

SEPTEMBER 2022

ckua

AUGUST 2023

COMMUNITY REPORT

Together we illuminate the world through the transformative power of musical variety, artistic expression, and community connection.



www.ckua.com

ALBERTA'S VOICE FOR MUSIC, ARTS, AND CULTURE

SEPTEMBER 2022

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SPECIAL MOMENTS

When we gather in celebration, we're together. When we gather to say good-bye to an exceptional colleague, we're also together. CKUA is a welcoming place to share special times and important moments together.



DAVID WARD REMEMBERED



ELLEN DOTY PERFORMS AT
CKUA'S 95TH BIRTHDAY



CKUA'S 95TH BIRTHDAY AT
ESTABLISHMENT BREWING



GRANT STOVEL, KATE STEVENS,
AND MAREK TYLER



GOOFS ON THE ROOF,
DOWNTOWN SPARK



HOLGER PETERSEN AND
TONY CASHMAN



TOM WILSON JOINS US
ON THE JUNO COUCH



CKUA AT EDMONTON
FOLK MUSIC FESTIVAL

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CELEBRATING THE ARTS

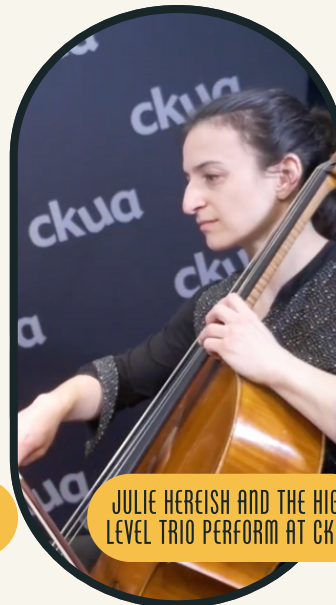
CKUA loves to celebrate the arts, and the creative people who make music, arts, and culture happen. You make it possible for CKUA to capture magical moments and performances.



WUNMI IDOWU JOINS LISA
WILTON ON TRAFFIC JAMS



SHAWN HALL AND
RAVEN KANATAKTA



JULIE HEREISH AND THE HIGH
LEVEL TRIO PERFORM AT CKUA



SHAKURA S'AIDA AT
THE JUNO COUCH



ALEX CUBA ON THE ROAD
TO THE JUNOS



WILLIAM PRINCE ON THE
HIDDEN TRACK PODCAST



ALADEEN KHEROUFI KICKS OFF
DOWNTOWN SPARK AT CKUA



SUPAMAN JOINS US
ON ALBERTA MORNING

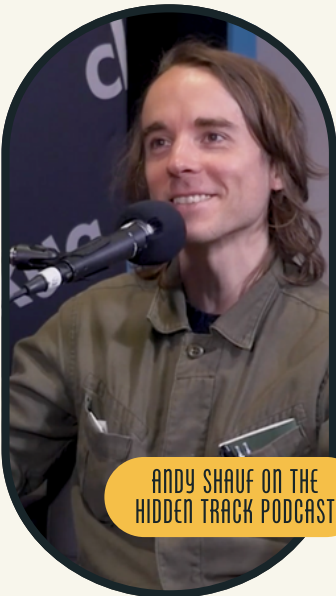
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MAGIC RADIO

Hosts build the excitement on the air, and CKUA staff work behind the scenes, but fundraisers are all about celebrating the importance of CKUA's mission. Thank you for your support, your comments, and your musical suggestions. You make the magic happen.



