



**Community
Radio Fund
of Canada**

PUBLIC RECOGNITION GUIDELINES

**If a CRFC financial contribution is granted to you,
you have the obligation to acknowledge it!**

These guidelines have been designed to ensure public recognition of the CRFC's financial contribution to a project. Public recognition, which is now an integral part of the requirements stated in the contribution agreement, is intended to:

- Recognize initiatives that are funded through Canadian Content Development (CCD) contributions from Canada's private broadcasters;
- Disseminate information on funded projects;
- Publicize the role of the CRFC within the sector;
- Showcase the incredible work being done by campus and community radio stations across Canada.

Acknowledgement Text

This initiative is made possible by the Community Radio Fund of Canada, the only organization mandated to financially support campus and community radio stations in Canada.

Logo

Two versions of the CRFC logo in color will be sent to each recipient at the beginning of the funding term. You must use one of these versions:



**Community
Radio Fund
of Canada**



*Funded by the
Community Radio
Fund of Canada*

Upon request, the CRFC can send other versions of the logo such as the bilingual logo, black or white logo, logo without name, higher resolution). We ask that you respect the integrity of the logo and ensure its legibility. Under no circumstances should you adapt it (enlarge, shrink or change its proportions). The text beside the logo must be easy to read.



In order to have optimal results, please follow these instructions:

- On your website and social media, use .png format.
- To integrate in a Word document or any other print format, please use .tiff.

Guidelines

Mandatory References

Audio: A recipient producing programming, on the air or online, as part of a project funded in whole or in part by the CRFC has the obligation to use the recognition text at least once, at the beginning of a recording.

Written documents (printed or electronic format): Any recipient producing written documents for a project funded in whole or in part by the CRFC has the obligation to use the CRFC logo and the recognition on the documents in question (poster, guide, etc.). In addition, when a recipient makes a public reference to the CRFC funded project in writing, it must mention the financial contribution of the CRFC to the project (for example, in an annual report).

Website: A recipient must add the CRFC logo to their website homepage and/or to the page or section where the logos of other funders, partners and sponsors are displayed. The CRFC logo must be linked to <http://www.crfc-fcrc.ca>. If there is enough space, the logo can be accompanied by the acknowledgment text.

Press Release: A recipient must, in collaboration with the CRFC, issue a press release on the funded project. The text of the press release will be provided by the CRFC. The press release will include the CRFC logo and at least one CRFC quote.

Optional References

Social Media: The CRFC strongly encourages all recipients to post information, photos and videos about their project on social media and to relay the information to the CRFC. To mention the CRFC on social media, please include Twitter [@crfcfcrc](#) and Facebook [@crfcfcrc](#) as well as the hashtag [#mycrfcproject](#).

Verbal Remarks: All recipients will recognize the financial contribution of the CRFC when they talk about the funded project (for example, during an interview, presentation/ conference, speech, etc.).



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Collaboration with the CRFC

Don't worry! At the beginning of the project, the CRFC will contact you to set up communication activities for your project.

The CRFC values the achievements made by stations as a result of the funding received and wishes to support them by telling their stories, while ensuring appropriate public recognition. That's why the CRFC invites all recipients to work collaboratively with the CRFC to make the most of the project's communication potential and collaborate on communication activities to reach more people and generate interest.

CRFC Approval

Before printing or publishing any material funded with CRFC funds, we recommend sending a draft to the CRFC for approval.

During the evaluation of the final report, the CRFC will verify whether a recipient has complied with these guidelines for the duration of the project. Failure to comply may result in a penalty of 15% or the cancellation of the last payment of the financial contribution.

Need Help?

For assistance on how to recognize funding from the CRFC or on the use of the logo, please contact the CRFC directly (613-321-3513 / prog@crfc-fcrc.ca).