



University of Guelph
Room 201 - University Centre
Guelph, On
N1G 2W1
www.cfru.ca

March 5, 2019

To whom it may concern,

Thank you for accepting and reading this document regarding the Ontario government's Student Choice Initiative and its impact on CFRU 93.3 FM and its operations. CFRU staff, board, and management have composed a brief overview of the immense impact CFRU has on the University of Guelph – current and prospective students, alumni, faculty, and staff, as well as communities throughout the city of Guelph and beyond.

Further to what we present here, we are attaching letters of support for CFRU that we've received over the past few weeks; we anticipate that many more are on the way. These letters represent the diverse groups mentioned above and demonstrate the profound effects that campus & community radio has on the lives of those it touches. We believe that these examples support our assertion that CFRU is an essential service that should remain available via secure and consistent funding.

The year 2020 will mark forty years of CFRU broadcasting on the FM dial, and almost fifty years of collaboration and resource sharing between students, faculty and the community. We make essential contributions, not only as a 250-watt radio station broadcasting emerging, multi-genre, multi-language music and spoken word perspectives on local and world events, but also as a media training centre for emerging radio hosts, producers, musicians, journalists, and much more.

CFRU broadcasts critical weather, safety and other alerts that reach all of Guelph, Cambridge, Fergus, Rockwood and Kitchener/Waterloo via a direct connection to the Palmorex National Alert distribution system. This system is tested frequently and is the most reliable source of such alerts, ensuring that students and citizens stay safe and informed.

CFRU Radio also offers skills-development training opportunities to all of its volunteers, particularly in the fields of public speaking, sound editing, and sound mixing. Many students have benefitted from this training – as well as from the ability to access our studios to create professional-sounding audio documentaries and other multi-media

projects for course work. (We are especially proud of our recent work to help facilitate the audio component of the University of Guelph History Department's Rural Diary Archives documentary project.)



We serve as a crucial resource for media production, journalistic pursuits, and recreation. We also offer people an opportunity to engage their marketing and promotion skills and, by serving as volunteers on our board of directors, learn more about management, infrastructure and administration.

We are proud to be such a multi-faceted communications hub, offering such practical experience. Hundreds of U of G students and faculty have volunteered at CFRU in recent years – and many more students and faculty have benefitted from CFRU’s presence on campus through the diverse voices and ideas heard on our airwaves.

In addition, CFRU offers the following services that we believe are so vital to the university and our city:

- We provide a necessary public venue for the voices of those rarely represented in other media outlets
- We offer access, training, and hands-on experience with ubiquitous communications and media production technologies to students and faculty seeking practical ways to share their research and ideas
- We welcome high school students in co-op programs and as volunteers, introducing them to the appeal of on-campus life at the U of G
- A number of our alumni have gone on to positions of prominence in the Guelph community (please see a testimonial letter from Barry Rooke, Executive Director of the National Campus Radio Association, to view a list of such prominent cultural creators)
- We support *many* local cultural and social events and organizations through our roving Mobile Community Studio and via sponsorships, on-air coverage, free public service announcements for not-for-profits, and remote, on-site broadcasts
- We are an important cultural and public archive, documenting the history of Guelph and campus life. We also curate and maintain a massive library of music that is underrepresented in mainstream media.



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- We offer crucial media literacy learning opportunities to all ages, from kindergarten classes to seniors residences—a critical skill in the contemporary media-scape
- We reflect the diversity of the Guelph campus and community more thoroughly than any other media outlet in the area
- We offer students, faculty and community members free access to state-of-the-art audio production equipment and technical support for special events and projects
- We are an integral part of a longstanding international network that has been crucial for independent artists, bands, independent record labels, promoters and distributors for getting their music heard
- We are a safer space on campus, encouraging all people who use our facilities to engage with and understand anti-oppressive practices and provide trainings and workshops to this end

I hope we have already impressed upon you that CFRU is clearly more than just a radio station and that we serve many functions in this ever-changing world of digital media consumption. Our terrestrial signal reliably serves Guelph, Elora, Fergus, Rockwood, Kitchener, Waterloo, and parts of Cambridge. We know this because we are invited to set up remote broadcasts and cover events in all of those cities, hearing directly from eager listeners whenever we're on-site and via email and phone calls. We're also fortunate to have several programmers with international listenerships, who spread the word about CFRU well beyond Guelph and Canada.

I thank you for considering all of this and hope that you and your colleagues recognize the value of CFRU's crucial work for a broad range of the population and why it's beneficial for the university to maintain our operations as they currently stand.

Sincerely,

Vish Khanna
Station Manager
CFRU 93.3 FM
University of Guelph Radio



Lloyd Longfield



Member of Parliament for Guelph

GUELPH

February 28, 2019

Franco Vaccarino
President and Vice-Chancellor
University of Guelph
50 Stone Road East, UC 4th Floor
Guelph ON N1G 2W1

Dear President Vaccarino,

I am writing at the requests of a number of University of Guelph organizations who are deeply troubled and concerned about the provincial cuts to student fees and the decisions regarding essential services that all Universities must make.

As the Member of Parliament for Guelph, I have had the opportunity to appear on many different CFRU programs and witness the level of professionalism of the staff and the quality of the programming. Students also gain practical and relevant work integrated learning experience in media, communications and management. As you are aware the station broadcasts critical weather, safety and other alerts as well as important service announcements.

The University of Guelph is fortunate to have a campus radio station like CFRU 93.3 FM that provides invaluable services to students, our community and across the region.

I thank you for your time and appreciate the conversations we have had as we all continue to work for the best for the students and faculty at the University of Guelph. .

Sincerely,

Lloyd Longfield
Member of Parliament for Guelph

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MIKE SCHREINER

MPP GUELPH

Dear Ms. Chassels,

I am writing to you with a word of support for campus radio CFRU-FM.

With the provincial government's announcement of changes to mandatory student fees, I understand that programs like CFRU are facing potentially catastrophic budget challenges.

I believe CFRU is an important institution - bringing the U of G community together through weather and safety broadcasts, serving a platform for students and faculty to share research and ideas, and a crucial network for independent musicians. It plays an important role in shaping University of Guelph's identity; a role I hope it will continue to play for years to come.

Thank you for the important work that you do in ensuring that the University of Guelph is a fulfilling learning environment for all students, faculty, and staff.

Kind regards,

A handwritten signature in cursive script that reads "Mike Schreiner".

Mike Schreiner
MPP Guelph



ONTARIO AGRICULTURAL COLLEGE

SCHOOL OF ENVIRONMENTAL DESIGN
AND RURAL DEVELOPMENT

February 13, 2019

Carrie Chassels
VP Student Affairs
University of Guelph

Re: CFRU FM 93.3

Dear Carrie Chassels,

I am writing this letter in support of CFRU FM 93.3, an essential student service on the campus of University of Guelph and in the community of Guelph. In this letter, I state my strong recommendation for maintaining the allocation of student fees for CFRU FM 93.3. I also propose ideas on how the allocation of student fees can further enhance CFRU's sustainability.

CFRU FM 93.3 is our shared resource at UoG. This radio station is remarkable for its network beyond the campus linking up and making UoG and its students visible in several media-related networks. This means that the investment in CFRU actually moves beyond the campus, to the national and global levels. This has been steadily growing because of digital (internet) CFRU but since its inception, CFRU FM 93.3 is a recognized hub for student learning. Coincidentally, I am writing this letter of support and it is #WorldRadioDay. Let me say that given the reduced platform for good media, the need for campus and community radio has never been more important.

What is equally significant is the investment CFRU FM 93.3 makes to a number of learning, outreach and communication activities on campus, and off-campus. The activities that I am directly involved with concern the skills and knowledge development of undergraduate and graduate students in community media projects and coursework. Every year dozens of our students gain first-hand knowledge of radio by volunteering at CFRU or working in the production studio on communication projects. One of the production studios was, in fact supported by a donation from my research program (the CFI Funded Rural Media and Communication Lab 2005-2015). This studio is a good example of how student fees contributed to CFRU FM 93.3 enhance CFRU sustainability by collaborating with faculty research projects. More opportunities like this are possible.

Students are directly benefiting from the investments in CFRU FM 93.3 because they receive accredited learning opportunities and professional training that will be relevant to their future careers. I have no doubt about this and see students from any number of disciplines/programs at UoG benefiting from their experience with CFRU. It is especially important for our students who will major in fields related to agriculture, food, animal sciences, natural resources, environmental change and food systems sustainability. CFRU FM 93.3 provides an interdisciplinary learning opportunity for these students. At the same time CFRU FM 93.3 programming is of relevance to students in the arts, humanities and social

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IMPROVE LIFE.

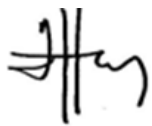
sciences with hands-on learning, particularly if they are interested in areas such as social justice and communication and media studies.

