



Broadcasting Decision CRTC 2005-455

Ottawa, 7 September 2005

Trust Communications Ministries

Barrie and Huntsville, Ontario

Application 2004-0866-8

Broadcasting Public Notice CRTC 2005-27

31 March 2005

CJLF-FM Barrie – New transmitter at Huntsville

*The Commission **approves** the application by Trust Communications Ministries to amend the broadcasting licence for the radio programming undertaking CJLF-FM Barrie in order to operate a transmitter at Huntsville.*

The application

1. The Commission received an application by Trust Communications Ministries (Trust) to amend the broadcasting licence for the radio programming undertaking CJLF-FM Barrie in order to operate a transmitter at Huntsville.
2. The new transmitter would operate at 98.9 MHz (channel 255A) with an effective radiated power (ERP) of 750 watts.

Interventions

3. The Commission received numerous interventions in connection with this application, most of which were in support. Opposing interventions were submitted by Muskoka-Parry Sound Broadcasting Limited (Muskoka), licensee of CFBK-FM in Huntsville, and by Mr. Saul Chernos.
4. In its intervention, Muskoka expressed concern over the duplication by Trust of some of the programming currently offered by CFBK-FM, as well as the proposed transmitter's ERP. Muskoka was of the opinion that a transmitter power of 200 watts would be sufficient, considering that the signal of CJLF-FM is already receivable in Huntsville. Muskoka also expressed concern that CJLF-FM could have a negative impact on the Huntsville market, if Trust were to sell advertising at a lower cost than that charged by Muskoka. Muskoka also indicated that the market is "too small and our economy is too fragile" to support the introduction of the proposed transmitter.

5. Mr. Chernos' intervention mentioned two applications by Trust; the application that is the subject of this decision, and a second application by Trust for an increase in power for CJLF-FM¹. Mr. Chernos expressed concern that Trust is "effectively building a network." Mr. Chernos also stated that the proposed station would have an economic impact on CFBK-FM Huntsville, adding that "if there is room for a second station, other than the CBC, in Huntsville, the Commission should leave room for other more popular formats."

Licensee's replies

6. In reply to Muskoka, Trust maintained that a transmitter power of 750 watts would be necessary to reach CJLF-FM's listeners because of the geography of the region. Trust also stated that, while there would be a limited amount of similar programming, there would be no duplication of programs. With respect to Muskoka's concern for the viability of the market, Trust indicated that the market is indeed too small to sustain a full-power station, and that a transmitter was therefore the best way to offer CJLF-FM's programming to Huntsville residents. Trust made a commitment to ensure that advertising on CJLF-FM would be sold at market value.
7. In reply to Mr. Chernos, Trust indicated that it currently has only two transmitters in operation and that frequencies remain available for use in Huntsville.

Commission's analysis and determination

8. In its evaluation of this application, the Commission has carefully considered the views of the licensee and of the interveners.
9. In Muskoka's intervention to the application, the intervener raised concerns regarding the impact of a new service entering the Huntsville radio market. The Commission notes that CJLF-FM is licensed to serve the city of Barrie. Trust has forecast that donations to its Christian music service from listeners in Huntsville will be sufficient to meet the operating costs of the transmitter, and has made a commitment to ensure that any advertising would be sold at market value. The Commission is satisfied that the distinctive advertising offered to Christian-based businesses, churches, or para-church ministries in Huntsville will not have a significant economic impact on CFBK-FM. The Commission considers that the transmitter at Huntsville will add diversity to the Huntsville radio market, both in terms of programming and ownership, while not causing undue negative impact on any incumbent service.
10. Furthermore, the Commission notes that Trust has undertaken to increase its Canadian talent development expenditures by an additional \$2,000 each year, upon approval of the present application, and the Commission expects Trust to follow through with its commitment.

¹ Application 2004-1577-0, published in Broadcasting Public Notice CRTC 2005-26, 23 March 2005.

11. Based on the foregoing, the Commission **approves** the application by Trust Communications Ministries to amend the broadcasting licence for the radio programming undertaking CJLF-FM Barrie in order to operate a transmitter at Huntsville. The new transmitter will operate at 98.9 MHz (channel 255A) with an ERP of 750 watts.

Issuance of the licence

12. The Department of Industry (the Department) has advised the Commission that, while this application is conditionally technically acceptable, it will only issue a broadcasting certificate when it has determined that the proposed technical parameters will not create any unacceptable interference with aeronautical NAV/COM services.
13. The Commission reminds the licensee that, pursuant to section 22(1) of the *Broadcasting Act*, this authority will only be effective when the Department notifies the Commission that its technical requirements have been met, and that a broadcasting certificate will be issued.
14. The transmitter must be operational at the earliest possible date and in any event no later than 24 months from the date of this decision, unless a request for an extension of time is approved by the Commission before 7 September 2007. In order to ensure that such a request is processed in a timely manner, it should be submitted in writing at least 60 days before that date.

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>