pm/Grace Bongard 2pm/Danielle Edwards 3pm/Siobhan Bodruga 4pm /The Wakami Wailers 5pm/FOSTER CRENNAN 6pm/Mike Farrell 7pm/Peter Rea

Donate and Listen Live online at [993countyfm.ca](http://993countyfm.ca)







## **Grants Related Work**

- New Horizons for Seniors, completed
- CRFC – COVID-19 Relief Grant and Micro Grant
- PEC Chamber of Commerce Adaptation Grant
- The County Foundation / The County
- National Community Radio Association
- Parrot Foundation



# Community Events

HELP Homegrown Exciting Live Performances

Support Alec Lunn's Road to Recovery series

Grade 8 and High School Grads, 2nd year

PEC Agricultural Fair

Comedy County Series

Annual Golden Hour Festival, Mustang

BigLake Festival

Pumpkinfest

Scarecrow Festival & Festival of Light

Children's Foundation Radiothon

Wellington Dukes

Truth & ReconcillACTION Day Concert

PEC Festival of Trees





# Community Events

## Cue the Funk with Megan Hutton, Benson Park





# Music in Benson Park





# Music in Benson Park



# Community Events

## Pumpkinfest





# Pumpkinfest



# Pumpkinfest





# Community Events

## Homegrown Concert at St. Andrews



# Community Events

## A Homegrown Concert at St. Andrews





# Community Events

## A Homegrown Concert at St. Andrews





# Community Events

## A Homegrown Concert at St. Andrews





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**7TH**

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**ANNIVERSARY**

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**FALL**

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**FACEBOOK**

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**AUCTION**



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**7TH**

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**ANNIVERSARY**



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**FALL**

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**FACEBOOK**



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**AUCTION**

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**THANK YOU  
RAISED \$7,205**





Specialty  
Programming

County Writes County Reads

National Indigenous Peoples Day

Celebrate Christmas  
20 Organizations of Faith

Grapevine

Music Specials

New Years Party

A Day To Listen

Ras Bingi Top 99 Countdown



## Sales & Fundraising

Cash Advertising increase 1% (compared to 10% drop F2020)

Donations increase 114%

Fundraising gross revenue down however net increase 127%

Alternative fundraising events

Overall marketing efforts throughout the County and On-Line



## Unique Fundraising Initiatives

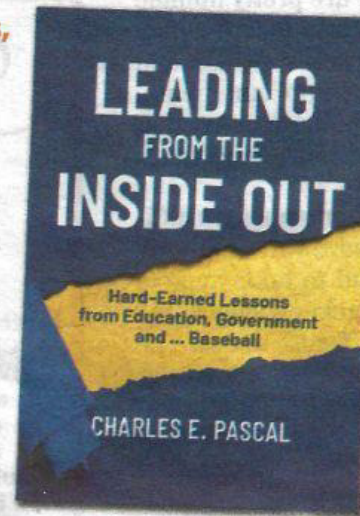
### **Leading from the Inside Out with Charles Pascal**

**Learn how to better lead in business,  
family, or in the community.**

99.3 County FM presents this exciting  
online leadership session  
**Thursday March 18th at 7pm**

Join the County's own Charles Pascal,  
internationally recognized educator and  
author of *Leading from the Inside Out*,  
*Hard-Earned Lessons from Education,*  
*Government and ... Baseball.*

Become a better leader AND support  
your community radio station.  
Tickets now only \$60



In addition, Charles offers all participants more value with the option  
of a free follow up conversation, one-on-one coaching with  
Charles absolutely free.