If you have any doubts about CFRU FM 93.3 being relevant to career pathways then please look at what the station has achieved in its past 40 years. What many at the UoG may not realize is that the “FR” stands for Frank Ryan, a tireless advocate for community radio on the UoG campus. His bequest got the radio station going and many alumni of UoG feel closely connected to the station. Please be sure to speak with Ian McDiarmid and current member of the UoG Board of Governors, Nancy Brown-Andison, who as alumni have longstanding relationships of support for CFRU FM 93.3. Another alumnus, Barry Rooke (CEO of National Campus-Community Radio Association) gained tremendous experience of his time with CFRU FM 93.3. I think these individuals and their contributions are indicative of what happens when a space such as CFRU FM 93.3 exists. Simply put, UoG students have an amazing opportunity to gain knowledge and skills that will enrich their lives, both while they are students, and when they have graduated.

I want to encourage CFRU FM 93.3 to continue to engage in meaningful and productive partnerships that will support its sustainability. Student fees are essential to the station but they can be mobilized even further for the acquisition of equipment, support for salaries and for innovative programming. In your role as VP Student Affairs, please convene further discussions with the UoG Administration as well as with CSA and GSA to ensure past and future investments in CFRU FM 93.3. Bring in faculty and staff on campus to know that student contributions in CFRU FM 93.3 have a multiplier effect and that the radio station is an asset that is non-negotiable to what we are as a community, and as a university. Truly, as a UoG professor teaching at the undergraduate and graduate levels, I cannot imagine what media-engaged learning projects would be without CFRU FM 93.3. There are innovations coming from CFRU FM 93.3 and these better student lives at university and extend their influence beyond campus.

In conclusion, please hear my vote of confidence to the exceptional activity and space on campus that is CFRU FM 93.3. Please do not hesitate to contact me if I can be of further assistance.

Yours sincerely,



Helen Hambly Odame, PhD
Associate Professor
University of Guelph



INTERNATIONAL
INSTITUTE FOR
CRITICAL STUDIES IN
IMPROVISATION

Bryan Webb
Operations Coordinator
CFRU 93.3FM
University of Guelph
Guelph, Ontario

February 12, 2019

Dear Bryan,

I am writing this letter in strong support of CFRU (93.3), Guelph's campus and community radio station. As the Director of the International Institute for Critical Studies in Improvisation (IICSI) here at the University of Guelph, and in my capacity as the Founding Artistic Director of the award-winning Guelph Jazz Festival, I have had the pleasure of working with CFRU over several years and in various contexts. It is clear to me that the station offers a vital service to the university campus and to the broader community.

CFRU has contributed to and had a synergistic relationship with IICSI's research programs and knowledge mobilization efforts for many years through a variety of partnered activities. The station hosts the "Sound it Out" podcast and radio program produced by IICSI Graduate Research Assistant (and recent PhD graduate) Rachel Elliott. This series explores a wide variety of topics in Critical Studies in Improvisation and boasts 82 episodes, featuring original interviews with leading thinkers and creative practitioners. IICSI's long-standing Play Who You Are partnership with KidsAbility Centre for Child Development, Rainbow Camp, and the Guelph Jazz Festival has been supported by CFRU in several key ways. CFRU has also contributed documentation, promotion, and dissemination to our Musical Improvisation at Land's End / Coin-du-Banc en folie research/outreach program in Quebec, for example by lending several digital recorders to support documentation during workshops. Over the years, indeed, the station has provided equipment for many of our Institute's projects and activities, including our annual conferences and ongoing workshops. The station's staff and volunteers have given tours of the studio, offered radio spot writing and recording experience to teens with a range of abilities, arranged for advance coverage of events through pre-interviews with participants and organizers, and provided important radio promotion in the community. Events (keynote lectures, panel discussions, musical

performances) at the annual Guelph Jazz Festival Colloquium have been recorded and broadcast by the station for many years.

This is just a partial list of the important role that CFRU has played in supporting, documenting, and disseminating the work we do at IICSI and the Guelph Jazz Festival. In short, I have collaborated with CFRU for many years and have a deep appreciation for the ways in which the station contributes to the arts and culture of our community, serves our students, staff, faculty, and community, and promotes underrepresented music and ideas. With this letter of support, I would like to add my voice to CFRU's efforts to maintain its current funding and operational budget.

Sincerely,

A handwritten signature in black ink, appearing to read "Ajay Heble". The signature is fluid and cursive, with a prominent initial "A".

Ajay Heble

Director, International Institute for Critical Studies in Improvisation

Professor, School of English and Theatre Studies

Artistic Director Emeritus and Founding Artistic Director (1994-2016), The Guelph Jazz Festival

I arrived at the University of Guelph as a 17-year old psychology major. I didn't know what I wanted to do with that degree; I didn't know if I even wanted the degree, and I didn't have great reasons for picking Guelph (I ended up switching to History and loving my time in Guelph). I'm one of the many students that went to university without a plan or purpose, hoping to find one there. I found it through CFRU 93.3fm, funding for which is threatened by the Student Choice initiative.

In retrospect, it is easy to say that the most profound and educational part of my university experience was the opportunity to volunteer at CFRU. CFRU was the only constant in my time at University, the thing that - more than classes and papers and exams and sports and parties - gave rhythm and meaning to my experience in Guelph. I became committed to my weekly radio show, but I also quickly became committed to the culture and community around CFRU. I became committed to supporting the radio station's role as an integral bridge between the campus community and the rest of Guelph

Through CFRU, I got a total education in audio production and media making; I was introduced to a tremendous network of volunteers, exposing me to a diversity and opinion and interests that is unparalleled by most programs associated with the University of Guelph; I was given a supportive platform through which to explore my own interests, interview my heroes, and learn new skills; I was given the opportunity to build an identity beyond the classroom and the dorm.

CFRU has taught these same skills and offered these same experiences to thousands of students over the years, not to mention the benefits to many other students as listeners and the benefits to the relations between campus and community. It would be a grievous mistake for the Student Choice initiative to go forward as planned. Please reconsider.

Thank you,

Peter Bradley

Attn: Carrie Chassels, VP of Student Affairs
University of Guelph
Guelph, ON Canada

February 14, 2019

I am writing to you as a long-time listener and supporter of CFRU as well as a former employee and audio producer at the station, to encourage you to continue to consider the station an essential service.

I did my graduate work at the University of Guelph in the early 2000s. As an American raised on a massive and mysterious public radio system, I was delighted to discover that CFRU not only existed on campus but that the barrier for entry into *actually producing* programs was almost non-existent. I eagerly began to volunteer at the station and produce shows, learning professional voicing, interviewing, and technical skills from the dedicated staff there.

That access, training, and hands-on experience proved invaluable. With help from the staff, I made audio pieces that won Canadian and international audio awards, and aired on the BBC and Australian Broadcasting Company. Five years later, I decided to leave the University of Guelph with an incomplete degree. CFRU helped me become so adept at audio production that I landed a job at a coveted public radio show and podcast back in the States. CFRU prepared me for my professional career more than my department ever did.

While at CFRU, I also worked as the Community Outreach Coordinator. CFRU's mission to provide a public venue for the voices of those rarely represented in other media outlets is not only admirable, but its *delivery* on that promise is exceptional. As Outreach Coordinator, I oversaw the organization of social events, sponsorship, on-air coverage, and public service announcements for groups and not-for-profits that would otherwise be underrepresented.

This valuable service continues today in the form of ongoing support for groups that work to alleviate trauma from sexual assault, groups that provide mental health support, small businesses, and more. As such, the student population has access to a community outside of the University and community populations have access to student ears. This exchange reflects a diverse vision of a University in *partnership* with its city (rather than isolated from it).

I encourage you to continue to prioritize CFRU as an essential service to the University of Guelph. Please don't hesitate to reach out to me by phone or email (below) for more information.

Best,

Kelly Jones
hardcastle.jones@gmail.com
703-407-9131

January 10, 2019

Guelph Collegiate Vocational Institute
155 Paisley St
Guelph, ON N1H 2P3

To whom it may concern,

CFRU is of vital importance to the University of Guelph and to the community of Guelph. CFRU should be declared an essential service and the University should continue to maintain the current funding toward staff salaries, equipment upkeep, and its connection to campus and community organizations.

CFRU offers crucial media literacy learning opportunities that are essential for young people. For many of my students in the Upper Grand District School Board high school program MADE:UrbanArts, the experience of working directly with CFRU employees in the CFRU studios has been a catalyst for future endeavours in media and media education. The CFRU team has an incredible ability to promote open and engaged discussion about demographic, advertising, structure of programming, and community engagement linked to the development of important critical thinking skills around media. In an era where young people are searching for an authentic understanding of the positive value of media, there could be no more direct and local connection as strong as this partnership.

Furthermore, an important partnership has been developed between my high school students and the University of Guelph through their collaborations at CFRU. For many of my high school students, our connection to CFRU is their first exposure to the University of Guelph. This time spent on campus with the employees at CFRU has been instrumental in the decisions of many of my high school students to attend the University of Guelph to pursue their postsecondary education. This partnership is not only good for my students, it is of significant benefit to the University in general as these students who have enrolled in the University of Guelph have also gone on to be valued members of the University of Guelph Alumni family.

