

Radio Queen's University Annual General Meeting
Marketing Committee Report
February 3rd 2026
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1) Committee Mandate

The Marketing Committee supports CFRC's sustainability and community impact by strengthening the station's brand, increasing audience engagement, supporting fundraising and donor growth, and building partnerships that align with community radio values.

From the Committee's Terms of Reference (full TOR below)

Mandate: The Marketing and Outreach Committee will develop strategies to promote CFRC's on-air programming, as well as the community services it provides such as jobs, training, and community connection. It will also develop strategies to engage campus and community members as volunteers, **donors**, and business partners, as well as providing expertise and creative support for campus and community events, **the annual funding drive**, and student fee campaigns.

2) Year in Review

In early 2025, the Marketing Committee worked to develop a new social media strategy that has since been implemented by staff including branding, the addition of dedicated work study staff members to assist with the development of social media product, and streamlining messaging about volunteer programming with direct input from volunteers regarding program content.

In late 2025, , the Marketing Committee was very active and busy, with two major priorities driving much of the work: **the CFRC Funding Drive** and the **AMS Student Fee Referendum (fee campaign)**. Alongside these, the committee focused on strengthening campus visibility, building local business/community connections, and continuing the **social media strategy introduced and initiated in Spring 2025**. Overall, the committee prioritized initiatives that increased awareness, supported student engagement, and improved consistency across outreach and campaign communications..

3) Key Work Completed (Highlights)

Fundraising & donor engagement

- Supported planning and promotion for the **CFRC Funding Drive**, including the development of a **messaging strategy** and campaign content direction.

- Contributed to the development of **graphic elements for social media campaigns** connected to fundraising and promotional efforts.
- Advanced early work related to **merchandising creative elements** to support visibility and campaign promotion.
- Continued work on **business outreach and messaging strategy** related to the Funding Drive (including development of a **business outreach letter**).

Campus outreach & student engagement

- Prioritized **campus outreach** as a key concern for the term, especially ahead of the upcoming **fee campaign**, including planning for **tabling** and **live broadcasting/visibility activities** around campus.
- In collaboration with Queen's Student Hospitality Services, implemented "CFRC Song Requests" pop-ups across multiple dining halls (Ban Righ, Leonard, Jean Royce Dining Halls). Students were invited to submit real-time song requests and shoutouts that were played on-site. This created an interactive, low-barrier touchpoint that encouraged participation from both first-time listeners and returning supporters.
- Supported consistent outreach in high-traffic spaces (including dining hall activations) to increase day-to-day station recognition, promote CFRC programming, and drive student interest in how to get involved.
- Planned and delivered an October social media giveaway to increase online interaction and expand CFRC's digital reach. Secured support from local partners including Domino's, Osmow's, and 23&Co Cookies in Kingston, using prize incentives to drive engagement, promote CFRC programming, and encourage new followers.
- Leveraged these outreach activations to amplify upcoming shows/events and reinforce CFRC's presence as a student-centered, campus-serving station.

Campaigns, messaging, and AMS coordination

- Supported the AMS Student Fee Referendum work by coordinating the creation of written, verbal, and social media campaign content for approval by the AMS Elections Team.
- Assigned committee member tasks and deliverables to move campaign materials forward and ensure readiness for campaign timelines.

Brand & channel consistency

- Continued building and executing a stronger, more consistent social media strategy (introduced in Spring 2025), including developing supporting graphics and campaign-aligned content.
- Worked toward clearer, more repeatable messaging so CFRC's outreach feels consistent across campus outreach, social media, and campaign moments.

CFRC Marketing and Outreach Committee

Terms of Reference

Updated August 20, 2021

Mission Statement: To assess, assist, and guide CFRC's outreach, **fundraising**, promotions and business partnership development, and to support campus and community outreach initiatives, events, and campaigns.

Mandate: The Marketing and Outreach Committee will develop strategies to promote CFRC's on-air programming, as well as the community services it provides such as jobs, training, and community connection. It will also develop strategies to engage campus and community members as volunteers, **donors**, and business partners, as well as providing expertise and creative support for campus and community events, **the annual funding drive**, and student fee campaigns.

Chair: The committee will appoint its own chair.

Secretary: The committee will appoint its own secretary.

Reports to: The chair or the secretary of the committee shall report to the Board following each meeting.

Meetings: Meetings of the committee are held every second month - with potential to call ad hoc meetings should the station require additional marketing support - at the call of the committee chair. Meetings may be held in person, or via any other communication platform that can facilitate communication between all members of the committee..

Composition: The committee shall be composed of a minimum of three CFRC Board members. One or more CFRC staff members and any CFRC volunteer in good standing may also join the committee.

Quorum: Quorum shall be considered the majority of the committee (more than 50%).

Committee Performance: The performance and effectiveness of the committee will be assessed annually as part of the Board's evaluation and planning process; to review the past year and to plan for the next.

