

MAPL!e Grant 2022 - Report

April 2023

To: All participating partners and NCRA/ANREC Board of Directors

Intention - To share the results of the program 2022-2023 and compare to the past year's MAPL!e Grant, in an open and transparent manner to help facilitate next steps across the music industry

Project Outline

From August 1st, 2022 to December 31st, 2023 various music associations partnered up with the NCRA/ANREC once again for a third round of the MAPL!e Grant Program. The program gave their members access to upload content to !earshot distro, a distribution platform which community and campus radio stations have access to across Canada, at a discounted rate. This report will look at the previous year and compare as well as detail the results and propose next steps.

Summary of Results

	<u>Songs</u>	<u>Broadcasters</u>	<u>Labels</u>	<u>Indie Artists</u>
<u>Starting Numbers</u>				
July 31st, 2022	19366	225	781	2327
<u>Finishing Numbers</u>				
December 31st, 2023	25985	283	881	2552

*Due to the way the discounts were given out this time around there is no clear way of knowing how many new sign ups were brought from the program.

However we were able to track down the amount of uploads, there were 171 new uploads made from artists within these music associations for a value of \$1,471.

PREVIOUS NUMBERS:

In the MAPL!e Grant from last year (2021-2022) the total registrations using a Referral Code was 69 for a value of \$715.75

In the first MAPL!e Grant (2020-2021) the total registrations using Referral Code across all MAPL!e Grant was 456 with a total process of song using MAPL!e Grant codes 1161 for a value of \$20,630.60.

Individual Results

Note that MORE detailed results, including email addresses are available per-association by request

Associations	# Uses	Total Savings
CIMA/MusicOntario	10	\$78
Manitoba Music	13	\$110
MMF Canada	31	\$237
Musicians' Rights Organization Canada (MROC)	28	\$184
Alberta Music	23	\$317
Collective Music Nation	-	-
Music Yukon	-	-
Folk Music Ontario	8	\$71
SaskMusic	32	\$262
Music Newfoundland and Labrador	12	\$171

British Columbia Country Music Association	2	\$3.50
Music New Brunswick	1	\$25
Indie Week	11	\$12.45
Music Publishers Canada		
New Brunswick Musicians' Association		
Total	171	\$1,471

Analysis

Overall, the program was somewhat successful. Every year the program adapts and changes to the needs of the music associations and their members and for further development and awareness of !earshot distro.

The first year the main focus was awareness and growth in numbers and content, the second year the main focus was sign ups and this year's main focus was an offer to reward the partnership between our sector and the music associations and their artists who are looking to try the system or continue supporting it.

This year's MAPL!e Grant Program ran from August 1st, 2022 to December 31st, 2023 when in previous years it had run from the end of August to the last day of January, this timeline was shortened since January tends to be a slower month since everything leads up to the holidays at the end of the year.

Last year the codes were split between a combination of 25% in referral and 25% in discount code for a total of 50% OR 25% in referral code.

A noticeable change was made this year, the music associations could either choose to give artists a 50% discount by offering a coupon code OR offer their members a 25% discount with a referral code which will then come back to the association. This was done so that no matter if an artist had signed up in the past they could get the full 50% discount by using the code since the referral code is only a one time use when you first sign up.

Promotion

Individual and personalized designs were made and shared with the music associations for them to promote the program and their code. There were various social media posts about the program as well as reminders and instructions on how to use the codes.

Next Steps - Proposals

MAPL!e Grant 2023

We will be reaching out again to any and all music associations across Canada to participate in the MAPL!e Grant Program. The next Grant will be taking place from August 1st 2023 to July 31st 2024. In the hope of running a year long partnership with the associations.

The MAPL!e Grant 2022 will once again offer either 25% discount to your members, with the opportunity for you to earn 25% revenue on all uploads OR a 50% discount code. We are offering this to all music associations, including local chapters and genre-based groups. The timeline will be August 1st 2023 to July 31st 2024. We are open to feedback from music associations about these dates.

We will like to offer more training sessions to associations in efforts to actively promote the system and the discount. As well to cross promote this partnership between our social media accounts.

Development and Feedback

We have learned a lot from the Grant Program in the last couple years and look forward to further developing and growing the project. As such, we would appreciate [any feedback](#) you may have. As well as any feedback you may have had from your members about the system. Feel free to also email eloisa@ncra.ca for any additional feedback or questions.



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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 (April 2023) has 126 member stations. Most of our members are located in English-speaking communities, and broadcast predominantly in English, but serve a diverse range of cultural, social and linguistic communities. We have several Native B and French-language or bilingually-licensed members, although most French-language c/c stations are members of either of the French community radio associations: l’Alliance des radios communautaires du Canada (“ARCC”) and l’Association des radiodiffuseurs communautaires du Québec (“ARCQ”).

Of our 126 members, approximately 1/3rd have a Campus license, with 2/3rds holding a community license. Some members are currently developing to apply for licenses or are broadcasting online only and do not seek a CRTC License. Stations in our sector vary widely: some are in tiny rural communities with no staff, a small group of volunteers, and budgets of less than \$5,000, like CJUC-FM in Whitehorse, YK, or CHBB-FM in Norris Point, NL; some are medium-sized with a few staff and budgets in the range of \$150,000 to \$350,000 like CKDU-FM in Halifax, NS; and a few are in large urban areas with up to seven staff, 200 volunteers, and an annual budget of more than \$800,000, like CJSW-FM in Calgary, AB.