We are grateful for the opportunities we have had to work with the dedicated, skilled, articulate, and engaged people at CFRU. We sincerely hope that we will have the opportunity to continue our connection with this excellent institution. It is imperative that CFRU's current level of funding be maintained in order that they may continue to provide these truly essential services to the University of Guelph and to the Guelph Community.

If you have any questions, please contact me at kelly.mccullough@ugdsb.on.ca.

Sincerely,

Kelly McCullough
MADE:UrbanArts
Guelph CVI
Upper Grand District School Board

CFRU has been a contributor to the “university experience” since the founding of its original organization, the Radio Society, in 1964. CFRU is a learning environment. From the beginning through to today, there are two broad objectives: for students to experience the doing of radio; and the production and broadcast of alternative programs.

The “doing” of radio involves more than the learning to master the equipment. It reinforces traits needed in the greater community such as: making and keeping a commitment; understanding responsibilities to others; as well as research and preparation. In my time as CFRU General Manager I was asked for work references for students with limited work experience in which I outlined that the student made and fulfilled commitments and arrived on time and prepared. More formally, CFRU has taken on co-op students as interns. I trace my own successful 34 year career with Bank of Montreal back to my learnings gained as CFRU General Manager.

From 1939 to 1955 OAC offered a credit course in radio broadcasting, the first in Canada. In its own way, CFRU continues that as the delivery of programs on CFRU is akin to a public speaking lesson.

The production/broadcast of programs allows students as programmers or listeners to learn about their community and a broader view of the world, be that current affairs, environment, or the arts/music. The University has knowledge and ideas to share. Students have fresh perspectives to share. Through radio, podcasts, internet streaming, CFRU is a medium to deliver knowledge. As a student, I submitted radio documentaries in the place of written essays. I broadcast my interviews with professors. Documentaries, interviews, discussions are all part of CFRU’s schedule of programs.

Students learn about and learn from the community through interaction with community members who participate in CFRU.

CFRU is rare among “campus radio” in that the FM station was made possible by a partnership between students and the University. (Most campus stations are owned by the student union.) Since 1964 CFRU and its predecessor organizations have succeeded in being a learning environment and a positive contributor to the university experience, fulfilling the objectives of the partnership.

Ian McDiarmid SocSci’81

University Community Service Award recipient 1981

CFRU Volunteer Award Sponsor and Contributor

Involved with CFRU since May 1970; Operations Coordinator 1972-1974; General Manager 1974-1981

To Whom It May Concern:

My name is Janan Shoja Doost and I am a third-year undergraduate student at the University of Guelph. I have been volunteering with CFRU 93.3 FM for the past three years, hosting a weekly sports-themed show every Thursday afternoon. What CFRU has done for me over the past years has allowed me to connect with the people of my community and impact their lives in a positive manner. It gave me a voice to freely express my thoughts and educate local listeners on topics happening locally and around the world.

I am certain that I am not the only student volunteer who has been impacted by the friendly and welcoming aura of CFRU. The family-like vibe of the studios and how warm the staff and other volunteers are is another factor that contributes to CFRU staying true to the values that it stands for. There have also been fundraising events that have raised budgets for improving current permanent and mobile stations so that equal chances are given to all members of the community to get involved with radio and find their own voice.

I understand that due to some political reasons, CFRU might be deprived of its funding and could even cease to exist as a result. If some of the people who made that decision understood how truly valuable and essential campus and community radio stations like CFRU are to the lives of the community members, the thought of even proposing such decisions would never even cross their minds. Overall, I hope to see the day that non-profit clubs and organizations like CFRU are still continuing to make positive changes in the lives of many.

Sincerely,
Janan Shoja Doost

To whom it may concern,

My name is Isaac Bell and I'm a fourth year Bio-Medical sciences student here at UofG. I am writing to express my view that CFRU, and all its associated services, is an essential part of the Guelph campus and broader community.

My favourite shows include, but are certainly not limited to: The Flannel Hour, Open Sources Guelph, to know the land, and Clan Na Gael. I started listening to CFRU during my first year living on campus, and every Sunday at noon Clan Na Gael would serve as my motivation to begin studying. I have shared this experience with my family members, all of whom are now regular listeners. My Grandmother grew up in Dublin, and listening to Clan Na Gael is an (often emotional) reminder of home.

In my opinion, of the most important aspects of CFRU is that it provides a local alternative to mainstream radio or news services. In many cases, this can function as a bridge between the UofG campus and the Guelph community. I have heard many people describe campus as a 'bubble'. Indeed, many students live on campus or in the south end of Guelph, only venturing downtown to go to the bars. CFRU is a great way to find out about local events, programs, and services that can link students (and all Guelph residents) to the community.

Further to this notion of local content, CFRU has been an excellent, and crucially unique, source of information during periods of elections. During the recent provincial election, I was able to make much more informed voting decisions based on CFRU's local reporting. Listening to CFRU's coverage on election night, and over the next few days, offered an engaging and Guelph-focused analysis not available anywhere else. The absence of such content during the upcoming Federal election would be severely disappointing.

I'd like to conclude by reaffirming, both as a student and a community member, my appreciation of CFRU's essential role in the cultural and political fabrics of the UofG and Guelph community. Thank you,
Isaac Bell



NCRA/ANREC
251 Bank Street, Suite 506
Ottawa, Ontario,
K2P 1X3

February 12, 2019

Carrie Chassels
VP Student Affairs
University of Guelph

Re: Make CFRU-FM an Essential Service.

Dear Mrs. Chassels,

We are the National Campus and Community Radio Association/L'Association nationale des radios étudiantes et communautaires ("NCRA/ANREC"), a not-for-profit national association working to recognize, support, and encourage volunteer-based, non-profit, public-access campus, community and Indigenous radio broadcasters in Canada. Our goals are to ensure stability and support for individual campus and community radio stations and to promote the long-term growth and effectiveness of the sector. Our membership includes 107 stations across Canada, including 19 campus radio stations in Ontario, one of which is CFRU.

We are concerned that the Government of Ontario's proposed changes to student ancillary fees will result in the loss of many student/youth jobs and jeopardize the ability of students and other community members to ensure that institutions remain accountable to students by putting non-profit student newspapers and radio stations at risk. Campus radio stations also provide emergency broadcasting services on campus and in their communities and employ more than 150 staff, who support an estimated 3500 volunteers. They offer training and development for students, both as part

of their on-campus curriculum and within the community at large. Guelph alone employs 6 staff and has over 150 volunteers, yearly.

These proposed changes will result in a dramatic reduction of fees currently directed to campus media and directly impact their ability to maintain their services. For CFRU, a reduction in fees will also impact their ability to maintain their broadcasting licenses, which are issued by the CRTC to serve the public interest. Their emergency system reaches Students and community as far as Cambridge, Fergus, Rockwood, and Kitchener/Waterloo in times of need.

Student fees are set by students through democratic referendums, and community media has been consistently supported by students through referendums for the past 35 years. We are deeply concerned that this government is silencing non-profit media and limiting public accountability and freedom of expression.

CFRU radio has developed some notable talent including, Alka Sharma (Executive Director of Ontario Council of Folk Festivals, former Senior Manager of Operations at the Toronto International Film Festival, former Executive Director of the Toronto Reel Asian International Film Festival, former CBC producer) Hugh Harrison (Radio jazz host and historian, musician, former manager of Vogue Theatre (Vancouver)), and John Harris Stevenson (Researcher in contemporary information technology practice and policy, Friends of Canadian Broadcasting, help found CRFC). I (Barry) am proud to be a CFRU and University of Guelph alumni, who now leads our national sector. I couldn't have achieved where I am without CFRU as a base for learning, education and development opportunities. Others from Ontario stations included former premier David Crombie, OC, OOnt, broadcaster, and journalist Avis Favaro, and media personality George Stroumboulopoulos. (See Appendix A for a full list)

Facts about campus radio:

- One-fifth of Canadians listen to campus or community radio regularly or occasionally,
- Adults aged 18-29 and people born outside of Canada listen to campus or community radio more than the average person: one-quarter in these groups reported that they are listeners of their local campus radio,
- One-third of all survey respondents reported getting local news from campus or community radio,
- Often student campus media is the only source of information directly related to campus affairs.

Facts about CFRU:

- Offers access, training and hands-on experience with ubiquitous communications and media production technologies to students and faculty seeking practical ways to share their research and ideas,
- Provides a necessary public venue for the voices of those rarely represented in other media outlets,

- Supports many local cultural and social events and organizations through sponsorships, on-air coverage, free public service announcements for not-for-profits, and remote, on-site broadcasts
- documents the history and development of Guelph through their massive public archive of everything put to air,
- Offers crucial media literacy learning opportunities to all ages, from kindergarten classes to seniors residences - a critical skill in the contemporary media-scape,
- Reflects the diversity of the Guelph campus and community more thoroughly than any other media outlet in the area (and by far one of the best in the country),
- Offers students, faculty and community members free access to state-of-the-art audio production equipment and technical support for special events and projects,
- Part of a longstanding international network that has been crucial for independent artists, bands, little record labels, promoters and distributors for getting their music heard, getting their music to chart nationally,
- Is a safer space on campus, encouraging all people who use their facilities to engage with and understand anti-oppressive practices, providing training and workshops.

