



## Broadcasting Decision CRTC 2005-361

Ottawa, 29 July 2005

### **Manitoulin Radio Communication Inc.**

Little Current, Ontario

*Application 2005-0031-5*

*Public Hearing at Niagara Falls, Ontario*

*6 June 2005*

### **Community radio station in Little Current**

*In this decision, the Commission **approves** the application for a broadcasting licence to operate a community radio programming undertaking in Little Current.*

#### **The application**

1. The Commission received an application by Manitoulin Radio Communication Inc. (Manitoulin Radio) for a broadcasting licence to operate a low-power English-language Type A community FM radio programming undertaking in Little Current, Ontario. The proposed station would operate at 101.1 MHz (channel 266LP) with an effective radiated power (ERP) of 5 watts.
2. In *New developmental community radio station*, Decision CRTC 2001-578, 12 September 2001, the Commission approved an application by MDS Computer Corp., on behalf of a corporation to be incorporated, now known as Manitoulin Radio Communication Inc., for a broadcasting licence to operate a developmental English-language FM community radio programming undertaking in Little Current. Consistent with its approach for developmental community radio stations, as outlined in *Community Radio Policy*, Public Notice CRTC 2000-13, 28 January 2000 (the Community Radio Policy), the Commission licensed this station for three years. Taking into consideration the twelve-month period allowed to implement a new radio station, the licence for this station will expire 31 August 2005. Since Manitoulin Radio wishes to continue operating beyond this period, it has filed the present application for a regular community radio broadcasting licence.
3. The applicant submitted that it is applying for a Type A community radio licence because its current developmental community radio station is the only radio station operating on Manitoulin Island, an island surrounded by Lake Huron. It added that the closest radio station operates in Elliot Lake, a community located approximately 120 kilometres from Little Current.

4. The applicant stated that the proposed station would broadcast 24 hours a day and offer a wide variety of music targeting young adults. The proposed station would provide news, weather, sports, marine information, commentary and community information as well as information on upcoming events. In each broadcast week, the station would offer a minimum of two hours of programming in Aboriginal languages. The station would continue to be part of Manitoulin Island's regional emergency team that is designated to provide vital information on behalf of various island municipalities when unforeseen events arise, such as power outages.
5. In the Community Radio Policy, the Commission states that it expects that at least 15% of the programming aired in each broadcast week by Type A community radio stations, and at least 25% of the programming aired in each broadcast week by Type B community radio stations be spoken word, with an emphasis on community-oriented spoken word. However, in its application, Manitoulin Radio made a commitment to devote a minimum of 10% of the programming aired in each broadcast week to spoken word programming. In support of its proposal, the applicant stated that the current developmental community radio station has only one full-time staff member who oversees the volunteers and the overall operation of the station. It added that the proposed technical parameters are the same as those of the existing developmental radio station, which currently covers only one-third of Manitoulin Island, and that Little Current, which is the largest town within the contours of the proposed station, has a population of approximately 1,000 people. Given the limited coverage of the proposed station and the community involvement needed to comply with the levels established in the Community Radio Policy, the applicant submitted that it would be impossible for the proposed community radio station to attain those minimum levels.
6. The Commission did not receive any interventions in connection with this application. The applicant submitted several letters of support as part of its application.

### **Commission's analysis and determination**

7. In the Community Radio Policy, the Commission states that a community radio station is a Type A station if, at the time of licensing, no other radio station, other than one owned by the Canadian Broadcasting Corporation (CBC), is operating in the same language in all or part of its market. The Commission also states that a community radio station is a Type B station if, when the licence is issued, at least one other station, other than a station owned by the CBC, is licensed to operate in the same language in all or any part of the same market.
8. In the present case, the Commission notes that, based on the 3 mV/m coverage contour of CKNR-FM Elliot Lake,<sup>1</sup> that station is officially considered to be licensed to operate in the same language as the proposed station in all or any part of the market of Little Current. In accordance with the Community Radio Policy, the Commission determines that the station proposed by the applicant will be a Type B community radio station.

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<sup>1</sup> CKNR-FM Elliot Lake is licensed to The Haliburton Broadcasting Group Inc.

9. In light of all of the foregoing, the Commission **approves** the application by Manitoulin Radio Communication Inc. for a broadcasting licence to operate a low-power English-language Type B community FM radio programming undertaking in Little Current at 101.1 MHz (channel 266LP) with an ERP of 5 watts.
10. The Commission has considered the applicant's arguments in support of its proposal to broadcast a lower minimum level of spoken word programming in each week than specified in the Community Radio Policy. The Commission also notes the remoteness of Little Current from the community of Elliot Lake, which CKNR-FM is licensed to serve. In the circumstances, the Commission is satisfied that it is in the public interest to accept Manitoulin Radio's commitment to devote a minimum of 10% of its programming in each broadcast week to spoken word programming with an emphasis on community-oriented spoken word and is imposing the following **condition of licence**:

The licensee shall devote, during each broadcast week, at least of 10% of its programming to Spoken Word (content category 1), which is comprised of News (content subcategory 11) and Spoken Word - Other (content subcategory 12), with an emphasis on community-oriented spoken word, as defined in *Revised content categories and subcategories for radio*, Public Notice CRTC 2000-14, 28 January 2000, as amended from time to time.
11. The licence will expire 31 August 2011 and will be subject to the **conditions** set out in *New licence form for community radio stations*, Public Notice CRTC 2000-157, 16 November 2000 with the exception of condition number 9. The licence will also be subject to the condition mentioned in this decision.
12. In accordance with the Community Radio Policy, the licence for this community station will be issued to Manitoulin Radio Communication Inc., a not-for-profit organization with no capital stock, whose structure allows members of the community to become members and take part in station management, operations and programming. The board of directors will be ultimately responsible for compliance with the *Radio Regulations, 1986* and the station's conditions of licence.
13. Given that the technical parameters approved in this decision are for a low-power unprotected FM service, the Commission also reminds the applicant that it will have to select another frequency if the Department of Industry so requires.

## **Employment equity**

14. The Commission considers that community radio stations should be particularly sensitive to employment equity issues in order to reflect fully the communities they serve. It encourages the applicant to consider these issues in its hiring practices and in all other aspects of its management of human resources.

Secretary General

*This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>*