

## Scarborough Campus Community Radio (Fusion Radio) Broadcasting and Media Arts Co-operative Program

Co-operative participants will have the opportunity to engage in media broadcasting, studio audio/video recording and production, journalism, marketing and public relations, and office workplace environment training.

Depending on which of the following eligible categories you fall under, the program may have different aspects and terms of participation;

1. University of Toronto Scarborough full-time undergraduate student
2. Toronto high school student in an approved co-operative placement
3. General community member in good standing with an approved program agreement

For more information, and to be considered for inclusion in our program, an application must be submitted online via our website at [www.fusionradio.ca/co-op](http://www.fusionradio.ca/co-op)

Availability, application deadlines, and/or other requirements will also be available online and may change periodically.

Scarborough Campus Community Radio Incorporated is a registered Ontario not-for-profit corporation located at the University of Toronto Scarborough Campus (UTSC). We are funded by a full-time undergraduate student levy fee, and are governed by our Board of Directors which largely consists of student volunteers. We are also a member of the National Campus Radio Association (NCRA) and licensed to play by the Society of Composers, Authors and Music Publishers of Canada (SOCAN).

**University of Toronto Scarborough full-time undergraduate students** can apply to participate in Fusion Radio's Co-operative Program as active members of our corporation. In order to serve our campus community, special access and arrangements are available to active students. University of Toronto students at other campuses are eligible for this status, as long as they have paid the yearly Scarborough Campus Community Radio Incorporated member fee (see our constitutional by-laws). Preference is given to UTSC students in order to facilitate learning, completion of projects, and personal aspirations. Depending on which of the following categories your endeavour falls under, costs and services fees may be significantly reduced or waived altogether;

University of Toronto sanctioned projects and events  
Student learning/project goals related directly to the University  
University recognized student groups  
Campus clubs and associations  
UTSC individual student aspiration or goal

Students may be approved for special designations that permit them increased privileges to complete a project or in exchange for volunteer efforts and other support agreements (see common areas of focus below in the high school student program).

**Co-operative high school students** in the City of Toronto, with a focus on Scarborough area residents specifically, can apply to participate in Fusion Radio's High School Co-operative Program which largely focuses on three different areas; administrative/public relations, media production and broadcasting, and events/marketing related tasks (see website for links to more information). Participants engage in all areas, but are generally encouraged to structure their program around areas they are most interested and/or proficient in.

#### *Administrative/Public Relations*

Tasks will include, but are not limited to, office related administrative type tasks such as processing of physical mail, digital message retrieval, in/outbound calls, email correspondence and providing information about the organization in response to inquiries. Fusion Radio is often contacted by various recording labels and music marketing/news agencies. We strive to stay connected and networked in the music and news media broadcasting industry, and therefore our public relations tasks are important to us.

#### *Media Production and Broadcasting*

Fusion broadcasts 24/7 from our offices with a top-notch radio booth providing live programming and automated music streams to listeners from around the world. In addition, we operate an industry quality production facility which caters to studio audio production and recording, as well as video post-production. We have microphones, cameras, high-end tools and engaged and educated people who know how to use them. Students will get first-hand experience on working with studio production tools and have the opportunity for more advanced training with our staff, Board of Directors members and approved volunteers.

Participants are encouraged to host a live programming slot for an hour weekly, but can also focus instead on the background mechanics of radio broadcasting and media production.

### *Events/Marketing*

Fusion Radio is the go-to source for sound and similar event related setup and execution on campus. We do a significant number of events and shows throughout the year, many as background support for existing organizations and campus community members. Students have the opportunity to learn of the many aspects relating to live productions. Students are assigned to speak with attendees for promotional purposes, collect tickets or verify guestlist status at an event entrance point, set up light materials/signs/props for events, watching over expensive equipment during setups, or other general event support for staff. The atmosphere is fun and it offers students the chance to participate in the university campus community while learning new skills and aspects of live events. Alternatively, we often promote such live events and our existing services offered throughout the year by way of tabling outreach in the Student Centre, and through digital social media methods online. Students are given access to professional media marketing tools and learn about how we market ourselves to the community.

***General community members, in good standing with SCCR (corporation member fee payments up-to-date)*** may be approved for radio show programs and participate in supervised training and/or media related tasks. Preference goes to students, however, larger community involvement is both appreciated and encouraged.

All participants are required to read and understand our Community Standards, and agree to certain terms and conditions set forth by the Scarborough Campus Community Radio Board of Directors and stakeholders.

For more information on this program and other organization details, please visit us online at [www.fusionradio.ca](http://www.fusionradio.ca)