



FONDS CANADIEN
DE LA RADIO
COMMUNAUTAIRE

COMMUNITY
RADIO FUND
OF CANADA

RADIOMETRES

2018
Guidelines



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The **Community Radio Fund of Canada** (CRFC) is an independent not-for-profit organization created in 2007. It is the only funding body mandated to provide financial support to campus and community radio stations in Canada, which contributes to the dynamism of the sector by promoting resource development and capacity building. It ensures the recurrence, stability, and diversification of funding by working with the sector's associations and by building strategic alliances and innovative partnerships.

ABOUT THE PROGRAM

The CRFC is proud to launch the 8th round of funding of *Radiometres*, a funding program centered around results-based management. Three results guide the *Radiometres* program. These results have been established to reflect some of the key goals of our funding within the campus and community radio sector as well as the Canadian broadcasting system.

Here are the three results of the *Radiometres* program:

1. High-quality, locally-reflective music and spoken word **programming**.
2. Skilled and sustainable **volunteer** participation in local content creation and operations.
3. Diverse **community** participation in governance, programming, and content.

The program is flexible enough to fund a variety of activities undertaken by different stations as long as the project proposal meets at least one of the three results of the program.

By aiming to achieve these three results in the long term, the CRFC wishes to increase the development, volunteer participation and sustainability of campus and community radio stations. This will lead to stronger and more vibrant local community broadcasting in Canada.

The CRFC is proud to have funded 322 projects from 123 stations since the program inception in 2012. This represents an unprecedented investment of more than \$ 10.5 million for the campus and community radio sector.

The funding distributed under *Radiometres* comes from Canada's private broadcasters through a portion of their Canadian Content Development (CCD) contributions. These contributions are intended to fund initiatives that help create and promote quality audio content for broadcasting.

NEW! Changes made to the guidelines

- [Tips](#) on how to write your funding application have been added to these guidelines.
- The application form has been modified to help you better define your project and meet the CRFC requirements.
- Stations must apply for funding through the new CRFC online application platform: <http://www.mycrhc-monfrcr.fluidreview.com/>.
- Starting March 1, 2018, the CRFC will *only* review applications from its members. To become a CRFC member, click [here](#).
- All projects must take place between September 1, 2018 and August 31, 2019 (maximum duration of 52 weeks).
- If your application is approved, you will be required to acknowledge the financial support of the CRFC for your project. See the [guidelines](#) for more information.

Eligibility

Who is eligible?

Eligible applicants are not-for-profit Canadian stations who hold a valid CRTC-issued campus or community radio broadcasting licence (as set out in Public Notice CRTC [2010-499](#)).

Any previous recipient with outstanding reports or amounts owed to the CRFC will not be eligible for any new funding until they have fulfilled these obligations.

Which projects are eligible?

Applicants may submit a funding application for any project that meets at least one of the three program results.

Applicants may obtain funding for two consecutive rounds to implement the same project if they show progress in their goals for each round. Funding received for the first phase of a project does not guarantee funding for the second phase.

What amount is available?

\$50,000 is the maximum amount you can request from the CRFC, but the total cost of your project can go beyond this amount.

Which expenses are eligible?

- Eligible expenses include direct project expenditures. This means that all requested expenses to be covered by the CRFC in the funding application must be directly related to your project.
- You must be able to show how each expense contributes to your proposed activities, and in turn, your proposed goals.
- Producing local content, implementing new media approaches, and distributing programming digitally can be funded by the CRFC through the program.
- The CRFC reserves the right to accept or reject any expense not compliant with the objectives of the program.
- The CRFC reserves the right not to recommend an application for funding if the majority of the expenditure is deemed ineligible.

Examples of eligible expenditures:

- ✓ **Salary**, including **benefits** and **mandatory employment-related costs** (MERCs);
- ✓ **Honoraria** and **per diems**;
- ✓ Technical equipment (up to 5% of the amount requested to the CRFC);
- ✓ Advertising and promotional material for the project;
- ✓ Training fees;
- ✓ Travel expenses and subsidy;
- ✓ Office supplies and stationery;
- ✓ Costs related to an event (equipment/room rental, for example)
- ✓ Website costs related directly to the project activities;
- ✓ Applicable sales taxes that the recipient has to pay on eligible expenses of the project.

