



Broadcasting Decision CRTC 2007-24

Ottawa, 17 January 2007

United Christian Broadcasters Canada
Belleville, Brockville and Cobourg, Ontario

Applications 2006-1009-9 and 2006-0982-8
Broadcasting Public Notice CRTC 2006-111
28 August 2006

CKJJ-FM Belleville – New transmitters at Brockville and Cobourg

*The Commission **approves** applications to amend the broadcasting licence for the radio programming undertaking CKJJ-FM Belleville, Ontario, in order to operate low-power transmitters at Brockville and Cobourg, Ontario.*

The application

1. The Commission received applications by United Christian Broadcasters Canada (UCB) to amend the broadcasting licence for the radio programming undertaking CKJJ-FM Belleville, Ontario, in order to operate low-power transmitters at Brockville and Cobourg, Ontario.
2. The proposed transmitter at Brockville would operate at 99.9 MHz (channel 260LP) with an average effective radiated power (ERP) of 50 watts. The transmitter proposed for Cobourg would operate at 100.9 MHz (channel 265LP) with an average ERP of 50 watts.
3. CKJJ-FM offers a Christian music service to listeners in Belleville and surrounding areas. Brockville is located approximately 155 kilometres east of Belleville while Cobourg is located approximately 87 kilometres west of Belleville. Since the proposed transmitters at Brockville and Cobourg would operate as low-power undertakings, their contours would not overlap with those of CKJJ-FM Belleville.
4. In support of its applications, UCB stated that it has received many requests from residents of Brockville and Cobourg who wish to receive CKJJ-FM's service. UCB described CKJJ-FM's programming as interdenominational and reflecting Canadian Christian life in a "positive family, racially and gender friendly way." It also stated that CKJJ-FM broadcasts local, regional and national news. UCB further maintained that the addition of the proposed transmitters would provide more exposure for Canadian Christian music.

5. UCB stated that the proposed transmitters' revenues would be generated through listener donations, membership fees, program fees and national and local advertising. It indicated that it would accept advertising from businesses in Brockville and Cobourg that cannot access, or do not wish to advertise on, the existing radio stations in their area.

Interventions

6. The Commission received interventions in support of these applications by residents of Brockville and Cobourg, who indicated that they wish to listen to radio programming that reflects their values and provides family-oriented content.
7. The Commission also received an intervention by Pineridge Broadcasting Inc. (Pineridge), the licensee of CKSG-FM and CHUC-FM Cobourg. Pineridge indicated that it was not opposed to the addition of a low-power transmitter at Cobourg that would broadcast the programming of a not-for-profit Christian music station. However, Pineridge submitted that the addition of such a transmitter should not be authorized until CHUC-FM achieves profitability.
8. Pineridge contended that the Cobourg radio market's financial health is precarious. In this regard, Pineridge noted that Cobourg is currently served by only two local stations (CKSG-FM and CHUC-FM) and one regional classical music station (CFMX-FM Cobourg),¹ but receives many out-of-market radio signals. Pineridge maintained that Peterborough radio stations, in particular, draw significant advertising revenues and listeners from the Cobourg radio market, and expressed concern that the proposed Cobourg transmitter would draw additional advertising revenues from that market without providing local programming or contributing to Canadian talent development.
9. Finally, Pineridge claimed that CKJJ-FM's signal can be heard in many parts of the County of Northumberland, including Cobourg. Pineridge also pointed out that Peterborough is currently served by two Christian music services, namely CKKK-FM² and CJLF-FM-2,³ and claimed that the Cobourg community has more of an affinity with Peterborough than with Belleville.

Licensee's reply

10. In response to Pineridge, UCB stated that most of its revenues are derived from donations by listeners, not by conventional advertising. UCB maintained that, since it expected to generate minimal advertising revenues in the central Cobourg market, approval of its application would have minimum impact on the existing radio stations in that market. UCB stated that it was contributing to Canadian talent development and

¹ CFMX-FM Cobourg is owned by MZ Media Inc., which is wholly owned and controlled by Mr. Moses Znaimer.

² CKKK-FM Peterborough is owned by King's Kids Promotions Outreach Ministries Inc.

³ CJLF-FM-2 Peterborough is a transmitter of CJLF-FM Barrie, which is owned by Trust Communications Ministries.

would include Cobourg in its initiatives in this regard. UCB added that it would broadcast news, activities and events pertaining to the Cobourg area originating from its Belleville station.

11. UCB submitted that, while CKJJ-FM's signal is received in Cobourg, the quality of the signal is not reliable. It also claimed that CKKK-FM and CJLF-FM-2 Peterborough target different demographics than CKJJ-FM.

Commission's analysis and determination

12. The Commission notes that the proposed transmitters would broadcast a niche Christian music service produced in, and originating from, Belleville. The proposed transmitters would also offer news and programs about local activities and events pertaining to Cobourg and Brockville, respectively, originating from the Belleville station. Neither transmitter would broadcast local programming that would be exclusive to Cobourg or Brockville, respectively. In the Commission's view, the proposed transmitters would add programming diversity to the region by providing a niche Christian music service with complementary programming.
13. With respect to the concerns raised by Pineridge that the proposed Cobourg transmitter could reduce the value of the intervenor's advertising availabilities to local commercial advertisers, the Commission notes that CKJJ-FM is subject to a condition of licence requiring the licensee to refrain from soliciting or accepting local advertising for broadcast during any broadcast week when less than one-third of the programming aired is local.⁴ Given that UCB did not propose to broadcast any local programming exclusive to Cobourg or Brockville and would consequently not be able to draw local advertising revenues from those markets, the Commission is satisfied that approval of these applications would have minimal financial impact on the incumbent radio stations.
14. UCB estimated that the proposed Cobourg transmitter would capture an audience share of no more than 4% to 5% in that market. CKJJ-FM's signal is currently received in part of the Cobourg market and, according to the BBM Fall 2005 survey, garnered a 1% listening share of the market during the survey period. In comparison, the BBM Fall 2005 survey indicated that CKJJ-FM's share of tuning in the Belleville-Trenton radio market was 3% over the same period. Based on the BBM's data, the Commission considers that the proposed Cobourg transmitter would not attract a significant listening share of the market. Furthermore, the addition of the proposed transmitter would improve reception of a radio signal that is already received in part of the market.
15. With respect to Pineridge's claim that Cobourg is already served by two Christian music services from Peterborough, the Commission notes that CKKK-FM and CJLF-FM-2 do not provide reliable signals throughout Cobourg. Furthermore, these stations do not appear to reflect Cobourg in any of their programming.

⁴ The definition of local programming is set out in *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006, as amended from time to time.

16. In light of all of the above, the Commission **approves** the applications by United Christian Broadcasters Canada to amend the broadcasting licence for CKJJ-FM Belleville, in order to operate low-power transmitters at Brockville and Cobourg.
17. The transmitter at Brockville will operate at 99.9 MHz (channel 260LP) with an average ERP of 50 watts. The transmitter at Cobourg will operate at 100.9 MHz (channel 265LP) with an average ERP of 50 watts.
18. The Department of Industry (the Department) has advised the Commission that, while these applications are conditionally technically acceptable, it will only issue broadcasting certificates when it has determined that the proposed technical parameters will not create any unacceptable interference with aeronautical NAV/COM services.
19. 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 broadcasting certificates will be issued.
20. Given that the technical parameters approved in this decision are for low-power unprotected FM services, the Commission also reminds the licensee that it will have to select another frequency if the Department so requires.
21. The transmitters 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 17 January 2009. 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>