We look forward to the opportunity to speak further with you about the amazing work CFRU does for the University of Guelph, and the larger community.



Barry Rooke
NCRA/ANREC Executive Director



Katie Sage
NCRA/ANREC President

Appendix A - Notable graduates of Ontario Campus stations

<https://docs.google.com/document/d/19mshxC2T6yHyFnh7mjIN09VnLwgB3dUDEeGXaOvTy60/edit?usp=sharing>

Testimonial

Dear University of Guelph Admin,

I have been volunteering at CFRU for two years now and I believe it is one of the greatest opportunities given to me by the Guelph community. The summer before my first year at the university, I knew that I wanted to participate in a club or organization of some sorts and I understood that university would give me this opportunity. However, I am not good at interacting with groups of new people, so the idea of me voluntarily putting myself in a social situation gave me anxiety. At the same time, I wanted to volunteer somewhere that I knew I would be passionate about, and music has always been a big part of my life growing up. This is what led me to discover CFRU. Once finding out that I could volunteer at a radio station that didn't involve me being surrounded by loads of people or forced to interact with groups, while working with something I am so passionate about, I knew that that was the place for me.

Ever since my first volunteer shift, I have felt nothing but welcomed by the station, the workers, and fellow volunteers. It is convenient for me because it is on campus and easy to access, however, it is also separate enough (in the tasks that I do) that it gives me a retreat from the stress of school. I have developed a greater understanding of music and how community radio stations work as I had a very different image of it going into the volunteering position. I feel as though I have developed a great relationship with my supervisor Alex as she is understanding, supportive, and patient with her volunteers – as I am sure all the CRFU staff are with their volunteers.

Since this is a volunteer run organization, I believe that it gives students or members of a community a great chance to participate in something they enjoy without

having the fear of being rejected or excluded. I plan on volunteering here as long as I am still in Guelph and I try to support the station as much as I can as it has become such a large part of my life. It would be a shame to see it go, not only for me, but for the general Guelph community.

I sincerely hope you decide to continue funding CFRU and that this testimonial made some sort of difference in your decision. Thank you.

Regards,

Brenna McCutcheon

Testimonial

CFRU 93.3 FM provides essential services to the University of Guelph and the Guelph community in two key ways. Firstly, our radio station brings vital information to students about the diversity of crucial campus services, various clubs, and organizations that are available to help them throughout their studies.

Secondly, Guelph is a designated Music City and consequently CFRU 93.3 FM is directly involved in building our vibrant music community. As a local musician, CFRU 93.3 FM means that I can directly connect with other musicians and find out about local shows (along with broadcasting them). This is especially important for the renowned Hillside and Kazoo! Festivals, which also allow musicians to build partnerships and promotion with downtown businesses. Finally, the station's recording and production studios are an invaluable resource that is maintained by hardworking, passionate staff and volunteers.

CFRU 93.3 FM is a vital part of the Guelph community, as well as being a crucial source of information and resources for University of Guelph students.

Viktorija Arsic

Graduate Student

CFRU 93.3 FM Board Director and Student Volunteer

Musician

"I came to the U of G in 1984 from the middle of nowhere. At that time, CFRU was a small child. Just five years old. I remember there was a CSA referendum to get all students to contribute some piddly amount toward the operation costs of CFRU as part of their annual student fees. I had never heard of CFRU. I was a science student for godssakes! Who had time for music? (lol) I remember thinking: "I don't listen to local radio. Pffft. They aren't getting my money." So embarrassing: That knee-jerk reaction. That's the Brexit Logic right there! It's so stupid. It's not informed. You think you're informed and making a choice but you're just falling over into a void of emptiness that the ego thinks is intelligence. Nope. You gotta get informed THEN make the decision about the essential good or bad of said piddly fees or your role in the E.U. But people don't do that much. Especially Rob Ford style thinking. They just say YES or NO without knowing a fucking thing about what they are weighing in on. So please don't. I didn't. I stalled my knees from jerking. Instead: I checked it out. Turns out my best friend, Kaetlen, was dating Dave, and Dave was a CFRU programmer... So there was a connection. I decided to go find the radio station. It's easy to find! Just follow the music to the 2nd floor! I decided to go in and look around. It's amazing in there! Music and cool people and equipment and a relaxed vibe and zillions of albums you can listen to. Me! You! All of us! Then I started paying attention... actually turning my dial to 93.3 and listening, any time of the day or night, you know: research. It was always awesome. Often hokey but awesome. Local voices. Local news. Global reach. Big ideas. Amy Goodman! New tunes. Different accents. Civilized fights on air! Hints about upcoming concerts. Insider scoops about Eric's Trip (my 40 year crush on Julie Doiron), and celidh's and New Age crystal stuff. Basically there's nobody and nothing that is left out of their programming vision. And you know what? After that finding-out-phase I was totally keen on supporting CFRU. You will too! Just put in the puny work and find out. I did then and I still do, support them because they are so important, so awesome, so rare. Even more so. It's EVEN MORE IMPORTANT now than ever before. With the collapse of many print media (trustworthy, relevant, not Big Box blathering) there are more and more "news deserts" in Canada and around the world; places where people in those communities do not get any information about what's happening around them, or hear from anyone they actually know or have any chance to contribute to real public discourse in any way!. CFRU (and a few other platforms like The Trib, and Off the Shelf, and the community bulletin boards around town, and The Ontarion) keeps ALL of Guelph from being a news desert, and hence all of us Guelphites from being news zombies tuned into (as Haroon Sidiqqi said at the Guelph Lecture last month) "the latest about Beyoncé's belly button"), and hence all of Guelph itself from being a generic piece of cheap disposable crap. "

Karen Houle
Professor of Philosophy
University Of Guelph

CFRU 93.3FM – Campus and Community Radio

February 10 2019

Testimonial by: Theresa Martin (M.Sc.), Alumni 2018

When I think about CFRU 93.3FM three main themes comes to mind: Connecting with the Guelph community, Development of new skills and Effectively sharing information.

CONNECTING WITH THE GUELPH COMMUNITY

During my time volunteering at CFRU I have become more empowered than ever to connect with my community – CFRU has presented me with countless opportunities to engage with students on campus and locals of Guelph at events and festivals – opportunities that have led to employment opportunities and the creation of new relationships within my community. CFRU 93.3FM is ESSENTIAL because without it we would lose an important facilitator of connecting individuals residing in the Guelph community to each other in such a fun, creative and innovative way.

DEVELOPMENT OF NEW SKILLS

Before joining CFRU I knew nothing about the technology that went into developing, running and hosting a live radio show. Now, 6 months after beginning to volunteer at CFRU, I co-host a French radio show multiple times a month and perform interviews that support and advertise local Guelph bands that are on the rise! This experience and free training by the incredibly fun, patient, experienced, passionate and good hearted CFRU staff has aided me in building confidence, has led me to develop even more critical thinking strategies in interviewing in my day to day life of being a researcher, and has allowed me to make many, many connections and friends within the Guelph community. CFRU 93.3FM is ESSENTIAL because I am not aware of any other group that offers free training in how to communicate information to the masses, leading to the development of many, many skills – both technological and social.

EFFECTIVELY SHARING INFORMATION

CFRU 93.3FM is a cherished information resource for both students at the University, and Guelphites throughout the Guelph area and beyond. Local events and festivals that aid in the thriving of the Guelph community are advertised, discussed and reported on LIVE by Guelph community members, for Guelph community members. CFRU 93.3FM is ESSENTIAL because it builds community by supporting local artists, events and festivals, and by making sure that the community is kept up to date with the latest happenings in Guelph!

I absolutely LOVE CFRU 93.3FM. CFRU 93.3FM is critical to continuing to enrich the community of Guelph, and I wish to see it continue to flourish within the University of Guelph for many years to come!

Sincerely,

Theresa Martin

I discovered campus/community radio by accident as a teenager in the GTA, finding CIUT (U of T) and CKLN (Ryerson) on the radio via the “seek” function in the car. When I arrived in Guelph in 1991 as a student (OAC 93A), I was excited to discover that Guelph had a local station and I have been a devoted listener ever since. I became a volunteer at CFRU after an appeal went out in 2004 and have served in various capacities at the station over the years (technical, board controller, news reader, editor & on air personality)

I currently co host a show called Open Sources Guelph, which covers the breadth of the political spectrum and topical issues of the day. Over the years we have hosted guests from all levels of government of every stripe, along with countless non politicians involved in current affairs. We also provide live election coverage of municipal, Ontario and federal Canadian elections when they occur. During election periods, we produce extended interviews with all of the candidates who are running in Guelph so they can freely present their views and perspectives. We managed to speak to virtually everyone who ran municipally last year. The mayoral candidates were given a full hour and both stopped by in person for the show.

