

Managing Director's Report

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REPORTING ON SEPTEMBER 2017-SEPTEMBER 2018

Amended to reflect additional discussion at the AGM. Additions in italics.

The past year has been one of steady growth and good work maintaining the core PIP services: hosting, member support, workshops and event recording.

We added eight new members to our line-up and some fantastic new podcasts, including Monster Manual Mash the Kawartha Small Business podcast, Pints and Politics, the Electric City Magazine podcast and Peterborough Currents, just to name a few. It's really exciting for me to see that PIP is attracting wonderfully talented members of our community. And I've genuinely been really enjoying listening to all of the content.

And PIP can't take credit for this necessarily but I'd like it on the record that I'm very proud of our members for all the success they've seen. Muses and Stuff has seen amazing growth and they have been able to affiliate themselves with a group of Rock and Roll podcasts. Monster Manual Mash will be hosting a Monster Convention, called MonCon tomorrow at Sadleir House. And Peterborough Currents has partnered with Trent Radio for a grant funded project to come in 2019. I'm really happy that PIP can support such ambitious projects.

This year we have run Podcasting 101, Social Media for Podcasts, and several custom workshops for clients. Podcasting 101 continues to be very popular and I continue to have a very bad sense for what day to book it on - in September 2018 I accidentally booked Podcasting 101 on the same day as the Peterborough Pride Parade and some people who signed up couldn't attend. But these workshops are otherwise very well attended.

Mauricio Interiano ran Social Media for Creative Projects in March 2018 and had several great participants show up for that and they got a lot out of it.

We also generated some helpful revenue through a commissioned Podcasting 101 workshop from the New Canadian Centre. Rob Hailman and I co-facilitated that for a group of professionals in the non-profit sector in Peterborough.

PIP has also engaged with a few event recording commissions. Rob Hailman and I recorded an event for the Electric City Culture Council in the Spring.

Overall, this past year has been about getting more people involved in the organization - since the creation of the board I have been trying to get more folks involved in the operations and spread the podcasting knowledge around. The board and Jeff helped out a lot this summer when I went on holiday, covering office hours, finances, and mentoring members who needed support. I'm very grateful for all of the time, energy and passion board members volunteer to PIP to make it a wonderful place.

Some other things PIP has accomplished this year:

Since February 2018, PIP has been able to offer studio space to podcasters through a very generous partnership with Trent Radio. This was a new program we could not offer before but we've received many comments about how helpful it is - although many folks have commented that they'd like it on days other than just Sunday afternoons but that's how it is for now.

We continue to have a very good relationship with the PR Community and Student Association (aka Sadleir House). *As well as with Rock Camp for Girls Peterborough, with whom we share our share.* Our office is located on the third floor of this building next to the Media Lab. We continue to use this space for our workshops and the media lab continues to be available for our members who can use the professional audio editing software.

Moving into the 2018-2019 year our priorities are to set up the policies and procedures that govern PIP's core services. So far we've been operating with a lot of hope, good-nature, and fun - which are all great things to keep in the organization, but we also need the rules and boundaries to operate within. Currently I'm engaged in a paid contract to write up those important policies and procedures, among a few other priority tasks.

For instance, we have a draft membership agreement ready now for new members and old members to agree to. This is an agreement that lays out the expectations for PIP members as we see it - these are expectations that uphold members position as independent podcasters and that lay out the boundaries of what behaviour could lead to us withdrawing our support.

The membership agreement and other documents - including a policy on workshops, a procedure for membership renewal, and volunteers - these will help us operate will be coming soon to PIP and these will help shape the organization going forward.

Also coming in the 2018-2019 year... in September, Mauricio and I were able to apply for some really promising arts grants for PIP. Should our applications be successful we are looking at hosting some very exciting podcast and audio art presentation events.

We will also be holding an event with speakers on the past and future of audio storytelling at Market Hall with the support of grant funding from the City of Peterborough.

In September 2018, we submit a programme proposal to Trent Radio and for the 2018-2019 broadcast season you can hear the Peterborough Independent Podcasters Showcase every Sunday afternoon from 11:30 am to 4 p.m.

I am also very pleased to say that I'm now in a position where I can start devoting more attention to PIP's development and growth. I'm very excited to put this energy into PIP and see what exciting things we are able to create.

Thank you so much for your ongoing support.

In response to questions:

Moving into the coming year, PIP has added some new volunteer positions to get more community members engaged in our work. For instance, I recently made postings for the following positions: Podcast Accessibility Volunteer, Event Helper, and Marketing Assistant.

We also updated our membership policy - previously hobbyist memberships were \$50 per year and included hosting. This year we decided to unbundle that fee. Now membership is \$25 per year and an additional charge of \$25 per year for hosting services. We made this change in the hopes that we would attract podcasters who may have their podcasts hosted elsewhere but would still like to benefit from the community and other services we offer. This separation also allows us to speak about the benefits of joining PIP and participating as a member - rather than focusing on the cash value of our hosting - which is truly the best deal around.

PIP is also beginning to engage in plans for a membership consultation period in order to develop new policies and programs that will be of benefit to members, including a policy and supports for revenue generation.

At the AGM, members also indicated an interest in further promoting the PIP Showcase which broadcasts on Trent Radio. And there was discussion about getting testimonials from workshop attendees and clients who commission workshops.