ANDY SHAUFG ON THE
HIDDEN TRACK PODCAST



SILVIA BUTTIGLIONE AND FABIOLA
AMORIM, VAUGHAN STRING QUARTET



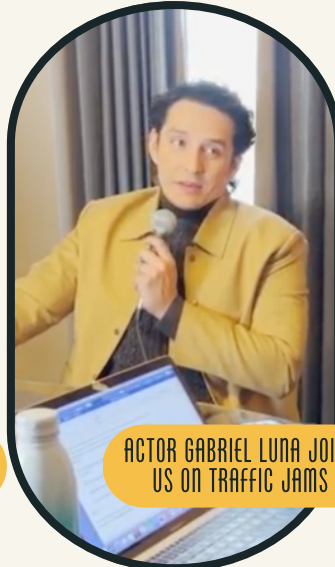
HOLGER PETERSEN AND
CAM HAYDEN RAISING FUNDS



THE GOOD LOVELIES
PERFORM AT CKUA



JAY GILDAY
PERFORMS AT CKUA



ACTOR GABRIEL LUNA JOINS
US ON TRAFFIC JAMS



CKUA HOSTS BABA AND
MARK RODGERS



TERRY DAVID MULLIGAN AND
ALLISON BROCK

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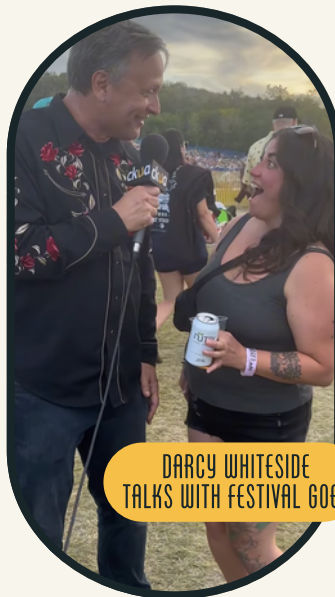
AUGUST 2023

CKUA SUMMER

We got jazzy in Medicine Hat. We found the mountains to be the perfect backdrop for live music in Canmore. In Calgary and Edmonton and all around the province, we connected with people who make music, love music, and dance to the music. Thanks for making our return to Alberta festivals so fun!



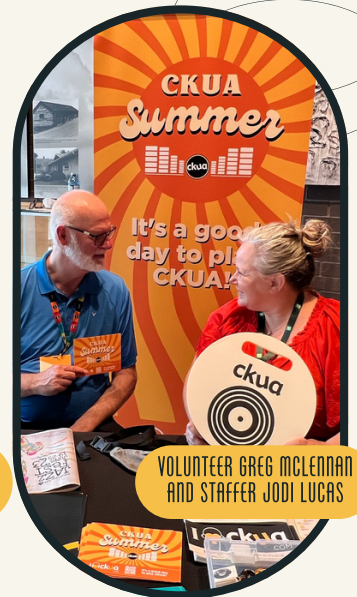
LARK CLARK SPEAKS WITH
SONA JOBARTEH



DARCY WHITESIDE
TALKS WITH FESTIVAL GOER



KODI HUTCHINSON HOSTS
MEDICINE HAT JAZZFEST



VOLUNTEER GREG MCLENNAN
AND STAFFER JODI LUCAS



ALLISON RUSSELL SPEAKS
WITH LISA WILTON



TESSA MENDOZA JOINS US
FOR SOME HOOLA HOOPING



GRANT STOVEL SPEAKS
WITH ADAM BALDWIN



SHAYNE GILES SPEAKS WITH
AYSANABEE

MESSAGE FROM THE CEO & BOARD CHAIR



Marc Carnes, CEO

FY 22/23 was a year of stark contrast between success with programming and continued strong listenership, and the increasing costs that threaten the financial health of CKUA.

CKUA's relevance within our community continues to grow. While commercial radio has generally experienced a long-term decline in audience and revenues, CKUA's five-year and year-over-year growth has been positive, particularly in Calgary and rural markets.

Beyond listenership, CKUA's online presence, streaming, and on-demand usage continue to grow, extending our engagement with current audiences and presenting our brand to new listeners and communities consistent with our audience diversification imperatives.

Our return to the festival circuit this summer with a renewed focus on engaging with the public in new, non-conventional ways, was well-received by listeners of all ages and backgrounds. The CRTC recognized this work to expand and broaden our audience, and our broadcasting license was renewed. The CRTC's singular greatest directive, which determines our license eligibility, was that we continue to work towards equity in our programming and our workplace.



J. Lindsay Hood, Chair

596,280

global users streaming
ckua.com, the app
& OnDemand

42

festivals across
Alberta featured
during CKUA Summer

865

Albertan artists
played, with 404
artists representing
equity-deserving
communities

MESSAGE FROM THE CEO & BOARD CHAIR

While CKUA did not meet our stated goals during our fundraising campaigns, year-over-year revenues were only down 10%. This contrasts with a non-profit sector that has experienced tremendous upheaval. Our donors remain steadfast and reflect optimism for CKUA. Considering that listeners can access CKUA's services for free, this is a solid sentiment during the greatest affordability crisis in 40 years and demonstrates how much donors appreciate CKUA.