I receive zero remuneration for this work and I usually spring for the pizzas to feed the team on election night. I didn't realize how wide our reach was until I started to get (mostly) positive feedback both from students and community members. There is no other radio, TV or local podcast show in CFRU's broadcast range that creates in-depth programming such as this as they are not obligated to nor are they structurally able to provide it. Since it didn't exist and we felt there was a need for it, we were able to create it and fill the gap. It is part of the station's mandate.

This is one story but it is a reflection of why a station such as CFRU is such a critical resource to both the campus and the community. Although CFRU is available at cfru.ca, we reach countless people via the FM dial - inexpensive to the end user and for the most part commercial free. When the wifi is down or the power is out, the station is available on a battery powered or wind up radio. The station also broadcasts critical weather, safety and other alerts covering the Guelph, Cambridge, Fergus, Rockwood and Kitchener/Waterloo area via a direct connection to the Palmorex National Alert distribution system.

CFRU is a fully outfitted facility with high grade equipment, an extensive music collection (acquired at little to no cost) and indispensable staff who are available to fully train a wide range of volunteers to produce quality material. Local music, arts and related events both on and off campus are at the forefront of and showcased in many shows. There are also countless programs that cater to specific underrepresented cultural groups such as the extensive Black History Month programming in February and others that are geared to myriad languages found in our broader community such as Spanish and French. My late father rarely missed Clan Na Gael, the two hours of Irish and Scottish music presented every Sunday afternoon, which has been on the air for years. There are volunteers who have been involved for decades and there is one CFRU veteran with nearly 50 years on the dial with it's various incarnations. CFRU has an imbedded historic presence in this town.

As a listener and volunteer but also as an alumnus and employee of the University, I trust that some kind of agreement can be reached to stabilize funding for CFRU and maintain it's legacy in the face of the changes on the horizon. In this era of media consolidation, centralization and device driven information, it is critical that the voices of this campus and the community continue to be heard via this medium. CFRU is a unique resource that needs to be preserved and it's loss would be immeasurable and regrettable.

Sincerely,
Scott McWhinnie, ADA, M.E.

To whom this concerns,

My name is Nicholas Cooper, a university alumnus of the University of Guelph. I have been a volunteer at CFRU 93.3 FM for over 3 years now. I have been involved a lot of the station's outgoing activities and background operations, but mostly as a music host and programmer of my own show, The Sentinel's Marvellous Kaleidoscope (SMK).

CFRU is an essential service and platform for the University of Guelph students and the Guelph community, and even beyond the city, in my special case. I live out-of-town in Mississauga, where there is currently no functioning community/campus radio station and a lack-luster music scene to support its artists and community when you compare it to Guelph. I commute every week to be part of a supportive inclusive safe environment, surrounded by helpful loving staff and volunteers who I consider wonderful friends, all passionate about a free-media outreach platform that features alternative music and alternative talk by ordinary people, especially by marginalized groups in our society, that mainstream platforms skim over or completely ignore all together.

To be honestly sentimental, CFRU has meant the world to me, especially when I started The Sentinel's Marvellous Kaleidoscope, and quite recently. As any fresh new endeavour, it took time to adjust to the radio environment and having to talk so much more than ever before! I should mention that I have a learning disability, which affected my talking and social skills. What a difference now compared to before joining the station, I can tell you that! If you have heard me on radio recently compared to when I started, you would ask who that voice belonged to: more carefree, strong, certain, accepting of messing up word and name pronunciations when they occur, unshaken, passionate. CFRU has been a blessing for me, to grow personally and to become knowledgeable and sensible to alternative insights and outlooks, and to feel like I am part of a supportive connected community. It allowed me to form a vast new scope of friends, both at the station and in Guelph, and around the world through the SMK's outreach. It has given me the courage to conduct my very first music interviews, which I will be continuing to conduct and improve my skills in. They allowed me to feel more confident around others at social events, allowing me exposure to and the confidence to volunteer at my first couple of festivals: Kazoo! Fest, Hillside Festival and the Guelph Film Festival. The time at CFRU over the past 3 years has been very beneficial to me. It has been a safe second home, alongside Guelph as a whole.

Quite recently, I came out as a gay man on my show, on CFRU air-waves, on a public platform. The station has helping me gain confidence, bravery and assurance in myself as an individual, laying the foundations for me to finally take on this courageous act to accept my true sexual orientation and my honest self. Without CFRU, I would be lonely, scared, messed up and unsure of my own strengths and abilities, and if anyone really cared about me. I know now that I don't need to be afraid of who I am and to embrace that for all to see! Moving forward, I will be advocating and supporting proudly my rights alongside those in the LGBTQ+ community.

To me, CFRU 93.3 FM is life, and life is essential!

Nicholas Cooper

TESTIMONIAL: Bruce Mathews; [BSc 82] and CFRU Volunteer

We could have moved anywhere. In fact, we didn't need to move, we had a comfortable house in Toronto. My wife and I had each taught for about 30 years and had been retired for a couple so maybe some downsizing was in order. Guelph was the first place we checked out. It had good associations since we had met here as students. Naturally, we bought the first house we looked at and a few weeks later we were residents of Guelph. Right away I noticed that CFRU was still going strong and it brought back fond memories. I heard the call for volunteers, and answered. I've been hosting Zombie Jamboree for almost two years now.

What do I get from doing a radio show on CFRU? While a student it led to a job DJing at the Bullring. That job led to another DJing at Chateau Lake Louise in Alberta. Living in a Rocky Mountain beer commercial caused me to seek more meaningful work and that turned out to be teaching high school physics. The skills I learned while disc jockeying and making radio transferred well. It was not hard to compare dealing with dancers on alcohol to students on hormones. Teaching requires people skills like diplomacy, thinking on your feet and getting by with what you have. Personally, doing radio makes you listen differently, and I still do. There are few things I like as much as exploring great music and sharing what I find. One of the rewards of teaching is when former students come back to thank you for "making them" learn something, develop a skill or see a point of view that they didn't appreciate until later. CFRU was a bit like that; I didn't realize what it gave me until much later.

It's not just volunteers that benefit from a community radio station. It helps build community. CFRU makes radio in schools, seniors residences and at events. They sponsor and publicize events around town and in the studio. The programming is as varied as the community. There have been shows on mixed martial arts, cycling, horses and current affairs. All genres of music and many languages are represented. It really does reflect Guelph back to itself. It's no accident that there is such a vibrant music and arts scene here. Even if you don't volunteer, or even listen, there are benefits and more connections between the university and the town.

Sounds great, but is it worth paying for? Having been short of cash, I would likely have said no to all optional fees, opting instead for groceries or rent. I might have been saying no to my most valuable university experiences, without even knowing it. In fact, while an a la carte selection of activities sounds fair, it's really like trying to order dinner from a menu on which the prices are clearly marked, but you can't read what's on offer. You have the costs, but don't know the benefits, and may not until much later. It's a situation akin to complaining about paying taxes for healthcare and education even though you are healthy and have no children in school. Again, one is given the costs, but the benefits are uncertain and variable. Way back in my first year of university I tried to live at home and commute to campus for classes. It worked, but something was missing, namely a community with interests that went beyond academics. CFRU is just one of those great additions to university life that can build both social and technical skills, skills you may be using long after you've forgotten how you got them.

As a UofG alumnus, Guelph resident and local musician I cannot overstate the importance of CFRU to myself and my community.

I listen to CFRU every day.

Not only does the station offer fantastic, eclectic programming and entertainment but it provides a reliable stream of information as to what is going on in the city of Guelph.

Information which often is virtually impossible to find anywhere else.

From advertising and promoting events to telling me what movies are on at the Bookshelf I have trusted CFRU to keep me up to date and informed and I can't imagine I am the only one who would feel quite lost without it.

As an independent musician and promoter I have personally benefited and felt the effects of CFRU's enormous commitment to supporting local artists. Guelph has a nationwide reputation as a great music town and losing CFRU would be a terrible blow to both local musician and those who come from across the country and rely on promotion from the station.

CFRU's importance extends so much further than the university campus and the idea that it could be lost so an individual student can save a couple of bucks is completely ridiculous.

This entire Student Choice Initiative has clearly not been thought through and threatens to destroy so many important organizations and puts countless jobs at risk all so the conservative government can say they "saved" money. Anyone who is not completely short sighted can see that this will cost the province so much more than it could ever save by cutting services.

Culture and community are more important than money and CFRU has been a pillar of culture and community in Guelph for nearly 50 years.

I stand behind CFRU!

Ian Bain

To Whom it May Concern,

My name is Andrea Patehviri and I am the Marketing and Outreach Director at CFRU. I had been unsure about whether I should write a testimonial for CFRU, due to the possible conflict of interest, but the truth is that although I have only been a staff member for three and a half years, I have been involved at CFRU for closer to ten years. Even if I had never ended up as a staff member of the station, I would still be rushing to write a testimonial due to the massive impact CFRU has had on my life, and so here is my testimonial.

Back in 2010 when I was looking for universities to attend, I initially thought that I would be going into a radio broadcasting program. But during my campus tours, I visited Guelph and fell in love with the campus, and decided that although they didn't have a radio broadcasting program, they had a radio station, and so that was good enough for me. Had it not been for CFRU, I would have chosen to attend another university.