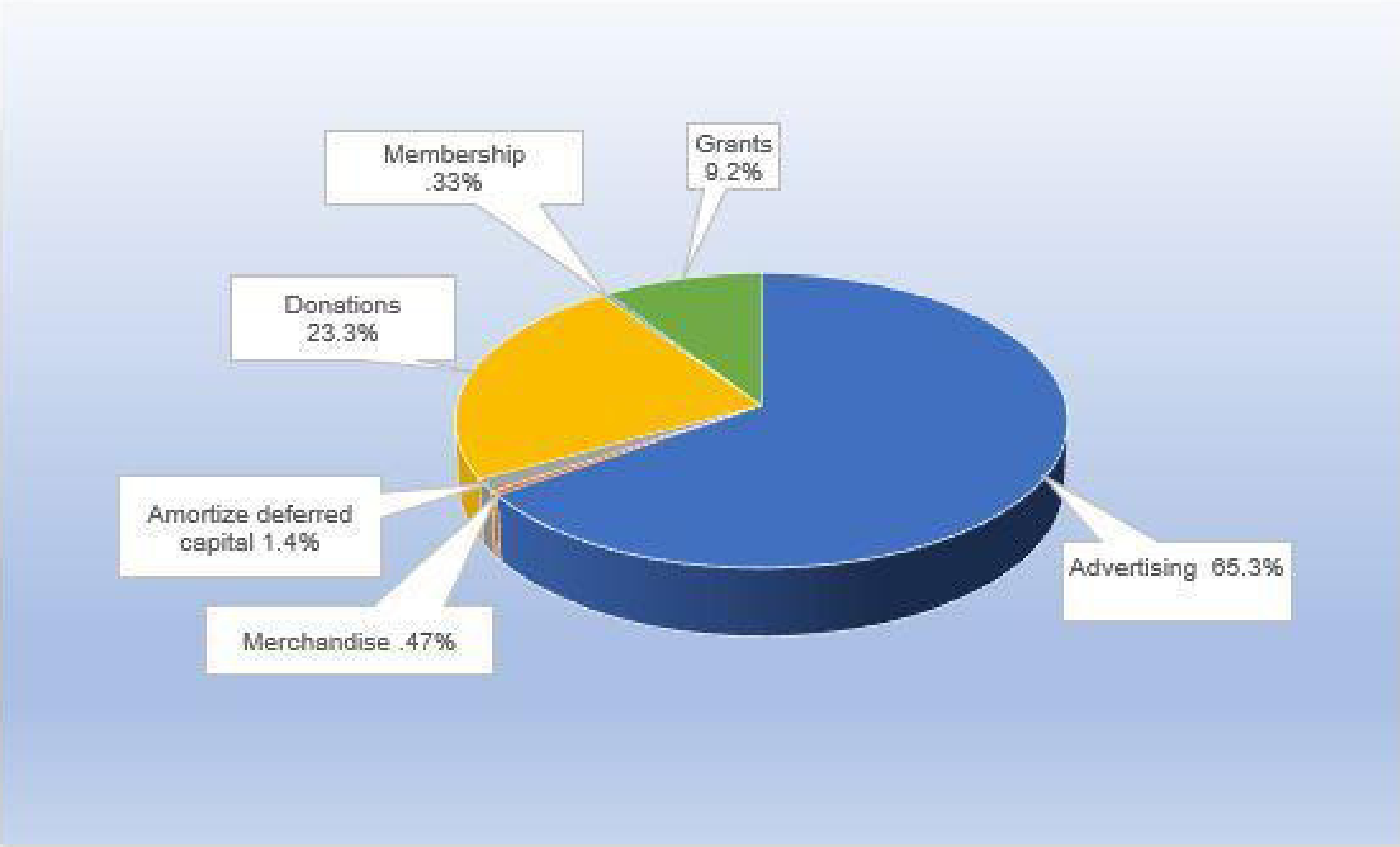
Learn more and register at [www.993CountyFM.ca](http://www.993CountyFM.ca)

Autographed copies of  
*Leading From the Inside Out* now  
available at Books and Company.