10,899

listeners continue to donate to CKUA

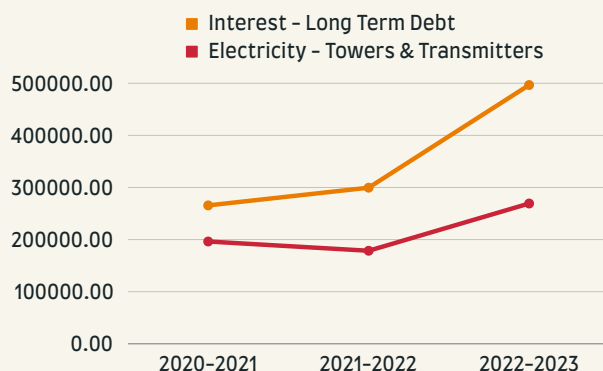
710

new donors, and 279 donors changed to monthly giving

In response to the shifting charitable market, CKUA capitalized on the popularity of 50/50 fundraisers. These have generated new CKUA revenues and have been equally successful in reaching thousands of listeners who have never contributed to CKUA when previously asked for a donation.

Unfortunately, as with many businesses and households, the affordability crisis also negatively impacted CKUA.

Utilities, insurance, and other fixed costs continue to increase at alarming rates. In some cases, equipment and purchases inflation grew by more than 30%. The cost of borrowing nearly doubled in less than 18 months, while real estate vacancies in Alberta Hotel surged to 50% due to the departure of one tenant and the insolvency of another.



The result is that CKUA's core business remained close to breaking even. The perfect storm related to increased operating costs and building-related occupancy woes, and increased interest rates on our building debt equated to more than \$1M in losses, which we must draw from our limited reserves.

MESSAGE FROM THE CEO & BOARD CHAIR

These same variables will continue into 23/24 and are forecasted to last for several years with a depressed Edmonton commercial real estate market and building valuation.

In response to these market forces, CKUA welcomed COO Adam Mitchell in February of 2023 to assume day-to-day responsibility for operations. This frees up members of the CKUA Board and CEO to pursue intensive government relations efforts in an attempt to reverse chronic underfunding that has limited CKUA's potential for decades in its role as an essential, local public service that is free to access for all Albertans and Canadians.

CKUA also engaged in a significant reimagining of the business model and funding sources for Alberta Hotel.



ADAM MITCHELL, CKUA COO
FEBRUARY 2023

“CKUA helps the entire community by their presence on air. No other radio station can come close to what CKUA does for Alberta and the country.”

- Susanne & Danny,
Donors

Due to a drop in real estate value, efforts were made to increase tenant value as a shared service cultural hub, and we have begun to see moderate success. CKUA also began planning significant fundraising measures for major gift and legacy giving. We have seen some glimmers of opportunity from these many efforts. However, they take time to materialize.

It can be easy to feel doom and gloom, given the current state, but CKUA staff continue to provide inspired programming to our curious and passionate listeners.

CKUA is a 97-year-old treasure from Alberta to the world. Audiences are responding in greater numbers to our pursuit of our vision: A better world connected through music, arts and culture.

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MESSAGE FROM THE CEO & BOARD CHAIR

To our staff, donors, volunteers, listeners, partners, and friends, thank you for your continued support and belief in music, art, and community. During such tumultuous times, we need it more than ever, and CKUA will be there with you every step of the way. Lastly, in recognition of their many commitments to CKUA, we would like to acknowledge departing board members Mary Corbett, Bud Steen, and Bill Roggensack for their generous leadership and conviction that CKUA is essential to healthy, vibrant and connected communities. Their passion for CKUA cannot be equalled.

Thank you for listening,

J. Lindsay Hood, Chair, and Marc Carnes, CEO

BOARD OF DIRECTORS 2022-2023

CKUA simply would not be here without the people who give their time, energy, and dollars. We thank our industrious board of directors for their generous investment in CKUA:



J. Lindsay Hood (Chair), Bill Roggensack (Vice-Chair), Kathy Milani (Secretary), Neil Matheson (Treasurer), Stew MacDonald, Greg Harding, Mary Corbett, Heather Gallant, Bruce McFarlane, Jennifer Schaeffer, Bud Steen, Andrew Burdall, Owen Erskine, Merridy Mitchell.

SEPTEMBER 2022



AUGUST 2023

FOSTERING ARTISTIC COMMUNITY

Together we create a place for artists to grow and flourish. This year, it was our joy to spin thousands of tracks on the airwaves, with particular attention to local and emerging musicians. We loved talking with artists in the studio, on the JUNO couch, and at numerous festival sites. We celebrate their creativity and tell the world about their work and their live shows. Community support makes this all possible.



