



## The deal:

The NCRA/ANREC (Non-profit radio in Canada) has set up a system that allows artists and labels to upload their music and submit it directly to [75+ radio stations](#) (Campus/Community/Indigenous and Podcasters) and their programmers (and growing). This new system is a non-profit system and replaces the need to send CD's or unsolicited emails. As a member of Alberta Music, you have access to at least \$300 worth of credits to upload your content to the system between November 16th and March 31st, 2021. We are calling this our "[MAPL!e](#)" Grant (get it, CanCon?) There is no maintenance fee and we will help with training if you need assistance to upload. It's 100% free to put your new (and back catalogue) on the system.

## Why?

We know artists are struggling to share their music due to COVID-19 (stations are not accepting CDs), there is no cheap distribution system (commercial alternatives cost \$500+) and we want to reduce the environmental impact of mailing content. As such, we have teamed up with almost all the national and provincial associations to offer this to all musicians in Canada. We need more artists to include their new and back catalogue in order to convert this to the standard distribution method for content in the country.

## How to access your free upload credits to the !earshot Distro Campus/Community music distribution system

1. Create an account on [earshot-distro.ca](http://earshot-distro.ca) ([Independent Artist](#) or [Label](#))
2. When registering, put this code in as a referral code: **G6L2NCRA**  
(Guarantees you a discount AFTER march 31st if you want to upload later)
3. Upload your songs (Click here for [detailed support](#))
4. When you get to the check out, put in this coupon code: **dfsnh934ks**
5. Use the contact list provided in-app to reach out to users who are interested in your genre.

**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 indigenous 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.