

# Starting Up a New Campus or Community Radio Station

## Frequently Asked Questions



### Why Campus or Community Radio?

The Campus and Community Radio sector plays a vital role in bringing marginalized voices to the airwaves, and highlighting Canadian artists in your locality.

### Is Campus or Community Radio the right fit for you?

What are the options?

**Type B Native Broadcast:** This undertaking is characterized by its ownership, programming and target audience. It is owned and controlled by a non-profit organization whose structure provides for board membership by the native population of the region served. Its programming can be in any native Canadian language or in either or both of the two official languages, but should be specifically oriented to the native population and reflect the interests and needs specific to the native audience it is licensed to serve. It has a distinct role in fostering the development of Aboriginal cultures and, where possible, the preservation of ancestral languages. (Native Broadcasting Policy - Public Notice 1990-89 dated 20 September 1990)

**Religious License:** The licensee must broadcast programming consisting solely of religious services, with the exception of programs or program segments it produces for the purpose of ensuring balance on matters of public concern. Such programs or program segments must also adhere to guidelines (i) to (iv) contained in section III.B.2a) of Public Notice CRTC 1993-78. The licensee shall not broadcast advertising material.

**Developmental License:** If a developmental station licensee wishes to pursue its operations as a community or campus station after the end of its five-year developmental station licence term, it must apply for a new community or campus radio licence at least nine (9) months prior to the end of its licence term as a developmental station. Developmental station licensees will be required to cease operating at the end of their licence term.

Developmental community or campus radio licences will only be granted to stations having a transmitter power of 5 watts or less (AM) or an effective radiated power (ERP) of 5 watts or less (FM).

Except where the Commission has provided otherwise in a condition of licence, developmental station licensees must comply with the requirements set out in Regulator Policy 2010-499, as well as with the regulatory requirements outlined in the Radio Regulations, 1986 (the regulations), as amended from time to time.

Licensed developmental community or campus stations will be subject to fundamental requirements such as Canadian ownership as set out in the Direction to the CRTC (Ineligibility of non-Canadians, SOR/97-486 as amended by SOR/98-1268) and technical certification by the Department of Industry, and expected to conform to those portions of the community or campus radio policy governing the role of community or campus stations.

#### **Ethnic Stations:**

Similar to commercial radio, following *Ethnic Broadcasting Policy*, Public Notice CRTC 1999-117, 16 July 1999 (Public Notice 1997-117) and Public Notice CRTC 2000-92, 30 June 2000, ethnic programming means programming provided in any language, that is specifically directed to any culturally or racially distinct group other than one that is Aboriginal Canadian or from France or the British Isles. Ethnic programming may be in English, French, a third-language or a combination of languages. Third-language programming means ethnic programming in languages other than French, English or those of Aboriginal Canadians.

#### **Other types:**

There are also other station types including commercial (for profit) and informational. The CRTC [website](#) has more information.

#### **Who are the NCRA?**

*(Mission Statement: Approved at NCRC 2003 in Winnipeg, Manitoba)*

The National Campus and Community Radio Association / l'Association nationale des radios étudiantes et communautaires (NCRA/ANREC) is dedicated to advancing the role and increasing the effectiveness of campus and community radio in Canada. The NCRA/ANREC facilitates communication among Members and provides developmental materials and networking services. It also represents the interests of the sector to governments, industry, and other agencies, and promotes public awareness and appreciation for community-oriented radio in Canada.

#### **Objectives of the NCRA**

*The objectives of the Corporation are as follows:*

- a. To hold a national conference at least once a year, set the annual program, and review past activities of the Corporation.
- b. To co-ordinate and provide the necessary facilities for a national network of exchange of information and programming.

- c. To support the practice of Canadian media arts, music and other relevant artistic disciplines.
- d. To support public access to the airwaves, particularly for under-represented voices and alternative programming.
- e. To collect, store, and make available a database of information about the history and operation of community radio in Canada and to make this information available to Members, interested organizations, and the general public, via printed or electronic means.
- f. To offer consulting services for any group wishing to establish a new radio station under the government definition of "campus and community" radio.
- g. To collect fees and Membership dues.
- h. To acquire, rent or otherwise obtain property.
- i. To raise or borrow funds in order to carry out the objectives of the Corporation.
- j. To undertake any other activities consistent with the objectives of the Corporation which aim to expand and improve community radio in Canada.
- k. To work with similar organizations and to represent Members in any and all international community radio oriented matters.

#### **How do you become a member of the NCRA?**

In order to become a Campus or Community radio station, and in order to become a member of the NCRA you will need to be a registered not for profit organization, either registered with your province, or at the federal level. The Canadian Revenue Agency does not issue charity status for Campus and Community Radio. Have you seen what the NCRA can do for you document?

#### **What does the CRTC say about Developmental License?**

In Regulatory Policy 2010-499, the Commission announced that it would issue five-year licences for developmental campus or community radio stations.

If a developmental station licensee wishes to pursue its operations as a community or campus station after the end of its five-year developmental station licence term, it must apply for a new community or campus radio licence at least nine (9) months prior to the end of its licence term as a developmental station. Developmental station licensees will be required to cease operating at the end of their licence term.