"CKUA has been incredibly supportive over the years... a gift to musicians."
- Suzie Vinnick



"I have often said I owe my little career to CKUA."
- John Wort Hannam



"Thanks for all the love, not only for my music, but for all the music, and for doing it with so much love and care."
- Alex Cuba



"A lot of my original inspiration for songwriting came from CKUA. To have this whole new world opened up to me was a gamechanger."
- Jessica Heine

18,912

artists played across CKUA's 33 multi-genre programs

3,014

Canadian artists showcased across CKUA programs

282

multi-disciplinary artists featured through interviews

16,672

podcast downloads by CKUA's engaged audience

4,400

hours watched on YouTube by CKUA's loyal fan base

SEPTEMBER 2022



AUGUST 2023

BUILDING A CONNECTED COMMUNITY

CKUA creates a community of people who love musical variety and interesting programming. This year, we returned to festivals to meet old friends and make some new ones. Our sixteen transmitters and online streaming made it possible for people to tune in from near and far. OnDemand allowed listeners to connect at any time. The energy of our Spring and Fall Fundraisers warmed our hearts and made us so grateful. Musical suggestions and donated hours created strong bonds and beautiful moments between hosts and audiences. You create this connected community; it's our privilege to provide the soundtrack.

475,000

engaged listeners
per month

10,899

loyal donors give
regularly

710

listeners joined the
donor community

91

dynamic staff & hosts
live the CKUA mission

58

active volunteers give
their time

New Listeners

"I listened to **Traffic Jams** for the first time and loved it. Sometimes you just need uninterrupted musical joy and CKUA is that uninterrupted musical joy."

-SJ Kerr-Lapsley, with Boris and Arlo, Calgary



New Donors

"We both love the diversity of music. Recently I heard a young performer from our area on CKUA, and it brought tears of joy to my eyes!"

- Mandy Hildebrand and Douglas Veenstra,
Big River, Saskatchewan



Long-Time Donors

"It felt like a terrible loss when CKUA was gone (in 1997). My husband, Bruce Kohse, and I chose to become ongoing donors because we don't want that to ever happen again."

-Lori Hahnel, Calgary



Volunteers

"CKUA's Cam Hayden got me first listening to the station, then becoming a donor, and finally becoming a volunteer. My last 18 months making donor calls has been absolutely wonderful. Thank you, CKUA!"

-Ted Myroniuk, Edmonton



SEPTEMBER 2022



AUGUST 2023

PROMOTING CREATIVE COMMUNITY

CKUA is proud to partner with businesses and arts organizations that see the value of music, arts, and culture. Sponsorships and ad buys are important components in spreading the word about the strength of Alberta's cultural scene.



"We have connected with many new customers, and fellow CKUA listeners, because of our sponsorship. Thank you, CKUA."
- Matthew Kramer, Horizon Heating



"CKUA is a community hub. It empowers the creative to be creative, the curious to be curious, and the risk-takers to take risks."
- Tasha Weenk, Acquired Taste Tea

1,036

arts & cultural events promoted on CKUA's events calendar

15

media partnerships

119

arts and culture partners

Thank you to our corporate and arts partners, who strengthen CKUA's ability to foster a diverse and creative community.

Horizon Heating, Alberta Blue Cross, Park Power, Calgary Foundation, Edmonton Community Foundation, Network Innovations, Elements Outfitters, SkyFire Energy, EQUUS, Surface Rock Products, Bellissima Fashions, Acquired Taste Tea, Sunik Roofing, EKKO Cabinetry Ltd., Deane House, Coyotes, Landmark Group, Southern Alberta Institute of Technology, Live Nation, The Arden, Arts Commons, Banff Centre for the Arts, Calgary Folk Music Festival, Calgary Opera, Calgary Philharmonic Orchestra, Canmore Folk Music Festival, Medicine Hat Jazz Festival, Mount Royal University, The Empress Theatre, The Citadel, Edmonton Folk Music Festival, Festival Place, JazzYYC, Theatre Calgary, Yardbird Suite, The Winspear

FUNDERS

Thank you to our funders and foundation partners, who have contributed through project, operational, or capital funding to assist CKUA with supporting a vibrant arts and cultural sector.



SEPTEMBER 2022



AUGUST 2023

DONORS MAKE THE DIFFERENCE

CKUA creates a connected and lively community, welcoming all who have a shared passion for music, arts, and culture.

CKUA simply would not be here without the listeners who choose to donate. Approximately 60% of our operational funding is provided through the generosity of 10,899 donors. We are grateful for their support.

