

**forever  
inspiring**



**CKUA  
HIGHLIGHTS  
2018-19**

music.  
story.  
connection.



# LOOKING BACK

Cindy Andrew, Board Chair &  
Marc Carnes, CEO

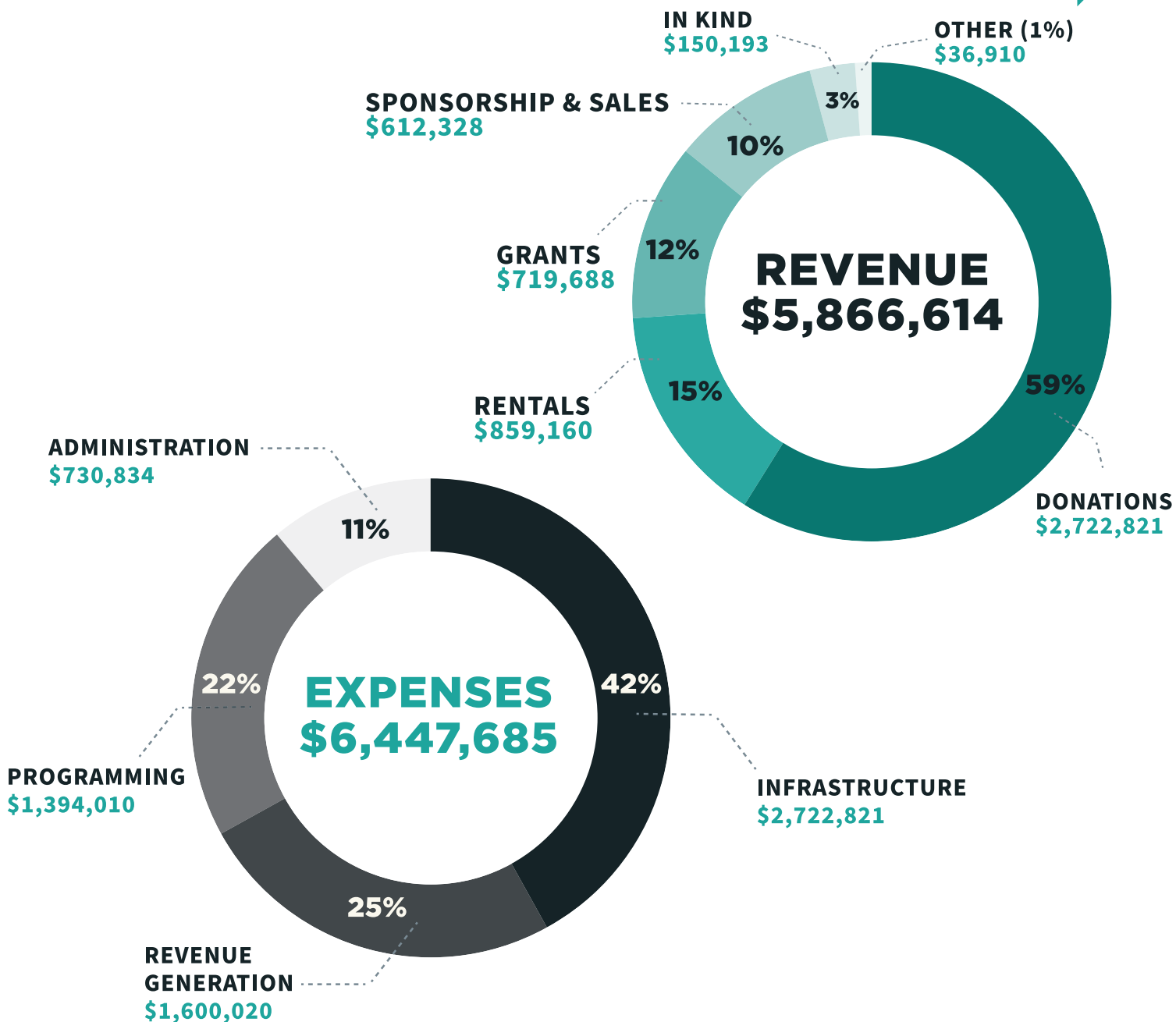
As we pursued the first full year of our 2018-2021 strategic plan, the 2018/19 year presented CKUA with significant opportunities and challenges. We continued to find new ways to tell the CKUA story: that of a 92-year-old cultural institution and broadcaster finding its way forward amid a tough economic environment, a rapidly changing media landscape, and an evolving audience makeup.

One of the key changes to the CKUA narrative was the revision of our Objects for approval by Foundation members at the January AGM. This move better reflects the organization that CKUA has evolved to and aspires to become. CKUA also spent significant time and effort on operational matters at both a board and staff level which included the evolution of governance processes and organizational oversight, and the re-establishment of a board governance committee. We also performed an organizational restructure to align CKUA operations with the priorities set out in the strategic plan.

A revised CKUA story also resulted in success in Government Relations efforts, securing critical funding to support mandatory satellite technology upgrades and to serve to replace our 40-year old Drumheller transmitter. We were also successful with securing funding to build a new website—a significant undertaking to create a digital home to complement our on-air offerings. We now reach people in multiple ways, and engage a younger generation of digital-first consumers.

Our programming continued to evolve, recruiting a younger generation of CKUA hosts in Edmonton and Calgary. The addition of new shows and genres were consistent with our efforts to better represent the Alberta of today, that of a province that is increasingly diverse in all respects. These evolutions in programming saw us double our aspirational (age 35-50) audience while maintaining our longstanding core audience. The sad loss of CKUA greats--Bill Coull, Jack Hagerman, and Monica Miller—was felt throughout our community. Their contributions over many years shaped CKUA significantly, and as we look forward to the future, we also remember them fondly.