During the first semester of my first year of undergrad, I got involved at CFRU as a volunteer and began hosting a radio show, which I continued to host up until 2018. Partway through my undergrad I went on to become the Vice-Chair and eventually Chair of the Board of Directors, giving me valuable management experience in my early twenties. This was all amazing hands-on experience in the field of media, technology, and management, and I didn't have to pay a dime for what I'd learned.

Although I had gotten involved at the radio station due to my love of music, I quickly learned that CFRU provided way more to the campus and community than just a place to listen to music. CFRU was, and is, a way for community members to make their voices heard, and speak about the issues and concerns that are most important to them. It's a platform for voices who wouldn't otherwise have a platform, and it reflects the diversity of the campus and community in which it is situated. CFRU provided a way for me, a young undergraduate student, to step beyond the boundaries of the UoG campus and get involved in the greater Guelph community. I learned about the incredible arts scene in the city, and all of the wonderful local businesses, and came to feel that Guelph was not only the city in which I studied, but the city in which I found my home. Thanks to my involvement at CFRU, I went on to write for Exclaim! magazine, as well as sit on the Board of Directors and Programming Committee for Guelph's Kazoo! Festival. Through volunteering at my campus radio station, I went on to meet the friends who make up the community I now live in, and I am now a contributing member to the thriving arts scene in our city. CFRU has benefited me far more than my degree probably ever will.

And now, as a CFRU staff member, I am seeing the station have the same effect on the new generation of undergrads who are joining the CFRU family. I am watching shy, self-conscious first years learn to develop their voice and have faith in the importance of what they have to say, gaining confidence thanks to their platform on our station. It breaks my heart to think that all of these wonderful opportunities and possibilities may be taken away due to these proposed changes. I am planning on going back to school

in 2020, so I may not be a staff member for much longer, but I truly hope that CFRU can continue to exist long after I have departed the city. Community media, whether that's radio or newspaper, gives voice to the citizens in its community, and in such fraught political times, it is frightening to think that this platform might be silenced. If we're trying to prove how essential CFRU is, the times we currently find ourselves in should be proof enough.

Thank you for your consideration,
Andrea Patehviri

To the administrative body at the University of Guelph,

My name is Alex Harris and I am writing to support the continuation of community radio in Guelph that not only produces creative, unique, local content but also inspires and provides an unequivocal means of media representation to many who do not have a voice.

I am the former Chair of the Board of CFRU 93.3FM and a radio programmer. I am also a former employee at the U of G in the Plant Agriculture department. I spent 10 years of my life living in Guelph, and CFRU was a huge reason for my personal growth and involvement in the community. You could even say it was one of the reasons I chose to live in Guelph rather than move away immediately after finishing my studies at the University of Guelph.

The show I produced on CFRU (“Home Cookin’”) provided the kind of air time and exposure to the local arts community that allows this city to build a reputation around its creative community. Many other programs on the station also contribute to this network of support.

This radio station is *undeniably essential*; not only to the university community but beyond the campus to the City of Guelph as a whole. This station promotes local events, causes and charities. It covers local politics in a town which no longer has a daily print circulation to hold local government to account. It brings local independent businesses and organizations together to support the community. In many ways CFRU is the voice of our residents (students and non-students alike). To have it disappear or be reduced in any way would be an absolute detriment to the campus and city.

In support of CFRU 93.3FM,
Alex Harris

Hi,

I wanted to write this letter to support the fact that CFRU is an essential service at the University of Guelph. My time with CFRU was a very important milestone to me in my university career and my life. I'm a commuter student and being involved in clubs is very hard for me as I can't always be at the university. I was quite anxious at the school and didn't feel like I belonged. CFRU was amazing because of all the services they provide gave me flexibility for what I wanted to participate in and it worked with my schedule as well. It was essential for me to feel more at home at this school. I'm also amazed by all they do to support marginalized groups and are always striving to be better. Thanks for reading.

Schnell D'Souza

Hello,

My name is Robyn Nicholson, and I graduated from the University of Guelph in 2013 with a BA (Honours) in English and Music. I volunteered in the music library at CFRU with Music Director Alex Rimmington from 2012-2013. The music library at CFRU was a haven of solace during my undergraduate career, and my hours spent peacefully listening to new intakes, reviewing old catalogue items, indexing and organizing were not only supremely personally fulfilling but also inspired me to realize my professional ambitions towards librarianship. I am currently a 2020 candidate for my Masters of Librarianship and Information Studies at Dalhousie University, and I would not be here without the opportunity to volunteer at CFRU and especially without Alex's staunch support in agreeing to be not only a reference for my grad school application and subsequent internships but also her kind and insightful professional career advice.

I am greatly indebted to Alex and the whole staff at CFRU who made the last year of my undergraduate career inspiring, memorable and illuminating, not to mention the diverse, passionate, and fiercely local programming the station has fostered and maintained for decades. CFRU was essential to my time spent in Guelph, professionally and personally. I truly loved my time at the station, and it single-handedly inspired and spurred on my educational and professional trajectory. Campus radio, especially CFRU, is an essential University of Guelph staple and I believe it will continue to inspire students, support local artists, and continue to unite listeners in Guelph and beyond as a creative connected community.

CFRU is a truly special place with truly special programming and truly special staff. It is the very least I can do to write this testimonial and express my wholehearted support for its continued livelihood, as it has wholeheartedly supported me throughout my academic career and beyond.

Sincerely,

Robyn Nicholson



February 11th, 2019

c/o Carrie Chassels
VP Student Affairs
University of Guelph

Dear Carrie Chassels,

I'm writing with the hope that you will count my voice among the many that are seeking support for CFRU 93.3 fm's work to be deemed as an "essential service" to the University of Guelph, and the surrounding communities in Guelph.

I work with the The Guelph Neighbourhood Support Coalition (GNSC), a network of 14 neighbourhood associations and 10 social service institutions creating healthier, safer, more connected communities where everyone feels a sense of belonging. In our community development work, GNSC staff often support folks who face vulnerabilities and complex mental health experiences. Active listening and compassionate story-sharing is a big part of this work. For its 3+ years of existence, the CFRU fm Mobile Studio has been a huge part of helping us succeed at this work.

The Mobile Studio and its staff help community members recognize their stories, see that their voices have meaning and substance, and gain the skills to capture and share these stories and experiences. In some cases, connection to the CFRU Mobile Studio has made long-term connections between vulnerable, isolated community members, and the wrap-around support that our Neighbourhood Groups offer. In my experience these relationships have been among the most powerful examples of campus culture connecting directly with community culture in Guelph.

Alongside my work experience, I'm also calling for support for CFRU 93.3 fm as a community member who has had the fortune and opportunity to host a weekly on-air Radio show. For five years, the show Books for Breakfast offered a platform for and forum to emerging and under-celebrated writers, publishers, artists, and community members. The show gave space to underrepresented voices, and to topics typically absent from traditional media. Books for Breakfast would not have happened without the skilled training and ongoing support from the staff and resources at CFRU 93.3 fm.

Permit me to share a stand-out moment: In the show's third year of broadcasting, University of Guelph Instructor Michael Ridley introduced his first-year students to the CFRU production studios on campus, as an ice-breaker for them, and to see how radio as a medium might affect their expanding critical thinking skills. It was obvious that the experience was inspiring,

welcoming and energizing for the students, (their disembodied thinking was supple and creative). Instructor Ridley and I worked together to then host the students on air, in small groups, for the rest of the semester. This humble, community-facing books and publishing-culture radio show became part of these students' regular class work, first year curriculum, and an exciting part of their evaluation. The show's audience became part of their off-campus community. Some of these students noted this opportunity to be part of the community life of Guelph, while also finding footing in their new academic setting, as part of their feeling of success and engagement after their first semester at the University of Guelph.

With its production and documenting of local history; its reflection of diverse people and their experiences; its building confidence and capacity in students and community members through no-cost technical trainings and support; its enrichment of campus and community living; its digital and physical resource libraries of contemporary culture and art; and its accessible and knowledgeable staff connectors, CFRU 93.3 fm is clearly an essential service to campus and community life in Guelph. I write this with the encouragement of many people.

Sincerely,

Dan Evans
Neighbourhood Development Supervisor
Guelph Neighbourhood Support Coalition
dan.evans@guelphneighbourhoods.org
c: 226.971.3067

Feb. 12, 2019.

To CFRU: re — student choice funding opt out

To Whom It May Concern:

We often feel the weight of sweeping political change that ignores grass roots networks. Now, funding for essential services on campus that were democratically secured through student referendums are in jeopardy of being drained. The possible result would be a weakening of the social and collaborative fabric that allows members of the university body to convene, learn, serve and generally find creative ways to build community. These skills and experiences travel well beyond the campus and the academic years, as collegial bonds and transferable capacities are strengthened for general citizenship in a democratic society.

In support of CFRU's campus and community radio, I stand by its dedicated team of staff and volunteers in providing an essential service to the university population, the city and the various networked communities it serves. Its funding should remain stable and only increase as needs grow.