Examples of expenses that are not eligible for funding:

- × **Fixed assets**;
- × Administrative fees or overhead fees (indirect costs, often a percentage of the total project budget);
- × Existing studio or equipment rental or maintenance;
- × Phone and Internet fees;
- × Regular costs incurred by the station (heating, electricity, etc.);
- × Advertising and promotional material about the station (for example, stickers, mugs, t-shirts, and pens with the station's logo);
- × Hosting or domain fees, or regular maintenance or upgrading of your website;
- × Food, unless justified, alcohol and tobacco;
- × Prizes and gifts, unless justified;
- × Technical briefs submitted as part of any Industry Canada/CRTC licencing process;
- × Registrations, travel, or accommodations associated with attending conferences, unless justified;
- × Expenses incurred in preparing this application;
- × Auditing fees, legal fees, or fines;
- × Recoverable taxes, tuitions, or related fees;
- × Interest fees on late payments;
- × Entire project entrusted to a subcontractor.

What is the eligible funding period?

Projects must take place between **September 1, 2018** and **August 31, 2019**.

You select the start and end dates that suit you best. The duration of the project is at your discretion, but it cannot exceed 52 weeks.

SUBMITTING AN APPLICATION

NEW! Tips on how to write an application

- Start preparing your application as soon as possible. Do not wait until the deadline!
- Read the program guidelines carefully.
- Create a user account for your station before preparing your application: <http://www.mycrhc-monfrcr.fluidreview.com/>.
- Collect and update all mandatory supporting documents. Make sure to have an electronic copy of the required documents.
- Use a word processing software to compose your text, and revise your grammar and spelling. Then copy and paste the information into the online application form. You will have a backup copy.
- Keep in mind the assessment criteria and program results when formulating your answers.
- Submit a coherent project and demonstrate that your project is well structured and that you have the capacity to achieve it, as provided in your application.
- Be concise and clear. Go straight to the point! Avoid writing long, vague, redundant or general statements about your project.
- Focus on the accomplishments you want to achieve during the funding period and not on problems or issues that you are experiencing.
- Do not assume that the CRFC knows your station, can read between the lines or guess what you are trying to say.
- Ask someone who is not familiar with the station and your project to review your funding proposal and provide constructive comments.

Need help?

Before submitting your application, we strongly encourage you to contact the CRFC to discuss your project and funding application. The CRFC can review your draft application with you and provide advice during the call for funding applications. Remember that the CRFC staff is the most qualified to give you feedback that meets our assessment criteria. Please note that having the CRFC review your application beforehand does not guarantee funding.

From March 1 to 8, 2018, the CRFC will only review project proposals written by CRFC members who have paid their membership fees by February 8, 2018.

We can help!



Camille Noël
Program Officer
camille@crfc-fcrc.ca
(613) 321-3513

Deadline

The CRFC will accept funding applications until **Thursday, March 8, 2018 at 1:00 PM Eastern Time.**

Late applications will be ineligible for funding.

All completed funding applications submitted on time will be subject to a thorough review by the CRFC. The CRFC may ask for clarification on your application. You will have one week to provide further information on your application.

Number of applications

Each station may submit one application per call for funding.

Mandatory documents

When completing your application form, you will be asked to provide the following documents:

- A **resolution from the board of directors** identifying the official signers of the station;
- **List of board members** (names, titles and contact information);
- A copy of your **letters patent**, provincial or federal charter, or any incorporation document;
- A copy of your **most recent valid CRTC licence** (NOT the Industry Canada certificate);
- **Financial statements** of the last fiscal year;
- **Operating budget** of your station for the current fiscal year.

If you are unable to provide some of the required documents, please contact the CRFC as soon as possible.

ASSESSMENT AND APPROVAL

Selection criteria

Applications are judged by an independent selection committee based on their merit, subject to the availability of funds, using a scoring system based on the following criteria:

- The value, relevance and strength of the application in relation to the results of the program as well as Canadian Content Development (CCD) objectives;
- The originality and innovative elements of the application;
- The impact of the project on the station and its listeners;
- The quality and measurability of the proposed goals of the project;
- The quality of the proposed activities;
- A realistic budget and timeline;
- The capacity of the station to manage the project, budget and timeline;
- Financial needs of the station.

This is a competitive process and submitting an application does not guarantee funding for your project.

Approval of applications

Applicants will be notified by writing as to whether or not their application has been successful. The CRFC plans to announce the list of recipients in June 2018.

The CRFC will enter into a contribution agreement with successful applicants that outlines the terms, responsibilities, approved activities, expected results, approved expenses, as well as reporting mechanisms of both parties.

Recipient obligations

During the funding period, recipients should immediately contact the CRFC in the event of any changes to the project scope, as described in the contribution agreement (activities, budget, timeline, etc.). The CRFC will be able to offer support and provide guidance to recipients throughout the project.

