



[FOR IMMEDIATE RELEASE]

## NCRA/ANREC Launches \$5 Million MAPL!e Grant Fund

*December 8<sup>th</sup>, 2020—Ottawa* The National Campus and Community Radio Association (NCRA/ANREC) announced the establishment the **MAPL!e Grant**. The grant will primarily feature FREE access to our [!earshot Digital Music Distribution System](#), (“!earshot Distro”) and other areas that support under-represented artists and musicians in Canada, related to radio.

“Music and radio need each other to succeed,” said Barry Rooke, Executive Director of NCRA. “We know live music has been hard hit by the pandemic and funding distribution will help musicians reach new audiences while building a new platform.”

The NCRA/ANREC has secured agreements with the majority of national and provincial music associations in the country and is offering access to grants between November 16th and March 31st, 2021 to upload content to the *!earshot Distro* system. Tens of thousands of musicians, artists and labels across Canada will have a new, environmentally friendly way to distribute their music to stations. Across the participating associations, this totals around \$5 million worth of funding.

“We highly value the ability to support under-represented artists,” added Rooke. “Artists may choose to self-identify for discoverability or drill down into all the sub and hyper genres for unique music styles in this platform.”

The music sector faces challenges including loss of live venues and decline of local print publications which were key to seeking out our new music and features of artists. Local and diverse content can get lost online, which motivated the effort to support under-represented artists. !earshot-Distro has the benefits of carbon reduction with no packaging or transport waste, as well as expanded access to content online without taking up increasingly expensive storage space at stations.

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### **For more information:**

**Barry Rooke, Executive Director - NCRA/ANREC**

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### **List of participating Associations & Groups:**

- Canadian Independent Music Association / Music Ontario
- East Coast Music Association
- Alberta Music
- Manitoba Music
- Music NL
- Music Nova Scotia
- Music PEI
- Music NB
- Music Yukon
- Music BC
- SaskMusic
- Small World Music
- Collective Music Canada



The NCRA / ANREC recognizes the need to support under-represented artists and musicians and has introduced self-identification to help with discoverability:

- QueerCon
- FemCon
- IndigenousCon
- FrancoCon
- BlackCon

About the NCRA/ANREC:

The National Campus and Community Radio Association/L'Association nationale des radios étudiantes et communautaires ("NCRA/ANREC") is a not-for-profit national association working to recognize, support, and encourage volunteer-based, non-profit, public-access campus, community and native radio broadcasters in Canada. We provide advice and advocacy for individual campus and community ("c/c") stations and conduct lobbying and policy development initiatives with a view to advancing the role and increasing the effectiveness of our sector. Our goals are to ensure stability and support for individual stations and to promote the long-term growth and effectiveness of the sector. The NCRA/ANREC currently has 113 member stations.