



Broadcasting Decision CRTC 2014-236

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Ottawa, 15 May 2014

Rogers Broadcasting Limited
North Bay, Ontario

Application 2013-1214-9

CHUR-FM North Bay – Licence amendment

*The Commission **denies** the application by Rogers Broadcasting Limited to amend the broadcasting licence for the English-language commercial FM station CHUR-FM to add a condition of licence that would permit it to broadcast up to 30 minutes of French-language advertising material during each broadcast week.*

Application

1. Rogers Broadcasting Limited (RBL) filed an application to amend the broadcasting licence for the English-language commercial FM station CHUR-FM North Bay, Ontario. RBL proposed to add a condition of licence that would permit CHUR-FM to broadcast up to 30 minutes of French-language advertising material during each broadcast week.
2. In support of its application, RBL submitted that CKFX-FM, another of its stations in North Bay, is already authorized by condition of licence to broadcast up to 30 minutes of French-language advertising material during each broadcast week. RBL wished to have the same authority for CHUR-FM.
3. The Commission did not receive any interventions regarding this application.

Commission's analysis and decision

4. RBL did not cite an economic need to support its request. RBL also did not demonstrate that there was any desire by local businesses for French-language advertising on CHUR-FM. In this regard, the Commission notes that businesses wishing to advertise in French on an RBL station can do so on CKFX-FM.
5. The Commission further considers that in return for a potential increase in revenue from French-language advertising, it would be appropriate for RBL to provide some French-language programming. Accordingly, the Commission is of the view that the Francophone population of North Bay would be better served under a proposal where RBL provided French-language programming rather than only French-language advertising.

6. In light of all of the above, the Commission **denies** the application by Rogers Broadcasting Limited to amend the broadcasting licence for the English-language commercial FM radio programming undertaking CHUR-FM North Bay to add a condition of licence that would permit CHUR-FM to broadcast up to 30 minutes of French-language advertising material during each broadcast week.

Secretary General