Sincerely,

Kim Davids Mandar

MSc Student
Capacity Development and Extension Studies

To whom it may concern,

My name is James Hunt, and I am a born native of the city of Guelph. In this letter I wish to address the funding situation for CFRU and small community radio stations in general. I do this with some confidence that my views have some validity because of my community interactions via radio over the years of my career. I am a retired professor of Physics at the University of Guelph, interacted with the CFRC radio station at Queen's University during my undergraduate years, have been involved in the foundation of CFRU, and a major responsibility for the construction of the video link between Guelph and Waterloo. I was, for four years, a volunteer at CFRU, and was a member of the original committee that decided in favour of accepting a donation of radio equipment from Mrs. Ryan of Ottawa.

Ontario is an amalgamation at the cultural level of many small communities. These communities interact in various ways in order to advance their societies and to protect their culture. One of the most important ways in this and the last century has been the invention and utilization of radio. After its invention, radio developed as a social instrument more rapidly than anything we have had, and this includes the telephone. Radio was integrated into the education system early, and has played an important role in the development of our education methods, and one could cite the example of the Queen's University students' station, CFRC (which I believe obtained the first commercial broadcast license in Canada). It is my understanding that certain actions of the present provincial government possess a threat to the modest budget of these organizations. At a time when societies are feeling fractured, I think that such cuts would be a great mistake. I have never heard any convincing evidence that these views are incorrect.

My connection with community radio began with my activities at Queen's University, where several of the volunteer announcers and producers actually stayed in the field, and/or transferred out of other fields into this one, because of their connection to CFRC. I can think of Lorne Greene (later of television and *Bonanza* fame), Charles Taylor (Canadian philosopher and political scientist), and Shelagh Rodgers (a commentator and reporter for CBC for many years). Of course, many of us in university went on to become academics, and so were involved in teaching and lecturing. In every case, our experience at local radio stations contributed to our ability for extemporaneous lecturing—I know that my own experience at Queen's helped me become a better teacher. Another example from my personal experience is the "Video Link" at the Universities of Guelph and Waterloo. I can speak of this one with authority, as I was the chair of the development committee that constructed that system, and there is no question that the amount of time saved by large scale sharing of courses between the two physics and chemistry departments was very successful.

To cut off the already narrow and tenuous fiscal umbilicus would be a crime committed to the body of our small societies. In fact, in a perfectly just and cooperative world they would be enhanced.

Your truly,

Professor James L. Hunt

To whom it may concern,

I am writing to you because CFRU is an essential service not only to this university, but to the Guelph community as a whole. There are many reasons for this, but I will speak on behalf of my personal experiences volunteering with the Mobile Studio run by Jenny Mitchell, and interviewing artists live during in-studio performances.

I was able to develop a strong set of vital journalistic skills thanks to CFRU. I now have experience that has led to job opportunities for me, and will in the future. Not only that, but I just applied to an MFA in Creative Nonfiction with a project idea that was spawned from my work with Jenny. The skills that I gained include the ability to ask questions on the fly, edit audio footage, literacy with various recording technologies, and, most importantly, being able to place my own experience in parentheses while placing another persons in the forefront.

Jenny and I would interview people from various parts of Guelph and from different backgrounds. We talked to kindergartners and old folks, newly-immigrated citizens and long-time community members. These stories would broadcast on air. In many cases these stories would not otherwise have been represented in the public realm. This is integral to a diverse community. The radio provides opportunities for marginalized individuals to tell their story. If we are to have a truly diverse and thriving community, these stories play an essential role.

Not only is this last point essential to a thriving community, but it is something that this university was founded on. Our motto is *rerum cognoscere causas*; to learn the reasons of realities. If we are to learn the reasons of realities, we need people's stories. History is only possible insofar as we document and record the lives of the society to pass down to the next generations. If we want to understand the reality of Guelph, and for its history to be acknowledged, told, and passed down, we need radio. We need CFRU.

Sincerely,
Brady Patterson

CFRU is unparalleled in its supportive role to the culture of Guelph, both on and off campus, and in its ability to bridge the gap between the student population and the greater Guelph community.

CFRU has a long-standing history of community outreach, diverse programming, passionate staff and volunteers, anti-oppression training, and an impressive breadth of collaborative projects and relationships with other cultural organizations in the city. The station is an indispensable meeting place where students and citizens connect to their community, marginalized voices have a platform to reach a public, and the very special independent music scene that Guelph is known for is documented and celebrated.

No other institution does all of this for our community. It would be a travesty for the University of Guelph to cut funding to CFRU. The loss to the community and to future students would truly be immeasurable.

As a University of Guelph alumni, and as an artist and community organizer living in Guelph, I cannot and do not want to imagine the end of CFRU. Please do not cut funding for this essential service.

Steph Yates

Publication Studio Guelph Studio Coordinator, Girls Rock Camp Guelph Co-Founder, Kazoo! Fest Vice President

To Whom It May Concern,

I have been a volunteer at CFRU for over 2 years now and can honestly say it has changed my life for the better. I started volunteering at CFRU in my second year of university to get out of the house and hopefully to meet some cool people. In addition, my brother had hosted a radio show on CKCU, Carleton University's community radio station and thought that was about the coolest thing anyone could do. My first volunteer experience with CFRU was tabling at a Kazoo Fest show. While I was nervous and terrified, I didn't expect that night to have such an impact on me. Not only did I get to see 3 incredible bands I never would have known about, I saw what my life could be like. I met so many nice people that night, that made me forget that I was a shy second year student; I felt cool for maybe the first time.

From there on out, I started volunteering weekly with Alex Rimmington in the music library. I loved going in and listening to new music and finding artists that would inspire me to make music. I looked forward to hearing new things, not all of which I liked, however these experiences helped me to figure out what kind of music I did like. There was a volunteer show, where music volunteers could pick a couple songs that they had found recently in the CFRU library and introduce them on the air. This was a prerecorded show due to different availability of all the volunteers, but when Alex asked if I wanted to contribute, I was extremely nervous but knew I couldn't pass up this opportunity. I recorded my 30-second intro at least 10 times, scared that it wouldn't be good enough. All the staff and other volunteers at CFRU always made me feel welcome and were endlessly supportive of anything I did. I contributed to this volunteer show for a little while, growing more and more comfortable each week, comfortable enough to consider hosting my own show. I was finding myself drawn to psychedelic music and felt compelled to share my love of this genre with other people. I have been hosting MindFuzz for 2 years now, and can without a doubt say that this experience has allowed me to grow so much as a person. When I started out, I was nervous and wrote out every single word I was going to say on air and now I feel so comfortable talking on air, speaking in the moment and I feel free to be myself. Each week, I am grateful that I get to explore different artists from Canada and from all over the world and help others to discover new artists.

I listen to CFRU every chance I get, whether that is in the car or in my kitchen while making dinner. I cannot even begin to explain how much I have learned listening to others' shows and how much incredible music I have been exposed to because of CFRU. As a musician in Guelph, I know how much support CFRU gives to local bands and artists through airplay and live interviews.

CFRU has given me a voice as well as the confidence to be who I am today. CFRU is such a big part of the community in Guelph and must live on!

Laura Ruddy



February 14, 2019

Dear Mr. Vaccarino,

My name is Nathan Lawr and I am the Operations Director for the Guelph Film Festival, as well as a Guelph native and resident.

Recently, I was privileged to attend your opening reception for the Guelph Lecture on Being. It was a treat to hear you speak about how proud you are of the University's priority of "building communities." The University has always played a central role in my life in Guelph, as a student and as an everyday citizen, and it was affirming to hear that the University of Guelph is committed to something so important.

Thus, when I learned about the so-called "Student Choice Initiative" the current provincial government is planning to implement, I couldn't help but wonder how the University of Guelph would be affected. Particularly, CFRU 93.3 FM, our campus and community radio station.

For as long as I can remember, CFRU has played an undoubtedly critical role in the cultural and social fabric of this city.

CFRU sends their mobile recording studio to under-served communities to record and broadcast the stories of the people who live there. CFRU provides opportunities for up-and-coming artists, musicians, dancers, and other cultural workers to talk about and refine their craft. CFRU offers free or discounted advertising services for non-profit organizations, many of whom would not be able to do any advertising at all otherwise (the Guelph Film Festival being one).

CFRU also provides a platform for immigrants, people of colour, people of various sexual and gender identities, and people with various political slants to talk about, discuss, and debate their ideas in a welcoming and open forum.

In short, the work CFRU does fulfills a role critical to any functioning democracy. It is so much, much more than simply a student radio station.

Here I will not mince words: if the University of Guelph does not choose to find a way to maintain CFRU's funding in a sustainable manner, I would be forced to

seriously question the University's commitment to "building communities." As far as I can see, there are few other institutions in this city that so actively, bravely, fairly, and creatively contribute to the building of the communities here in the city of Guelph, as CFRU does.

I would be more than happy to discuss this with you in further detail.

Thank-you for your time.