434

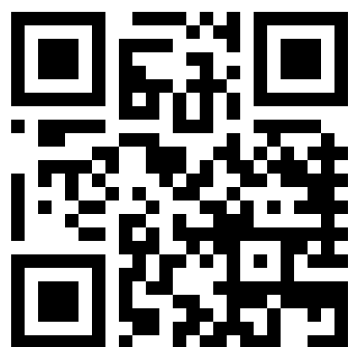
hours of radio
donated by
Leadership Donors

Leadership Donors. Our Leadership donors, each of whom contribute at least \$1,000 to CKUA annually, do so much more than just keep the music playing. They are a special community of donors who build a strong foundation of support by making transformative gifts that inspire others to donate and become part of the CKUA family.



CKUA'S 95TH BIRTHDAY PARTY
AT ESTABLISHMENT BREWING

SCAN QR or visit
ckua.com/donorwall



Click on the QR code to see the names of the people who continue to make CKUA the vibrant and creative force that it is.

Monthly Donors. We are grateful to those donors who give every month through scheduled contributions. These reliable donations enable CKUA to plan for the future and provide us the financial flexibility to create new content and engaging experiences for the community.

Annual Donors. Each and every donation makes a difference. Annual donations help maintain CKUA's operations, ensuring we can continue to inspire and connect through the power of music, art and culture.

126

hours of weekly
programming made
possible by donors

8,760

broadcast hours
made possible each
year in part by
donations

SEPTEMBER 2022



AUGUST 2023

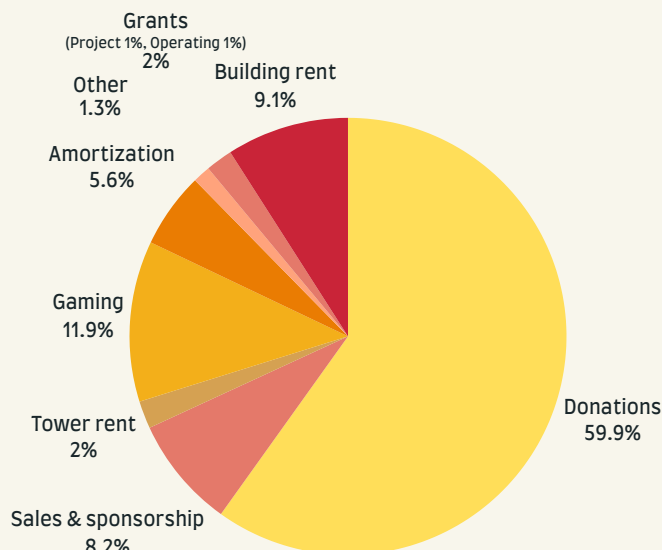
FINANCIAL HIGHLIGHTS

Overview

CKUA's relevance within our community continues to grow. While commercial radio has experienced audience and revenue challenges, CKUA's 5-year growth has been positive, particularly in Calgary and rural markets. We, like many other organizations, face increasing costs. However, we are also encouraged by strong listenership, and by the fact that CKUA programming resonates with a vibrant and growing audience.



Revenue - \$5,936,935



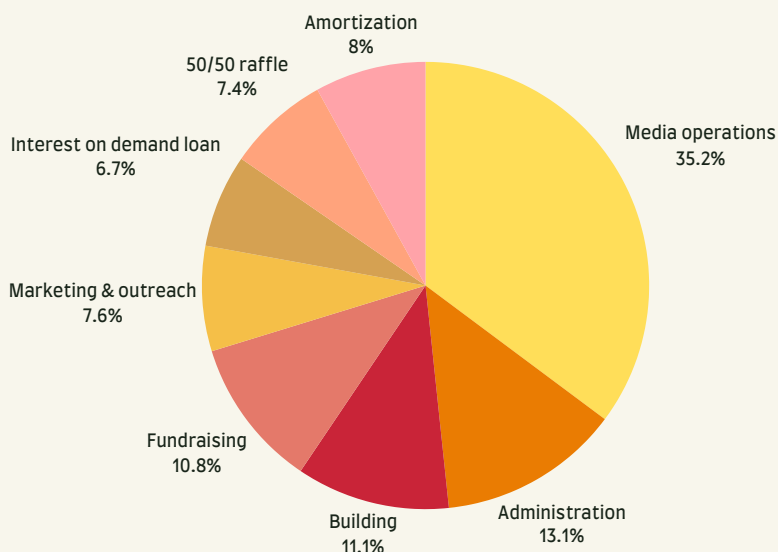
\$922,840

new 50/50 raffle sales revenue netting \$378,986 for CKUA

\$0.013

amount per Albertan contributed via government funding

Expenses - \$7,374,650



\$710,000

promotional value given back to the Alberta arts sector through discounted advertising, marketing & outreach