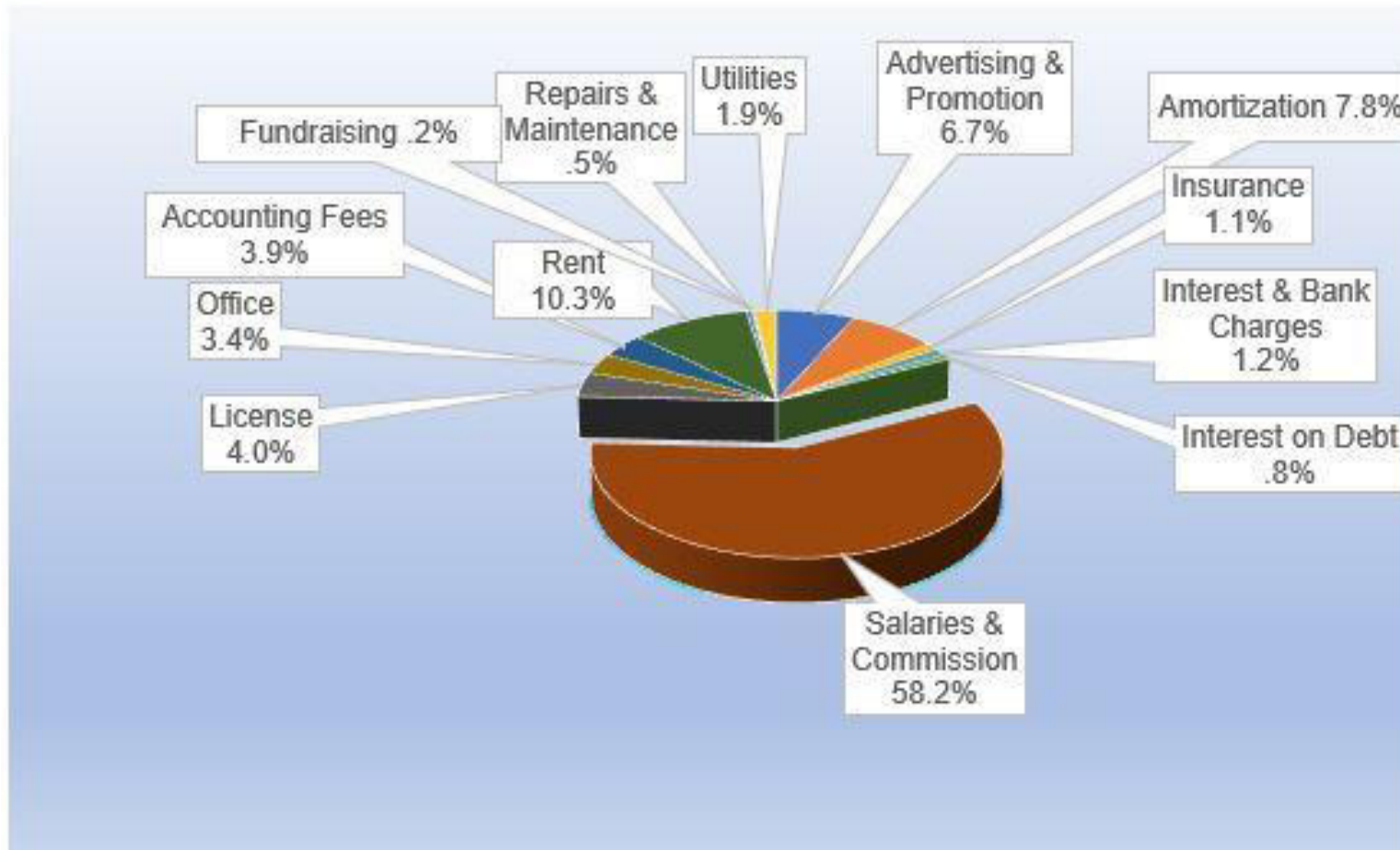
All leadership session  
proceeds to the Prince Edward  
County Radio Corporation.



# Revenue F2021



# Expenses F2021



# Next Steps Studios and Production Music Library

Two stand-alone however visually connected sound isolation booths with health and safety features

- ✓ disability accessible, including a ramp with wide door access, software for the visually impaired, oversized monitors, audio-supported keyboard
- ✓ more inclusive to our increasingly diverse community
- ✓ capable of providing the sound quality advertisers and users demand

Parrot Foundation principal support open to others assistance for the required electronics





First phase of last year's announced goal Fully Accessible Recording & Production Studios

# Home Grown Music Production Library

Supporting Prince Edward County  
Musicians

Unique production library of 113 tracks

Strong, positive relationships, quality,  
cost-effective sound recordings

Reflects the remarkable pool of local  
talent.

