

PETERBOROUGH INDEPENDENT PODCASTERS

Managing Director's Report on September 2018 – August 2019

Prepared by Ayesha Barmania for the third annual meeting of the membership on November 2, 2019.

Introduction

Since founding PIP, we have been on a trajectory of maintaining and expanding our core operations and building capacity for future functionality. This past year represents great strides towards both of these goals.

In the 2018-2019 fiscal year, PIP offered an expanded range of weekly programs to support podcasters. And we were able to engage in strategic planning to determine a focused course forward.

Member Programs

Thanks to a partnership with Trent Radio, in September 2018 we launched two new initiatives to support members. The first is the **Peterborough Independent Podcasters' Showcase** a radio program that airs on Sunday afternoons that highlights content created by PIP members. The second initiative is **Production Studio Booking Time** during which time we make production studio space available to PIP members at Trent Radio on Sunday afternoons. These initiatives ran during the Trent Radio 2018 Fall and 2019 Spring broadcast seasons (September – April) and I'm happy to say that we have renewed the relationship with Trent Radio offer these programs again for the 2019 Fall and 2020 Spring broadcast seasons.

In February 2019, I initiated a new program called the **Podcast Accessibility Drop-In** (suggestions for catchier names welcome). This time is an opportunity for podcasters to gain assistance with their program, particularly for folks who identify a barrier due to a disability, but open to all. This program has supported the creation of three new podcasts on the PIP network, and is generating word-of-mouth promotion among folks living with disabilities.

Office Hours continued to be available this year for folks to drop in, ask questions, and become members at our office on the third floor of Sadleir House. This past year office hours were also an opportunity for volunteers to meet with me, do their work and socialize.

In November 2018, I began a call-out for an expanded range of **volunteer positions** with PIP, including Marketing Assistant, Board Member, Event Helper and the honorary title of Highlander. These positions are designed to help me in the management of PIP and provide experience in a range of tasks.

Workshops

Public Workshops

In September 2018, and February 2019, I ran two very successful **Podcasting 101** workshops. Our introduction to podcasting remains our top engagement tool and bestselling workshop.

In October 2018, we tried our **Social Media for Creative Projects** workshop, taught by PIP member Mauricio Interiano, again with limited success. In March and June 2019, we revamped this workshop with a new one-on-one approach for PIP members to receive a 20-minute consultation with Mauricio who reviewed their social media, offered feedback and worked on sketching out a path forward.

In March 2019, we ran a successful **Audio Editing in Audacity** workshop taught by PIP member Jeffrey Moore. This workshop demonstrated the basic skills for editing a podcast in the free software Audacity.

In July 2019, we continued the audio editing series with **Audio Editing in Reaper**, taught by PIP member Rob Hailman. This workshop was less well-attended than the Audacity workshop, but participants expressed how valuable the knowledge was for them. Reaper is a more advanced, paid software that is less popular on the podcasting scene.

Commissioned workshops

This past fiscal year, we conducted two private **Podcasting 101** workshops for corporate clients in the Peterborough area.

The first took place in September 2018 for the New Canadian Center, teaching staff, volunteers and NCC members the basics of podcasting. This workshop was conducted by myself and Rob Hailman.

The second took place in March 2019 for the Catholic District School Board, teaching students how to create podcasts for a media and computers class. This was taught by Jeffrey Moore.

Strategic Planning

Following the last AGM, there was an interest in deepening the organization's governance capacity – chiefly developing policies and procedures for our practices. The board engaged me in a short-term contract to develop some identified items. Through the course of this development, I and the board recognized a need for a level of planning a step back from the day-to-day practices. For instance, before determining a plan for which grants to apply to, I wanted direction on where the organization was supposed to grow.

We decided to engage in a process of strategic planning to determine three directions where we should focus our energies for the next three years. To begin this process, we conducted a **Stakeholder Engagement Survey** to poll our membership, donors, organizational partners, and others on a number of different topics pertaining to PIP's services, past and future. The survey was distributed between March and April 2019, and received 38 responses. Next, I conducted

research and prepared a report for the board on the environment in which we are operating. This report and the aggregated stakeholder engagement survey results are attached to this report as an appendix.

Following this research, the board engaged a consultant to lead us in a retreat where we devised three new strategic directions, which we are proud to present at this meeting. Over the course of the day we discussed the philosophical and practical ramifications for our mandate, and came up with three excellent priorities for the future. These **strategic directions** continue the work we have already begun and show a clear path forward for our priorities into the next three years.

The strategic planning also revealed that we needed to devise some larger organizational strategies, leading to our new **Mission, Vision and Values statements**, included in the President's Report.

I am very proud of what we have been able to achieve. This introspection and planning have set us up with a clear and productive **Three-Year Strategic Plan** that sets us up well for success. Currently, I am engaged in developing an annual operations plan which represents the next step from this visioning. Our incoming board of directors will get to see this document soon.

Conclusion

In addition to maintaining and expanding our core services with new programs and workshops, we made great progress towards establishing ourselves as a responsible organization.

I'd like to thank the Rob, Mauricio, Valentina, Devon, Zara and Angelica for their incredible support as the board of directors for this past year. It's been a delight working with you as a team. Your dedication and support have made for a productive, fun and inspiring year. I am excited to see what the future of PIP holds. Thank you!

I owe a debt of gratitude to Jeffrey Moore for being our stalwart webmaster, saving us from a few unexpected outages over the past year, and for stepping up as Deputy Managing Director while I was away.