



Broadcasting Decision CRTC 2008-90

Ottawa, 29 April 2008

Manitoulin Radio Communication Inc.
Little Current and Sudbury, Ontario

Application 2007-1881-9, received 19 December 2007
Broadcasting Public Notice CRTC 2008-11
24 January 2008

CFRM-FM Little Current – New transmitter in Sudbury

*The Commission **denies** an application to amend the broadcasting licence for the radio programming undertaking CFRM-FM Little Current in order to operate a low-power FM transmitter in Sudbury.*

The application

1. The Commission received an application by Manitoulin Radio Communication Inc. (Manitoulin Radio) to amend the broadcasting licence for the English-language Type B community radio programming undertaking CFRM-FM Little Current, in order to operate a low-power FM transmitter in Sudbury. The new transmitter would operate at 107.1 MHz (channel 296LP)¹ with an effective radiated power (ERP) of 50 watts.
2. CFRM-FM is a community-based radio service that offers a Hot New Country music format as well as local weather, marine and road reports, and information on regional events to listeners in Little Current and surrounding areas.
3. In support of its application, Manitoulin Radio submitted that the proposed transmitter would allow the many Sudbury residents who own property on Manitoulin Island to remain aware of important information relating to Manitoulin Island while they are in Sudbury.

Interventions

4. The Commission received an intervention in support of this application, as well as a comment noting that a new station owned by Larche Communications Inc. (Larche Communications) approved in 2007² will broadcast a New Country format in Sudbury. It also expressed concern that the proposed transmitter would cause interference with existing stations if it were to operate on the proposed frequency.

¹ In Broadcasting Public Notice 2008-11-1, the Commission announced an amendment to the original proposed frequency announced in Broadcasting Public Notice 2008-11.

² See Broadcasting Decision 2007-229.

5. In addition, the Commission received two interventions in opposition from Big J Music and Larche Communications. Both interveners submitted that the Sudbury market cannot support another country music station.
6. Larche Communications further noted that the country music format offered by the proposed transmitter would compete directly with Larche Communications's new country music station, which it plans to launch in late spring 2008. It added that the Manitoulin Radio transmitter would compete for listeners in a market for which it is not licensed to serve. Larche Communications submitted that Manitoulin Radio presented no evidence of a demand for its proposed service and that the addition of the proposed transmitter would extend CFRM-FM from a local to a regional service.

Licensee's reply

7. In response to the opposing interventions, Manitoulin Radio noted that the two country music stations in Sudbury barely reach Little Current and, therefore, will not likely broadcast information, including emergency information, about Manitoulin Island.
8. Manitoulin Radio also argued that the proposed transmitter would not compete directly with Larche Communications' new station. According to Manitoulin Radio, although its station's format is Hot New Country, as a community-based radio station, it provides a variety of programming that differs from that of mainstream commercial radio undertakings.
9. Furthermore, Manitoulin Radio indicated that the contour of the proposed transmitter would only cover a part of Sudbury. It submitted that it wants only to reach people who spend time on Manitoulin Island and not all of Sudbury's population.

Commission's analysis and determination

10. 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 technical deficiencies in the signal of the originating station within its authorized service area, or to extend the originating station's signal into neighbouring communities. The programming broadcast by those transmitters provides local reflection of the communities served by airing local news and promoting local community activities.
11. In the present case, Sudbury is located approximately 100 kilometres from Little Current. While the Commission recognizes that some residents of Sudbury may have an interest in information concerning Manitoulin Island, the addition of the proposed transmitter to broadcast programming originating at Little Current would provide minimal local reflection of the Sudbury community.
12. In light of all of the above, the Commission **denies** the application by Manitoulin Radio Communication Inc. to amend the broadcasting licence for the English-language Type B community radio programming undertaking CFRM-FM Little Current in order to operate a low-power FM transmitter in Sudbury.

Secretary General

Related documents

- Broadcasting Public Notice CRTC 2008-11, 24 January 2008, as amended by Broadcasting Public Notice CRTC 2008-11-1, 7 February 2008
- *Licensing of new radio station to serve Sudbury, Ontario*, Broadcasting Decision CRTC 2007-229, 12 July 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>.