



[FOR IMMEDIATE RELEASE]

**February 8th, 2022— Ottawa** The National Campus and Community Radio Association (NCRA/ANREC) released the final [Future Of Broadcasting and Music](#) report. The report has been an ongoing project that has taken many consultations, feedback, research and recommendations to come to a final conclusion to help close the gap between the music and broadcasting industries.

The decision to investigate further into the music and broadcast industry relationship began when the NCRA/ANREC received complaints from both the music and broadcasting industries which made the disconnect and frustration between the two obvious. This report has been broken down into 5 sections which touch on the main issues/concerns and have come up with best practices and recommendations.

1. Format
2. Distribution
3. Cost
4. Capacity
5. Accessibility & Diversity

This is to assist broadcasters in receiving music for on-air play in their preferred format (with industry standards gathered from feedback and consultation discussions) and to also help the music industry distribute and connect with radio stations across Canada in a more efficient manner (with new best practices) which will ultimately help and facilitate positive change.

"We are really excited to share this finding with both the Broadcast and Music Industry, knowing it will help make it easier for Canadian artists to get the attention their art deserves across the country" - Eloisa Veliz (!earshot Distro Marketing and Outreach Coordinator)

The NCRA/ANREC has also drafted a [How To Distribute Music To Canadian Radio](#) on the !earshot distro website (<https://earshot-distro.ca/>) which touches on some of the basics musicians and labels should consider when sharing their music.

**For more information:**

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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 has 119 member stations.