

## **What is the value of your NCRA/ANREC membership? 2018**

The NCRA/ANREC was founded on July 14, 1986. Since then we have grown from less than 20 members to 110 (As of April 1st, 2018). We have worked to facilitate the continual growth of the sector (8% growth a year) and encouraged stations to join our family of community-focused stations. NCRA/ANREC members broadcast in more than 63 languages, collectively have more than 10,000 volunteers who produce a phenomenal 700 hours of programming a week! These stations reach a significant online audience and regularly reach over an estimated 500,000 listeners across Canada.

The NCRA/ANREC is able to continue to offer support and grow our number of resources and services as a result of the financial support of the membership fees. Without the support of our members the NCRA/ANREC couldn't support a national office and provide support to stations each year.

### **Some successes from the past year:**

- We supported more than 20 individual stations interacting with the Canadian Radio-television and Telecommunications Commission (CRTC) with licence applications, renewals, amendments and other regulatory issues in 2017. The NCRA/ANREC draws on nearly 40 years of regulatory experience through devoted volunteers and staff to support this important work.
- We ran a fifth annual successful Annual Returns campaign ensuring that stations remain in compliance with their regulatory obligations.
- We released a Indigenous Zine highlighting best practices for acknowledging indigenous territory. Free for members!
- We financed two independent third party surveys to determine Canada-wide listenership. This data is now publically available and can be used by stations for advertising and promotion purposes.
- We launched a brand new member-only website with dozens of resource pages.
- The NCRA/ANREC created a Wiki with over 50 entries! The Wiki has now become the central location for shared knowledge on c/c radio.
- We funded 50 member stations \$75,000 to produce 1400 minutes of original programming about bilingualism in their communities through the "Rendez-vous de le Francophonie" program offered by our partner Fondation Dialogue & Canadian Heritage, and \$25,000 for stations to participate in a marathon day of programming celebrating 20 years of RVF.
- In our National Advertising campaign secured great clients to bring over \$25,000 in national advertising for our stations with over 40 different stations participating.
- Ongoing consultations with MPs, Senators and sector partners
- Had high level consultations with Canadian Heritage in order to advocate for more funding options for c/c stations.
- The NCRA/ANREC provided promotional support to the Marathon programming for homelessness, the International Day for the Rights of the Child including a breakfast event at the Senate and the Wetlands project for Earth Day to our membership.
- Very successful Station Manager Summit with 30+ stations participating and \$15,000 in funding through grants.

**Some of the things we're working on for the coming year:**

- Launch the national distribution network for artists, labels and distributors to deliver content directly to programmers via the Iearshot Digital Distribution system
- The Public Service Announcement Network, an initiative to bring national PSAs from Canadian charities and non-profits to a central depository for c/c stations.
- Podcast Network and storage infrastructure needed to convert radio programming to podcasts!
- My Community My Radio public facing website. This will be an initiative to show the public what community radio means to Canada.
- Station Manager Summit 2019 and NCRC 2018/2019.

**Some past successes:**

- Saved stations thousands of dollars annually in copyright tariffs annually, particularly the recent Re:Sound decision and SOCAN negotiations.
- Co-Founded the Community Radio Fund of Canada, which to date has distributed more than \$10 million to Campus/Community stations.
- Created equity-based projects and resources like Resonating Reconciliation, Regulatory Handbook 2.0, Copyright Handbook and the disAbilities Handbook.