Connecting the volunteers and artists

Thank you, Community Radio Fund  
Canada



News / Local News



# 99.3 County FM is one of the best



Postmedia Staff



Nov 30, 2021 • November 30, 2021 • 2 minute read • [Join the conversation](#)

POSTMEDIA STAFF

99.3 County FM is the Voice of the County and was recently recognized by the Broadcast Dialogue's 2021 Canadian Radio Awards as runner-up for the 2021 Community Radio Station of the year award (small market).

# The Picton Gazette

CANADA'S OLDEST WEEKLY NEWSPAPER. SERVING PRINCE EDWARD COUNTY SINCE 1830. LOCALLY OWNED - PROUDLY INDEPENDENT

[HOME](#) | [NEWS](#) | [SPORTS](#) | [OPINION](#) | [COMMUNITY](#) | [MARKETPLACE](#) | [CLASSIFIEDS](#) | [LIFE MILESTONES](#) | [REAL ESTATE AGENTS](#)

[HOME](#) | [NEWS](#)

## County FM earns national recognition

TOPICS: [County FM](#) [Week-47-2021](#)



# county live



[Home](#) | [LOCAL](#) | [BLOG](#) | [MARKETPLACE](#) | [COMMUNITY](#) | [ABOUT US](#)

All County, All the Time Since 2010

MAKE THIS YOUR PRINCE EDWARD COUNTY HOME

shop sip stay play eat & support LOCAL [click here](#)

## County FM runner-up for small market station of the year award

Advertiser | Nov 27, 2021 | [Comment](#)



99.3 County FM was recently recognized by the Broadcast Dialogue's 2021 Canadian Radio Awards as runner-up for the 2021 Community Radio Station of the year award in the small market category.

Each year, since 1993, the Canadian Radio Awards honour 20 winners and 20 runners-up across the country.

This award recognizes overall excellence in broadcasting and is awarded to a station operating as a not-for-profit, demonstrating its ability to impact and engage with its audience, including but not limited to community service and involvement, creativity and innovation.

"To have won this award as the second best station of more than 150 community and campus radio stations is an honour we accept with pride," said Craig Wils, station manager. "To be presented with this award during the first full year of a world-wide pandemic is a testimony to the dedication, resilience, and creativity of our county staffed community radio station."

"Since a dozen or so county residents got together in 2011, 99.3 has been run by dedicated volunteers from the County, today 104 volunteers and a core of 3.75 full-time dedicated employees put in over 20,000 hours to keep 99.3 on the air 24/7."

Wils noted that each week, announcers host 14 hours of new programming. Within that time, the team interviews a wide variety of guests ranging from the county's chief medical officer to internationally known personalities.

"In addition to these interviews, we have contributed to the artistic community with daily concert and arts calendars, features on local musicians and broadcasting, and locally produced radio plays. Our annual Radiothon showcased 44 local musicians and raised over \$70,000," he added.

Last year County FM broadcasted 6,700 public service announcements and helped more than 150 local non-profit and volunteer organizations get their messages out.

"Communal celebrations were a challenge for many groups during the pandemic and we were able to work with 17 churches to create a non-denominational service for Christmas day as well as help organize COVID safe celebrations for seasonal events and holidays. We helped our young community members celebrate important milestones when we broadcast the Grade 5 and Grade 12 Graduation ceremonies."

"To receive this award at the national level demonstrates to our entire organization that every little thing that we do matters," said Mel Larkin, on-air production leader. "In being recognized this way, every person who has contributed to 99.3 County FM success over the years can take immense pride that people outside our community recognize our success and hard work. The nice thing about being runner up is we still get to grow from here."

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# 6. Annual Reports

Motion to accept the Annual Reports for the fiscal year ending August 31<sup>st</sup>, 2021.

