



## Broadcasting Decision CRTC 2008-152

Ottawa, 31 July 2008

**Rick Sargent**

Bolton and Caledon, Ontario

*Application 2008-0359-5, received 5 March 2008*

*Broadcasting Public Notice CRTC 2008-29*

*9 April 2008*

### **CJFB-FM Bolton – New transmitter in Caledon**

*The Commission **denies** an application to amend the broadcasting licence for CJFB-FM Bolton, Ontario, in order to operate a transmitter in Caledon, Ontario.*

#### **Introduction**

1. The Commission received an application by Rick Sargent (Sargent) to amend the broadcasting licence for the low-power, commercial radio programming undertaking CJFB-FM Bolton, Ontario, in order to operate a transmitter in Caledon, Ontario at 102.7 MHz (channel 274LP) with an effective radiated power of 50 watts, the technical parameters currently used by the licensee to operate CFGM-FM Caledon, a low-power tourist information service. The licensee indicated that it wishes to convert CFGM-FM to a transmitter of CJFB-FM and requested that, subject to approval of the present application, the Commission revoke the broadcasting licence for CFGM-FM.
2. The Commission received interventions in support of this application.

#### **Background**

3. The Commission authorized Sargent to operate a low-power, commercial FM station in Bolton on 15 October 2007 (Broadcasting Decision 2007-370). The applicant proposed to offer an Eclectic Adult Contemporary music format and to broadcast 100 hours of local programming weekly.
4. On the same day, the Commission also authorized Sargent to operate a low-power, tourist FM station in Caledon (Broadcasting Decision 2007-371). By condition of licence, the licensee is required to use the station solely for the purposes of providing pre-recorded messages informing tourists of weather and highway conditions as well as attractions and services in the Caledon area. Also by condition of licence, the licensee may not broadcast more than six minutes of advertising material per clock hour.

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

5. The Commission notes that, in most cases, it authorizes the addition of a transmitter to broadcast the programming of an originating station in order to correct clearly defined

technical deficiencies in the signal of the originating station within its authorized service area, or to address demonstrated economic need.

6. In the present case, the licensee submitted that Caledon residents living outside Bolton want to receive the music and news programming offered by CJFB-FM. The licensee, however, made no arguments to the effect that it was not adequately serving Bolton given its existing technical parameters, nor did it indicate any financial difficulties necessitating an expansion of its service to encompass a greater population.
7. The Commission is not convinced that the addition of the proposed transmitter in Caledon, which would result in the loss of its tourist information service, would better serve the needs of the residents of that community or be in the public interest. The Commission is further of the view that approval of the application would serve to undermine the integrity of its licensing process.
8. In light of the above, the Commission **denies** the application by Rick Sargent to amend the broadcasting licence for CJFB-FM Bolton, in order to operate a transmitter in Caledon.

Secretary General

#### **Related documents**

- *English-language FM radio station in Bolton*, Broadcasting Decision CRTC 2007-370, 15 October 2007
- *English-language FM radio station in Caledon*, Broadcasting Decision CRTC 2007-371, 15 October 2007

*This decision 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>.*