# FINANCIAL HIGHLIGHTS: Fiscal Year 2018-2019





# OF THE **CKUA** community



**730+** COMMUNITIES  
TUNE IN  
around the world  
including **348** in Alberta

**12,516** SUPPORT OVER **60%**  
DONORS OF **CKUA's**  
ANNUAL OPERATIONS



**1hr 39min**  
**AVERAGE**  
TIME SPENT  
LISTENING



**4.6 MILLION**  
**STREAMING**  
HOURS IN 2018/19

THE NUMBER OF LISTENERS  
AGED **35-54** HAS **DOUBLED**  
IN THE LAST **3 YEARS**



**6030** ANNUAL  
VOLUNTEER **HOURS**

MORE  
THAN **180** **ARTS** PARTNERSHIPS

**IT'S A FACT!** This is what community sounds like.



## MUSIC PROGRAMMING

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Amazing music is always at the heart of what we do. 2018-19 saw a number of exciting developments in our on-air presence, including new programs, new hosts and of course, many hours of original and innovative programming. To read more about this, please visit [ckua.com/2018-19-Highlights](http://ckua.com/2018-19-Highlights).



## PEOPLE POWERED VOLUNTEERS, DONORS & MORE

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CKUA is powered by people. We could not do what we do without the support and involvement of many, many people: hosts, volunteers, donors, business partners, and staff. We gratefully acknowledge the individuals, community organizations, and businesses that support CKUA. To read more about this, please visit [ckua.com/2018-19-Highlights](http://ckua.com/2018-19-Highlights).



## CONNECTION COMMUNITY ENGAGEMENT

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CKUA loves being out in the community. If you've come up to introduce yourself at a festival tent or visited our Edmonton or Calgary studios, thank you! CKUA is a source of community and connection in a world that can often seem disconnected. To read more about this, please visit [ckua.com/2018-19-Highlights](http://ckua.com/2018-19-Highlights).



## STORY DIGITAL STORYTELLING

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The new [ckua.com](http://ckua.com), launched in Spring of 2019, is a vibrant and modern tool for telling CKUA's exciting story. Podcasts, interviews, arts and culture information, and our weekly Top 30 Chart are just a few of the features that allow CKUA to have community impact in new ways. To read more, please visit [ckua.com/2018-19-Highlights](http://ckua.com/2018-19-Highlights).

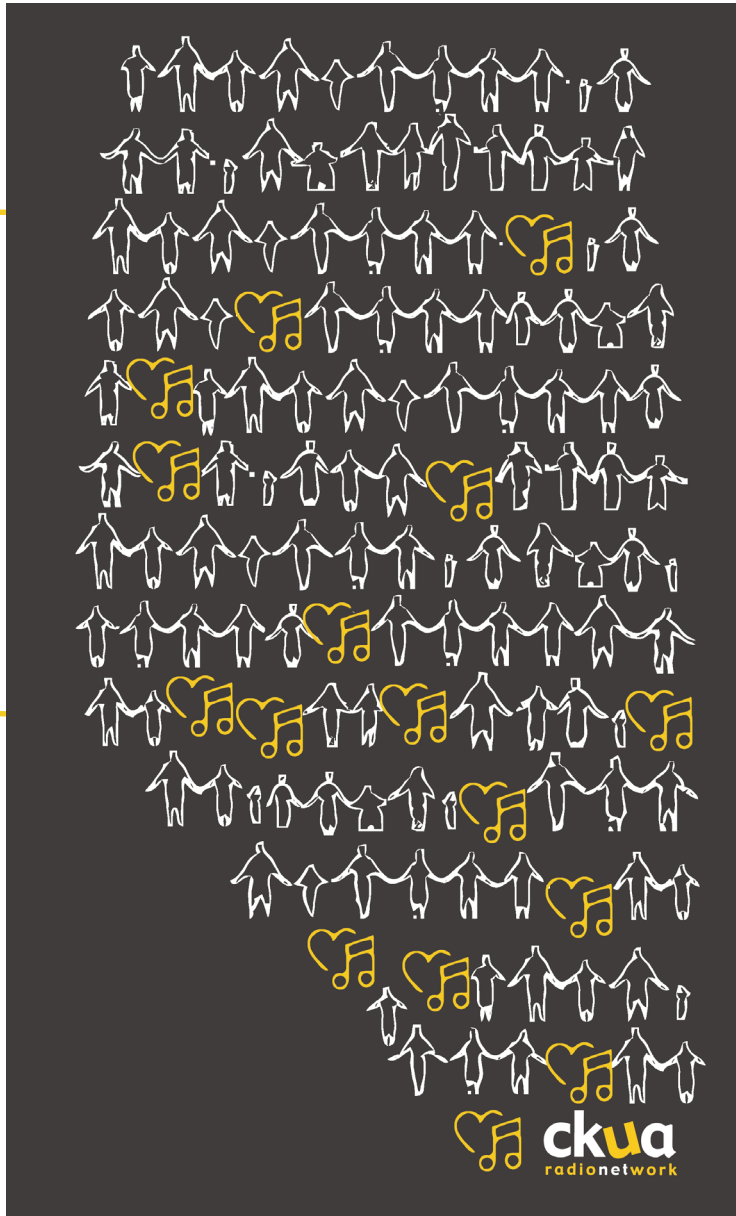
# MUSIC CONNECTS COMMUNITIES



Approximately 500,000 listeners tune in monthly and millions of hours are streamed annually via radio, ckua.com and the CKUA App



\$3.5 million is contributed annually by 12,400 donors. Over 7,000 of our donors give monthly



CKUA reaches more than 700 communities around the world, including 348 in Alberta



Each year, more than 400 live broadcasts (in studio and from festivals) introduce and re-introduce musicians from Alberta and beyond to listeners all around the province