# 7. FINANCIAL REPORT

Annual General Meeting, Jan 12<sup>th</sup>, 2022



# Dan Guerreiro, CPA, CA

Wilkinson & Company  
LLP, Chartered  
Professional Accountants



**PRINCE EDWARD COUNTY RADIO CORPORATION**  
**FINANCIAL STATEMENTS**  
**AS AT AUGUST 31, 2021**

**PRINCE EDWARD COUNTY RADIO CORPORATION**  
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**AS AT AUGUST 31, 2021**

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## INDEPENDENT AUDITOR'S REPORT

To the Board of Directors

### 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, 2021, 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, 2021, 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, 2021 and August 30, 2020, 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*



BELLEVILLE, Canada  
November 18, 2021

Chartered Professional Accountants  
Licensed Public Accountants

**WILKINSON & COMPANY LLP - CHARTERED PROFESSIONAL ACCOUNTANTS**

Telephone 613-966-5105 • Toll Free 1-888-728-3890 • Fax 613-962-7072  
888 Sidney Street, Belleville, Ontario K8N 4Z5 • [www.wilkinson.net](http://www.wilkinson.net)

**PRINCE EDWARD COUNTY RADIO CORPORATION**  
**STATEMENT OF FINANCIAL POSITION AS AT AUGUST 31, 2021**

	2021	2020
	\$	\$
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	234,263	177,350
Accounts receivable	74,116	78,612
Due from The Community Foundation	54,350	100
Prepaid expenses and deposits	5,445	6,596
Grants and subsidies receivable - Note 3	6,703	17,984
	374,877	280,642
<b>TANGIBLE CAPITAL ASSETS - at cost</b>		
less accumulated amortization - Note 4	159,406	181,338
<b>INTANGIBLE ASSETS - at cost</b>		
less accumulated amortization - Note 5	4,460	5,723
	538,743	467,703
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	31,364	34,914
Government remittances payable	37,443	20,979
Deferred revenue - Note 6	24,299	29,795
	93,106	85,688
<b>LONG-TERM</b>		
Canada Emergency Business Account (CEBA) loan payable - Note 7	37,191	35,030
<b>DEFERRED CAPITAL CONTRIBUTIONS - Note 8</b>	40,886	44,405
	171,183	165,123
<b>NET ASSETS</b>		
<b>NET ASSETS</b>	367,560	302,580
<b>COMMITMENTS - Note 9</b>		
<b>APPROVED ON BEHALF OF THE BOARD</b>		
	Director	Treasurer 30 Dec/21
	Director	SOMM CHAIR DEC 30/2021
	538,743	467,703

The accompanying notes form an integral part of these financial statements



<b>NET ASSETS - BEGINNING OF YEAR</b>	<b>302,580</b>	228,763
<b><u>EXCESS OF REVENUE OVER EXPENDITURES FOR YEAR</u></b>	<b><u>64,980</u></b>	<u>73,817</u>
<b><u>NET ASSETS - END OF YEAR</u></b>	<b><u>367,560</u></b>	<u>302,580</u>

**PRINCE EDWARD COUNTY RADIO CORPORATION**  
**STATEMENT OF OPERATIONS**  
**FOR THE YEAR ENDED AUGUST 31, 2021**

	2021	2020
	\$	\$
<b>REVENUE</b>		
Advertising	267,289	264,799
Donations	80,342	69,771
Grants	37,759	48,760
Fundraising revenue	18,449	33,104
	<b>403,839</b>	416,434
<b>COST OF SALES</b>		
Advertising and commission	89,353	85,090
Donation expenses	663	
Grants expenses	600	
Fundraising expenses	1,177	21,070
	<b>91,793</b>	106,160
	<b>312,046</b>	310,274
<b>GROSS PROFIT</b>		
<b>OTHER INCOME</b>		
Government assistance - Discount on zero-interest loan - Note 7	579	5,596
Interest	214	505
Amortization of deferred capital contributions	5,748	5,184
	<b>6,541</b>	11,285
	<b>318,587</b>	321,559
<b>EXPENDITURES</b>		
Operating expenses - Schedule 1	46,831	47,137
Overhead expenses - Schedule 2	70,909	70,935
Wages and salaries - Note 14	127,805	127,170
Production labour expenses	8,062	2,500
	<b>253,607</b>	247,742
<b>EXCESS OF REVENUE OVER EXPENDITURES FOR YEAR</b>	<b>64,980</b>	73,817