Sincerely

Nathan Lawr
Operations Director
Guelph Film Festival

CFRU has become an invaluable resource in our city. It has long been much more than a “college” radio station: it serves the entire community of Guelph and surrounding area, offering programming that you just can’t find anywhere else. It’s amazing what they accomplish on such a shoe-string budget. Further cuts would silence a voice that has become an essential part of our municipal identity. I hosted a show there myself many years ago, and I went on to have a regular feature spot on CBC radio for 12 years, so I can personally attest to CFRU’s reputation as a ‘training ground’ for volunteers looking for professional work. The variety of programming with a focus on inclusivity, diversity, creativity and community collaboration often makes the station an important incubator for community engagement. In my new life as an elected official in Guelph municipal government, I’ve seen CFRU emerge as a leader around informing and analyzing with city issues. With the loss of our daily newspaper, more and more of us are turning to this remarkable station for information and a sense of belonging. This city needs CFRU, and I believe there is community will to ensure its sustainability.

James Gordon
City Councillor, Guelph



**The Corporation of
Massey Hall & Roy Thomson Hall**

February 13, 2019

To Whom It May Concern:

I'm writing in support of CFRU Radio and the essential role it plays not only locally but also more broadly to the music community as it supports artists and their career development.

As Media and Artist Development Manager at Massey Hall, I work with and develop career strategies and opportunities for artists of all levels. I have not only relied on CFRU as a media outlet that supports events and artists of all genres on air but also as a home to discover new talent and keep in touch with the pulse of the influential community it serves.

For many artists, their first encounter with media, and the medium itself, has been with this station. Artists gain exposure within niche and diverse audiences, particularly young artists and those involved with underserved genres. While junior staff and volunteers gain invaluable experience working behind the scenes at the station itself.

As someone who has spent nearly two decades in my professional life championing and supporting artist development, I have always looked to my own early experiences as a volunteer at CFRU as an integral building block to my career. The hands-on experience I gained, through both technical learning and the intangible but highly important social dynamics of cooperating within a structured professional environment, was invaluable for me. I express this because I know that for four decades, countless others have also shared these experiences of mentorship and have gone on to make an impact in their chosen industries as a direct result of being a part of the CFRU community.

The documentation of cultural and monumental happenings on campus, as well as critical public service information that is essential to your student population and beyond is an accomplishment, particularly as it is a unique representation of its listeners. CFRU provides an alternative perspective to audiences, often challenging the status quo and encourages listeners, like the mandate of U of G, to improve upon it.

I hope you agree that this institution is an integral and significant community service and is a true and vital representation of the University of Guelph's own mission – to teach, work, explore and to improve life. I urge you to protect its ability to continue offering an unwavering work ethic, public service, and genuine commitment to giving voice to so many who often go unheard.

Sincerely,

Stephen McGrath
Media & Artist Development Manager
stephen.mcgrath@mh-rth.com
416-593-1855

Hello,

Just wanted to let you know how much CFRU means to me in such a short time. I was interviewed by Kim Davids Mandar for Bookish Radio and then she asked me to come on board with her and Anna Bowen and Dan Evans. I had great training from Chris and Jenny and they made it really fun and interesting. I learned how to use Adobe Audition and editing the interviews and using the mics. My focus is on having Canadian marginalized authors published and emerging and getting more folks to listen to Bookish and CFRU. I wouldn't be doing any of this if it wasn't for CFRU. I really appreciate their presence in the community.

Thanks,

Tamara Jong

March 4, 2019

To whom it may concern,

CFRU is an important service for both the University of Guelph and the wider community. CFRU offers a platform for students to learn about media and how to connect with audiences while also providing a space for students and researchers to share their findings and conclusions with the broader listening community.

Universities are at a crossroads. Many students struggle to see how what they learn at university relates to “real life.” In turn, communities do not always feel that universities engage with those outside of the immediate campus. Collectively, the relatability of universities has been questioned by all sides. CFRU creates an opportunity to address this concern. The station offers a link to connect the university to the wider community while creating space for students to learn useful skills in media and communications, fields which are growing and are of vital importance to our society.

I myself have witnessed CFRU in action and am convinced of its importance. I have helped coordinate the Rural History Roundtable for the past three years. This is a speakers series run out of the history department which provides an opportunity for both emerging and established scholars to share their research. CFRU has played a vital role in the success of this series by recording and later broadcasting many of these presentations. This has enabled this scholarship to reach much further than it normally would and build stronger connections with the listening community. CFRU does not simply relay audio content; they create connections amongst listeners by curating unique programming. This programming is educational and informative and helps to share with the community the important research being done at the University of Guelph.

Additionally, CFRU has offered students completing their Master’s of Arts degree in history the opportunity to write and produce their own radio shows based upon their research. Again, this creates a vital opportunity for students to learn communication skills. Furthermore, this experience provides students with the chance to learn how to transform their research into material which will connect with and engage their audience. These are valuable skills for students to develop as they work to make their research relevant and digestible to audiences beyond the classroom. These are the type of skills which history students must learn if the field is to remain relevant in our ever-changing society.

Radio has historically offered a portal of connection between audiences and developing talent. CFRU continues this legacy by offering both the university and the wider community a vital communication platform which offers channels for engagement amongst a wide variety of individuals. There is no doubt in my mind that CFRU is a vital campus service which should be recognized as a necessary component of the University of Guelph.

Sincerely,
Erin Schuurs
Ph.D. Candidate, History
Assistant Coordinator, Rural History Roundtable
University of Guelph



COLLEGE OF ARTS
Department of History

To Whom it May Concern,

Since my undergraduate days back in the early 1980s and right up to the present CFRU has been an integral part of my University of Guelph experience, as it has been for so many others. As a new member on faculty in the 1990s, the radio interviewed me and helped me put together a show on Celtic music. I felt welcomed and my research reached a broader audience. More recently, CFRU has been an essential component of my graduate teaching and community engagement.

The College of Arts is placing a lot of emphasis on experiential learning for its students. In my masters graduate class in Rural History students research and analyze rural life as found in old farm diaries. Each student takes that scholarly material and combines it with interviews to create a half-hour radio show. I relied on accessing CFRU equipment and especially its staff for this course. Chris Currie provided generous advice and training on script writing, the sound board, sound mixing and numerous other aspects of creating engaging radio shows that would have resonance in the community and showcase the work being done by students at the University of Guelph. This experience has been a tremendous success and has been repeated in subsequent years. Students have been able to broaden their skills and resumes as they prepare to enter the workforce. Thirteen radio shows were aired and have since been archived on CFRU's website where they are being accessed by others who may have missed the initial broadcasts. They are now linked to the Rural Diary Archive website, the home of the original diaries. Without the wonderful staff who gave freely of their time, without the equipment, without the broadcast itself, none of this would have been possible. CFRU's direct collaboration and sharing of resources has been critical.

As the History Department's member responsible for Workplace Learning independent courses, I have again relied on CFRU's essential services. Chris Currie of CFRU, Chief Archivist Kathryn Harvey, and a faculty member from the History Department have created an ongoing project where students broaden their skills and workplace experience and gain a course credit. This project explores the hundreds of hours of historical recordings on analogue media (i.e., cassettes, VHS, and reel to reel tapes) housed in the McLaughlin Library's Archival & Special Collections of CFRU radio shows going back more than thirty years. These materials contain locally produced music and talk programs, lectures and interviews, raw recordings of local events, syndicated shows, station IDs, and other miscellany. In itself, this is a wonderful testament to the importance of CFRU to campus history. A general inventory was compiled in 2014, but material is now being reviewed or categorized in detail by students. Students are learning the best practices on how to create archival descriptive inventories of audio-visual media and be

responsible for self-directed work preparing a detailed inventory for a limited number of recordings. They are also responsible for scripting and creating a radio program which documents their experience and the recordings. Though a historian leads the project, the experience would not be possible without the assistance and recording of CFRU.

Finally as Redelmeier Professor in Rural History and coordinator of the Rural History Roundtable, I host eight speakers a year and these events draw an ever-changing audience of students and faculty from different disciplines, as well as the public. The Roundtable is now in its seventeenth year. It is a hub of intellectual activity on campus, where scholars from across Canada and around the globe present their work and informally plan further work together at conferences further afield. In recent years we've hosted speakers from France, Tasmania and Brazil. Chris Currie of CFRU has frequently recorded the speakers and edited these into radio shows for the broader community. Had CFRU not done this, the presentations would have been confined to a room in MacKinnon but with CFRU's help, they have been disseminated further afield. In particular the research is made available to the surrounding community who can share in the experiences offered by the University of Guelph. Once archived, the shows have been accessed by interested individuals in western Canada and in the United States who were unable to attend owing to the distance.

In the instances above, CFRU has provided widespread support on campus and been an integral part of connecting the University of Guelph with its surrounding community, fostering community engagement and experiential learning. In this respect, I hope that the University Administration will see that for nearly forty years it has been an essential service and deserves to be recognized as such.

Yours sincerely,

Catharine A. Wilson 27 Feb 2019

Catharine Wilson, F.R.S.C
Redelmeier Professor in Rural History
Department of History / College of Arts
University of Guelph