



Broadcasting Decision CRTC 2012-633

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Route reference: Part 1 application posted on 2 August 2012

Ottawa, 20 November 2012

Radio Ville-Marie
Montréal, Quebec

Application 2012-0904-9

CIRA-FM Montréal – Use of the SCMO channel

1. The Commission **approves** the application by Radio Ville-Marie, licensee of CIRA-FM Montréal, for authority to use a subsidiary communications multiplex operation (SCMO) channel¹ to broadcast a radio service known as LA FIESTA LATINA, which will target the Spanish-speaking community in Montréal. The service will be operated by Radio Chaîne Latine Canadienne (RCLC).
2. The service will offer programming that includes information and news, music, culture and spirituality. Furthermore, programming will focus on the integration of newcomers into the large Spanish-speaking community.
3. The Commission did not receive any interventions in connection with this application.
4. The Commission's policy regarding services using the SCMO channel for FM stations is set out in *Services Using the Vertical Blanking Interval (Television) or Subsidiary Communications Multiplex Operation (FM)*, Public Notice CRTC 1989-23, 23 March 1989 (Public Notice 1989-23).
5. The policy states that the Commission would be concerned if an SCMO service were to have a negative impact on existing local conventional ethnic broadcasters. No such broadcaster opposed this application. Consequently, the Commission is satisfied that approval of this application will not cause undue negative impact on existing local conventional ethnic radio stations.
6. The Commission reminds the licensee that, as stated in section 3(1)(h) of the *Broadcasting Act*, it is responsible for the programs it broadcasts. The Commission therefore expects the licensee to ensure that its SCMO service is operated in a responsible manner and that it adheres to the guidelines regarding the provision of SCMO services set out in Appendix A to Public Notice 1989-23.

Secretary General

** This decision is to be appended to the licence.*

¹ Programming broadcast using an SCMO channel is not accessible with standard radio equipment and requires instead the use of a special receiver.