



Broadcasting Decision CRTC 2007-378

Ottawa, 17 October, 2007

**Astral Media Radio (Toronto) Inc. and 4380972 Canada Inc.,
partners in a general partnership, carrying on business as
Astral Media Radio G. P.**

Salmon Arm, Enderby and Sicamous, British Columbia

Applications 2007-0909-0 and 2007-0910-8, received 18 June 2007

Broadcasting Public Notice CRTC 2007-76

9 July 2007

CKXR-FM Salmon Arm – New transmitters in Enderby and Sicamous

*The Commission **approves** applications to amend the broadcasting licence for CKXR-FM Salmon Arm in order to operate transmitters in Enderby and Sicamous.*

Introduction

1. Standard Radio Inc. (Standard) filed applications to amend the broadcasting licence for the English-language, radio programming undertaking CKXR-FM Salmon Arm in order to operate transmitters in Enderby and Sicamous. Standard proposed to operate the Enderby transmitter at 104.3 MHz (channel 282A1) with an effective radiated power (ERP) of 210 watts and the Sicamous transmitter at 102.1 MHz (channel 271A1) with an ERP of 200 watts.
2. Subsequently, in Broadcasting Decision 2007-359, the Commission approved the transfer of the assets of all broadcasting undertakings owned by Standard to Astral Media Radio (Toronto) Inc. and 4382072 Canada Inc., partners in a general partnership, carrying on business as Astral Media Radio G. P. (Astral). Accordingly, the applicant in the present proceeding is Astral.
3. The Commission received an intervention to this application by In-House Communications Inc. (In-House). The intervener's application to operate an English-language, Specialty radio station in Kelowna, British Columbia at 103.9 MHz (channel 280C1) with an average ERP of 3,600 watts will be considered by the Commission at the 30 October 2007 public hearing in Kelowna.

Background

4. On 25 February 2005, the Commission approved the conversion of CKXR to the FM band and authorized the licensee to simulcast CKXR-FM's programming on AM for three months following implementation of the new FM station. Standard commenced operation of the FM station on 27 November 2006. In Broadcasting Decision 2007-122, the Commission approved an extension to the simulcast period. The Commission accepted the licensee's claim that listeners in several communities within the station's original AM coverage area, including Enderby and Sicamous, were unable to receive a

good quality signal of the FM station. At that time, Standard indicated its intention to file applications to add transmitters of CKXR-FM in Enderby and Sicamous to correct the problem.

Commission's analysis and determinations

5. While not opposing the present application, In-House expressed concern that the proposed Enderby transmitter would have a negative impact on the intervener's proposed Kelowna radio station's capacity to attract audiences and generate revenues.
6. The Commission notes, however, that Enderby is situated about 70 kilometres north of Kelowna while Sicamous is located about 50 kilometres north of Enderby. Statistics Canada's 2006 Census of Canada counts Enderby's population as 2,828, Sicamous's population as 2,676 and Kelowna's population as 106,707. Furthermore, as indicated by Standard in its response to the intervention, Enderby and Kelowna are separated by three rows of mountains, which reduce the ability of an FM signal serving one community to reach the other.
7. Based on the contour map contained in In-House's technical brief, the Commission finds that both Enderby and Sicamous would be outside the central market of In-House's proposed radio station, i.e. its 3 mV/m contour. Further, the extended 0.5 mV/m contour of In-House's proposed Kelowna station would not encompass either Enderby or Sicamous. The northern extremity of In-House's proposed 0.5 mV/m contour would overlap slightly with the southern extremity of the 0.5 mV/m contour of the proposed Enderby transmitter. In-House's proposed 0.5 mV/m contour would not overlap any portion of the 0.5 mV/m contour of the proposed Sicamous transmitter.

Conclusion

8. Given that the coverage area of In-House's proposed Kelowna station would not include the area to be served by the proposed transmitters in Enderby and Sicamous and the relatively small populations of those communities, the Commission concludes that approval of the present applications would not have any significant negative impact upon In-House's proposal. Accordingly, the Commission **approves** the applications to amend the broadcasting licence for CKXR-FM Salmon Arm, in order to operate a transmitter in Enderby at 104.3 MHz (channel 282A1) with an ERP of 210 watts, and a transmitter in Sicamous at 102.1 MHz (channel 271A1) with an ERP of 200 watts.
9. The Commission reminds the licensee that, pursuant to section 22(1) of the *Broadcasting Act*, this authority will only be effective when the Department of Industry notifies the Commission that its technical requirements have been met, and that broadcasting certificates will be issued.

10. 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 October 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

Related documents

- *Acquisition of assets*, Broadcasting Decision CRTC 2007-359, 28 September 2007
- Broadcasting Notice of Public Hearing CRTC 2007-12, 31 August 2007
- *CKXR-FM Salmon Arm – Extension of simulcast period*, Broadcasting Decision CRTC 2007-122, 2 May 2007
- *CKXR Salmon Arm – Conversion to FM band*, Broadcasting Decision CRTC 2005-77, 25 February 2005

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>