



Broadcasting Decision CRTC 2014-237

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Route reference: Part 1 applications posted on 5 and 6 September 2013

Ottawa, 15 May 2014

Rogers Broadcasting Limited
Timmins, Ontario

Applications 2013-1215-7 and 2013-1210-8

CKGB-FM and CJQQ-FM Timmins – Licence amendments

*The Commission **denies** the applications by Rogers Broadcasting Limited to amend the broadcasting licences for the English-language commercial FM stations CKGB-FM and CJQQ-FM Timmins to permit them to broadcast up to 30 minutes of French-language advertising material during each broadcast week.*

Applications

1. Rogers Broadcasting Limited (RBL) filed applications to amend the broadcasting licences for the English-language commercial FM stations CKGB-FM and CJQQ-FM Timmins, Ontario. RBL proposed to add a condition of licence for each station that would permit them to broadcast up to 30 minutes of French-language advertising material during each broadcast week.
2. In support of its applications, RBL submitted that another English-language station serving Timmins currently broadcasts French-language advertising. Approval of the applications would allow RBL to be on an equal footing with its competitor. RBL considered that since 30 minutes of French-language advertising is a small amount, it would not have an impact on the Timmins French-language commercial station CHYK-FM. RBL stated that the addition of this limited amount of French-language advertising would not change the financial projections for CKGB-FM and CJQQ-FM.

Interventions

3. Le5 Communications Inc. (Le5), licensee of CHYK-FM, filed an intervention opposing the applications, to which RBL did not reply. Le5 stated that CHYK-FM is the only French-language radio station in the Timmins region and is the first private French-language radio station outside Quebec. As such, Le5 stated that CHYK-FM provides a vital service to Francophones. Le5 submitted that minority language radio stations such as CHYK-FM are in a financially precarious position and that approval of RBL's request would be harmful to the station.

4. Le5 added that RBL is already the major player in the Timmins radio market and does not need extra revenue from French-language advertising, especially at the expense of CHYK-FM, which already serves the Francophone population. Le5 stated that if the Commission approved RBL's requests, it would have no choice but to apply for a licence for a new English-language station to counter the loss of advertising and listeners.
5. Le5 stated that it is not aware of another English-language station serving Timmins that broadcasts French-language advertising. However, if the RBL submission is correct, Le5 stated that it opposes the broadcast of French-language advertising by that station as well.

Commission's analysis and decisions

6. The Commission's records show that none of the English-language stations serving Timmins is authorized to broadcast French-language advertising. Any station seeking such authorization must apply to the Commission.
7. RBL did not cite an economic need to support its request, nor did it seek permission to offer French-language programming other than advertising.
8. With respect to the impact on CHYK-FM, the Commission considers that this station, which serves Timmins' French-language official language minority community, already faces strong competition from English-language stations. It is concerned that even the limited amount of French-language advertising that RBL has requested could have an undue negative impact on CHYK-FM's financial position.
9. In light of all of the above, the Commission **denies** the applications by Rogers Broadcasting Limited to amend the broadcasting licences for the English-language commercial FM radio programming undertakings CKGB-FM and CJQQ-FM Timmins to add a condition of licence for each station that would permit them to broadcast up to 30 minutes of French-language advertising material during each broadcast week.

Secretary General