Developmental community or campus radio licences will only be granted to stations having a transmitter power of 5 watts or less (AM) or an effective radiated power (ERP) of 5 watts or less (FM).

### **A Technical Brief: Where do you put a transmitter?**

It will be necessary for the application for a developmental license to also include a technical brief to be submitted to Industry Canada. Have you looked into this and prepared this documentation prior to filing for your application?

### **Programming: Languages, hours, volunteers**

Do you know how many hours you are broadcasting for? Are you aware of the regulatory requirements for that broadcast, for example, your Canadian Content, or the spoken word requirement? Do you include the broadcast of local and regional news and information; the broadcast and promotion of local cultural and artistic expression; the promotion of Canadian emerging talent with an emphasis on local musical and spoken word talent; and the broadcast of local and regional content related to social, economic and community issues?

How engaged are you with your community? Permits and facilitates communication among members of the community by fostering diversity in the broadcasting of opinions, spoken word content and musical programming; participates in the stimulation of socio-economic endeavours and in the cultural enrichment of communities; and reflects the diversity of the communities served. Local programming is produced, in part, by volunteers. The NCRA also has the Program Exchange which can help fill out Canadian programming requirements, but is unlikely to contribute towards the minimum spoken word requirement.

### **Community Support**

Do you have letters of support from your community? Organization who represent the diverse communities which you hope to provide programming for? Or if you are an internet, or online station do you have listeners who can speak to the need to having your station on FM? Do you have the support of your local council or other civil society organizations? The NCRA in some cases may also be able to write a letter of support for stations seeking a license.

### **Good Governance & Board of Directors**

Do you have a board of directors already in place? Does your board comply with the Canadian citizenship requirements? Do you work well as a team? Most new radio stations have an administrative board which does a lot of work themselves. Other boards are governance boards which focus on strategy and are less involved with the direct management of the station.

Are you planning on hiring someone to run the station? Do you have policies, and procedures in place, and have you created a clear division of authority, and appeals process? The NCRA does have a Policy Exchange which may be a good starting point.

### **What Timeline are you expecting?**

The licensing process within the CRTC can take anywhere between 8 month to 18 months depending on if they open up a competitive process. This does not include the time it takes to gather the information required for the form submission. The timeline for creating a physical station and installing a tower etc, can be over several years. There is another consideration of applying to Industry Canada for a frequency

and broadcast certification. Available frequencies are scarce in some major urban areas. Becoming a not-for Profit organisation can take anywhere between 4 to 8 weeks.

### **What else can the NCRA do for you?**

Here are just a few ideas from what we did at the NCRA in 2015.

#### **Some successes from the past year Include!**

- Securing a grant from the CRFC for \$100,000 to provide a Membership Training Coordinator to facilitate a Webinar Series, as well a redevelopment of the Program Exchange. The Program Exchange is a tool where radio stations share programming to help cover gaps in their audience and fill their hours!
- We worked with CWA Canada on the Media Works project, it funded five NCRA members to produce 30 minute documentaries on labour issues, the grant was for \$8,000
- We similarly worked with Foundation Dialouge for the “Rendezvous de la Francophonie” project which funded nine station and was worth over \$15,000
- Secured a Young Canada Works Grant for a French Website Coordinator.
- The NCRA has secured a group insurance buy with Shaw Sabey Insurance, members get a 10% discount.
- The NCRA staff have met with and wrote to CRTC Commissioner Raj Shaon and his staff to discuss the regulation of Campus & Community radio. We have also presented directly at CRTC hearings for stations. We have also written 7 letters of support in favour of 10 of our members. As well as providing one on one support to 33 of our members.
- Developed a comprehensive Webinar regarding the new Emergency Broadcasting requirements.
- Studied the financial impact of the c/c sector, as well as other research on c/c. Studied data provided by 56 of our members. Provided training at local Ottawa stations.
- Launched a new comprehensive Regulatory Survival Guide.
- In conjunction with ARCC, ARCQ and ourselves, served a memorandum of fact of law regarding Re:Sound in the judicial review of the online stream tariff. This lead to a drop from \$700, to only \$113 a year as a member of the NCRA!
- We also have a number of active committees at the NCRA including: Indigenous Committee, Equity Reading Group, Equity Committee, Human Resources Committee, External Policy Committee, Conferences Committee, Finance & Fundraising Committee, and the Governance Committee
- We also have GroundWire which is a syndicated national radio show offering an alternative news source. Last year 13 of our member stations helped to produce the series!
- The Homelessness Marathon was hosted in CFRC who teamed up with 10 local organizations to highlight homelessness in their community. 23 of our member stations simulcast the Marathon, which also included contributions from 20 of our members.
- learshot is a campus and community radio charts, and is the go to tool for the sector, and is a valuable resource for stations, artists and labels. A major upgrade to the website saw a 80% improvement in page load times!

Get in touch with us! [info@ncra.ca](mailto:info@ncra.ca) for more or call us at the office! See the contact page.