All recipients are required to submit at least two reports on the project. The due dates will be specified in the contribution agreement.

1. Progress report: All recipients will be required to submit at least one progress report during the funding term, based on a format provided by the CRFC. This will include an update of activities, a summary of progress on achieving goals, explanation of any significant challenges or delays, and a financial summary. Frequency and number of reports will be specified in the contribution agreement.
2. Final report: All recipients must submit a final report no later than 30 days following the end date indicated in the contribution agreement. The final report includes:
 - A final report form, based on a format provided by the CRFC;
 - A station budget-versus-actual report that verifies the proper accounting of related expenses;
 - Proof of payments such as copies of all receipts, invoices, pay stubs/payroll reports, etc.;
 - A copy of any completed resources/materials that may have been produced;
 - A copy of the programming produced during the project.

Payment schedule

- A first payment of 60% of the total contribution will be paid when the CRFC receives two signed copies of the contribution agreement.
- Upon receipt of the progress report, a second payment of 25% will be paid when the CRFC approves the progress report.
- The remaining 15% will be paid when the CRFC receives and approves your final report.

The CRFC reserves the right to negotiate other payment conditions with recipients. The contribution agreement remains the official document outlining the various terms and conditions of the financial contribution.

APPENDIX 1: GLOSSARY

Activity: Small units of work that have a logical relationship between one another. Each of them has a defined duration in time. Those organized actions can be performed by a single person or a group. It is often used as an alternative term for task.

Benefits: Benefits are optional, non-salary compensation offered to employees in addition to their salary. These benefits may include group insurance (illness, dental, vision, life, etc.), disability insurance, pension plan, etc.

Canadian Content Development (CCD): [Canadian Content Development](#) consists of various funding initiatives by broadcasters to help create and promote audio content for broadcasting using Canadian resources. These initiatives provide support, promotion, training and development of Canadian musical and spoken word talent, including journalists.

Financial Statements: Typically, financial statements include at least the following three statements: balance sheet or statement of financial position, income statement or statement of activities, and a statement of cash flows. Audited financial statements include a notice to reader, review engagement or auditor's report.

Honorarium: Amount paid to self-employed workers in exchange of professional services (instead of a salary that applies to the remuneration of those who are bound by an employment contract).

In-kind Contributions: Goods or services that are provided without charge by a third party or by the applicant. In-kind contributions can be, for example, equipment, books, food, or space.

Fixed Assets: Durable assets held for use in the day-to-day activities of the station and serving its activities in a sustainable manner. These assets represent committed investments in order to develop the productive potential of the organisation. It can be consoles, furniture, computer equipment, etc.

Mandatory Employment Related Costs (MERCs): Payments that an employer is required to give employees with respect to employment insurance, the Canada Pension Plan, the employer's liability insurance plan and annual leave.

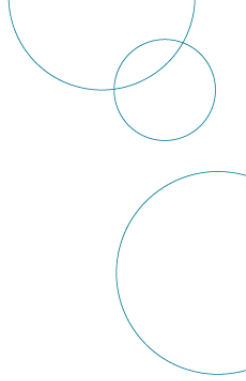
Need: State of necessity felt by the station that varies according to its location, the community it serves, their financial resources or any other factor.

Goal: Objective of activities accomplished throughout the project. In the context of our programs, a goal must be measurable.

Operating Budget: Document that lists the planned revenues and expenditures of a station for the current fiscal year.

Partnership: An association between two or more organisations or entities that decide to cooperate in order to achieve a common goal.

Per diem: Indemnity provided to reimburse the daily expenses incurred by a person traveling while performing his/her duties. Most often, it is a lump sum to cover living expenses such as accommodation and meals.



Project: In the context of the application, a project is a planned set of activities to be executed over a funding term in order to meet a defined need.

Result: It reflects changes and new situations brought about by the project. It is also a result of the set goals and activities made possible by funding.

Results-based Management: Management approach used to improve effectiveness and accountability practices for projects, with a focus on achieving concrete and realistic results.

Risk: The possibility that an undesirable event occurs during a defined time interval.

Salary: A salary is a sum of money paid to an employee for the work done for the station. The salary consists of a fixed remuneration to which can be added commissions, allowances and benefits.

Volunteer: A person who does an activity and brings his/her expertise to a station without being paid.

APPENDIX 2: 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

Different versions of the CRFC logo is sent to each recipient at the beginning of the funding term. You must use one of the bilingual versions of the CRFC logo. 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 on the logo must be easy to read.

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 must 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.).

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).