



Broadcasting Decision CRTC 2006-36

Ottawa, 9 February 2006

Radio de la Baie Itée
Bathurst/Caraquet, New Brunswick

Application 2004-0698-5
Broadcasting Public Notice CRTC 2005-40
29 April 2005

CKLE-FM Bathurst/Caraquet – Licence amendment

*The Commission **approves** an application to amend the broadcasting licence for the commercial French-language radio station CKLE-FM Bathurst/Caraquet, in order to authorize the licensee to broadcast a maximum of one hour and 30 minutes of English-language programming in each week.*

The application

1. The Commission received an application by Radio de la Baie Itée (Radio de la Baie) to amend the broadcasting licence for the commercial French-language radio programming undertaking CKLE-FM Bathurst/Caraquet, in order to authorize the licensee to broadcast a maximum of one hour and 30 minutes of English-language programming in each week.
2. According to the licensee, this amendment would provide Bathurst's English-speaking listeners with better information on the activities taking place in the Bathurst region.
3. The English-language programming would consist of tourist information, promotions, contests and some musical selections in English and French. The licensee confirmed that it would not broadcast English-language commercial messages.
4. The licensee submitted that approval of this application would allow CKLE-FM to better compete with CKBC-FM Bathurst, the only commercial English-language radio station operating in the bilingual Bathurst market. CKBC-FM is owned by Astral Media Radio Atlantic Inc. (Astral) and also broadcasts some French-language programming. In *CKBC Bathurst – conversion to FM band*, Broadcasting Decision CRTC 2003-572, 14 November 2003, the Commission indicated that Astral would continue to broadcast French-language programming up to a weekly maximum of 9 hours and reaffirmed that the licensee's primary responsibility is to serve Bathurst's English-speaking listeners.

Background

5. In *Radio de la Baie ltée Bathurst and Dalhousie/Campbellton, New Brunswick*, Decision CRTC 87-576, 20 July 1987, the Commission issued a broadcasting licence to Radio de la Baie to operate CKLE-FM Bathurst, a commercial French-language radio station. In that decision, the Commission stated that it had assessed the application in the context of its long-standing efforts to improve broadcasting service in the Baie des Chaleurs region and in northeastern New Brunswick and that it had also taken into account the large number of interventions submitted in support of improving French-language radio services in this region.
6. In a letter dated 12 June 2000, the Commission authorized Radio de la Baie to broadcast, on CKLE-FM Bathurst, some information in English pertaining to the Acadie-Bathurst Titan hockey games of the Quebec Junior Major Hockey League team. This information was to be limited to reporting the names of players who scored goals and those players who assisted them as well as providing a short summary before the game and after each period for a maximum of 10 minutes in each game. However, the licensee was not authorized to broadcast English-language advertising.

Intervention

7. Astral filed an intervention in opposition to the present application. Astral noted that approval of this application would not be consistent with Radio de la Baie's mandate to serve French-speaking residents in northern New Brunswick. In addition, according to Astral, the proposed amendment would be detrimental to Bathurst's French-speaking residents because both local radio stations in this small market would serve English-speaking residents. Lastly, Astral contended that it would be more appropriate to study the issue of bilingual programming during the next review of the commercial radio policy.
8. The licensee did not reply to the intervention.

Commission's analysis and determination

9. The Commission recognizes the linguistic diversity of the Bathurst market. In the Commission's view, approval of Radio de la Baie's request to broadcast a maximum of one hour and 30 minutes of English-language programming in each week will allow CKLE-FM to better compete with CKBC-FM and will benefit Bathurst's English-speaking residents by providing them with an additional source of information.
10. Furthermore, the Commission is satisfied that approval of this application will allow a degree of programming balance to be achieved between the two licensees operating in this market.

11. The Commission notes that, based on financial data for broadcast years 2002-2003 and 2003-2004, CKLE-FM and CKBC-FM are both profitable. The Commission is of the opinion that the potential for a negative financial impact on CKBC-FM will be minimized because CKLE-FM is not authorized to broadcast English-language commercial messages.
12. In light of the above, the Commission **approves** the application by Radio de la Baie Itée to amend the broadcasting licence for the radio programming undertaking CKLE-FM Bathurst/Caraquet, in order to authorize the licensee to broadcast a maximum of one hour and 30 minutes of English-language programming in each week.

Secretary General

This decision is to be appended to each 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>.