\$82,678

paid directly to artists through royalty fees

See Audited Financials



WHO WE ARE

vision

A better world connected through music, arts and culture

mission

Building and connecting a global community of music, arts, and culture enthusiasts through in-person, broadcast, and online programming



values

Community: we create a feeling of belonging, connected through a shared passion

Diversity: we seek variety in programming, perspectives, and communities

Inclusion: we welcome and respect people from all walks of life and every generation who share our values

Creativity: we champion excellent artistic work and find fun and unique ways to celebrate it

Curiosity: we encourage and satisfy a thirst for knowledge and connection to music, arts, and culture

Authenticity: we are human and genuine in the way we carry ourselves

we are

CKUA is a donor-supported independent media organization, proudly bearing a century-long legacy as the heartbeat of Alberta's vibrant cultural identity.

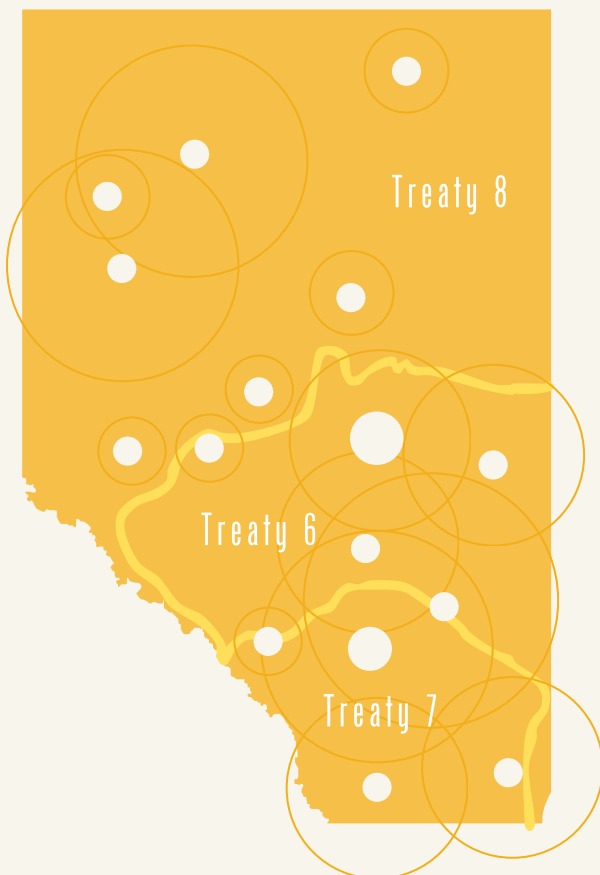
With the indomitable spirit of Alberta's gumption, industriousness, and creativity, we unite a diverse and curious community across the world.

We are musical enthusiasts, all bound by a shared passion to illuminate the world through the transformative power of music, art, and connection.

OUR JOURNEY OF RECONCILIATION

In the spirit of our journey to promote reconciliation, we honour the truth of the shared history and acknowledge that we work on Treaty 6, Treaty 7, and Treaty 8 territories.

Treaty 6 territory is the traditional gathering place for diverse Indigenous peoples, including the Cree, Sioux, Blackfoot, Métis, Nakoda, Dene, Ojibway, Saulteaux/Anishinaabe and many others whose histories, languages and cultures continue to influence our vibrant community of Amiskwaciwaskahigan, also known as Edmonton.



Treaty 7 is the traditional lands of the Blackfoot Confederacy which includes the Siksika, Kainai and Pikani, the Tsuut'ina and the Stoney Nakoda nations, including the Chiniki, Bearspaw and Wesley nations. We also recognize the Métis people and the Inuit who make their home here in Mohkín's'tsis, also known as Calgary.

Treaty 8 is the traditional lands and home to the Cree, Dene, Métis, and Inuit whose footsteps have tread these lands for generations in northern Alberta and around Fort McMurray or Nistawayaw "The Merging of 3 Rivers" in Cree.

The Treaty Lands were and are a promise between nations to share the land and support one another. We are all Treaty people.

AUGUST 2023

Charitable # 118776830 RR0001

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