The accompanying notes form an integral part of these financial statements

**PRINCE EDWARD COUNTY RADIO CORPORATION**  
**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED AUGUST 31, 2021**

	2021	2020
	\$	\$
<b>OPERATING ACTIVITIES</b>		
Excess of revenue over expenditures for year	64,980	73,817
Adjustment for items which do not affect cash -		
Amortization of deferred capital contributions	(5,748)	(5,184)
Amortization of intangible assets	1,263	1,263
Amortization of tangible capital assets	24,791	23,970
Discount on zero-interest loan	(579)	(5,596)
Accrued interest on CEBA loan	2,740	626
	<u>87,447</u>	<u>88,896</u>
Net change in non-cash working capital balances related to operations - Note 10	(29,904)	(12,862)
<b>CASH FLOWS PROVIDED FROM OPERATING ACTIVITIES</b>	<u>57,543</u>	<u>76,034</u>
<b>INVESTING ACTIVITIES</b>		
Capital spending utilized - Note 8	2,229	9,527
Purchase of tangible capital assets	(2,859)	(14,789)
<b>CASH FLOWS USED IN INVESTING ACTIVITIES</b>	<u>(630)</u>	<u>(5,262)</u>
<b>FINANCING ACTIVITIES</b>		
Increase in CEBA loan - Note 7	20,000	40,000
Repayment of CEBA loan - Note 7	(20,000)	
<b>CASH FLOWS PROVIDED FROM FINANCING ACTIVITIES</b>	<u>NIL</u>	<u>40,000</u>
<b>NET INCREASE IN CASH AND CASH EQUIVALENTS FOR YEAR</b>	<u>56,913</u>	<u>110,772</u>
<b>CASH AND CASH EQUIVALENTS - BEGINNING OF YEAR</b>	<u>177,350</u>	<u>66,578</u>
<b>CASH AND CASH EQUIVALENTS - END OF YEAR</b>	<u>234,263</u>	<u>177,350</u>
<b>REPRESENTED BY:</b>		
Cash	<u>234,263</u>	<u>177,350</u>

The accompanying notes form an integral part of these financial statements

## **8. Motion to Approve Audited Financial Statements**

To approve the Audited Financial Statements for the fiscal year ending August 31<sup>st</sup>, 2021

# 9. Appoint Public Accountant

Annual General Meeting, Jan 12<sup>th</sup>, 2022

# Motion to Approve Appointment of Public Accountant

- After working with Wilkinson & Company LLP. for F2021 we recommend continuing with Wilkinson & Company LLP. as our appointed the Public Accountant for Prince Edward County Radio Corporation to perform an audit for 2022.



# 10. WRAP UP

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

Craig Elliot

Deb Hepburn

Pearl Hucul

Jim JJ Johnston

Bas Kalt

Pat Larkin

Cheryl McLellan

Craig Mills

Helen Morris

Lynn Pickering

Christine Searle

Pamela Stagg

Matthew Dwight

Wilkinson & Company LLP

Annual General Meeting, Jan 12<sup>th</sup>, 2022

# 11. CALL FOR END OF MEETING

Annual General Meeting, Jan 12<sup>th</sup>, 2022



**THANK YOU**

**99.3 County FM**

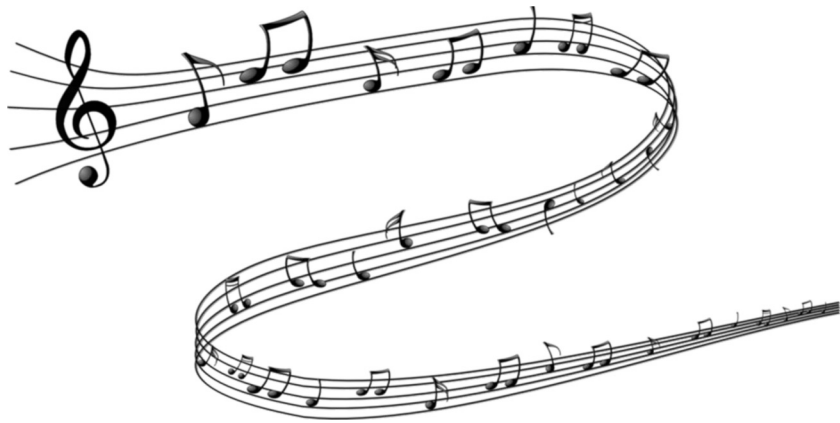
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Radio Corporation**

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Mark in your calendar

99.3 County FM Radiothon

June 2 - 5, 2022

