



## Broadcasting Decision CRTC 2006-601

Ottawa, 24 October 2006

### **Native Communication Inc.**

Thompson, Manitoba and Kenora, Ontario

*Application 2006-0796-3*

*Broadcasting Public Notice CRTC 2006-84*

*12 July 2006*

### **CINC-FM Thompson – New transmitter at Kenora**

*The Commission **approves** an application to amend the broadcasting licence for the radio programming undertaking CINC-FM Thompson, Manitoba in order to operate a transmitter at Kenora, Ontario.*

#### **The application**

1. The Commission received an application by Native Communication Inc. (NCI) to amend the broadcasting licence for the radio programming undertaking CINC-FM Thompson, Manitoba, in order to operate a transmitter at Kenora, Ontario.
2. The new transmitter would operate at 100.5 MHz (channel 263B) with an effective radiated power (ERP) of 40,000 watts.

#### **Interventions**

3. The Commission received several interventions in support of the application as well as an intervention in opposition by Norwesto Communications Ltd. (Norwesto), the licensee of CKQV-FM Kenora.
4. Noting that it began operating CKQV-FM in November 2004, Norwesto contended that the proposed transmitter would have a negative impact on the Kenora radio market, which the intervener claimed is still adjusting to the new competition offered by CKQV-FM. Norwesto further argued that the introduction of satellite radio is fragmenting the radio market in Canada and that the full extent of the impact of satellite radio on the Kenora radio market is still unknown.
5. Norwesto also submitted that the programming to be offered by the proposed transmitter would not be local and would, in fact, be produced outside the province. Accordingly, the intervener claimed that the proposed transmitter would not benefit the local community in terms of providing local content or establishing a local studio and would consequently not generate any local jobs or regional economic growth.

### Licensee's reply

6. In response to Norwesto, NCI submitted that the proposed transmitter would offer a completely different radio service than that provided by CKQV-FM and would therefore not compete directly with CKQV-FM. NCI explained that its radio network service, which has been in operation since 1971, is targeted primarily to Aboriginal peoples, and broadcasts Aboriginal and country music, Ojibway- and Cree-language programs and news and information about Aboriginal peoples and northerners. NCI noted that there is currently no radio service directly targeted to the Aboriginal market in the Kenora area. It further contended that more time is needed to ascertain the impact of satellite radio on the Kenora radio market.
7. NCI confirmed that, if its application were approved, CINC-FM's newscasts would include local news as well as regular weather and marine reports reflecting Kenora and surrounding area. NCI also indicated that it would hire a stringer in Kenora to report on stories of local interest, upcoming events, and news items from Kenora and area for broadcast on CINC-FM, thereby providing local Aboriginal organizations and groups with an opportunity to communicate their events and information to their community.

### Commission's analysis and determination

8. The Commission has reviewed the application carefully taking into account the views presented by the interveners and NCI's response to the opposing intervener, Norwesto.
9. The Commission notes that Norwesto's original application for a broadcasting licence to operate a radio station in Kenora was approved in April 2004.<sup>1</sup> Since then, local and national advertising revenues in the Kenora radio market increased marginally for the broadcasting year ending 31 August 2005.
10. The Commission notes that NCI is proposing to add a transmitter in Kenora and that it would not be allowed to sell local advertising in that radio market. Accordingly, the Commission is satisfied that approval of this application would have limited impact on the other Kenora radio stations.
11. In light of the above, the Commission **approves** the application by Native Communication Inc. to amend the broadcasting licence for the radio programming undertaking CINC-FM Thompson, Manitoba, in order to operate a transmitter at Kenora, Ontario at 100.5 MHz (channel 263B) with an ERP of 40,000 watts.
12. 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 a broadcasting certificate will be issued.

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<sup>1</sup> *English-language FM radio station in Vermillion Bay*, Broadcasting Decision CRTC 2004-143, 13 April 2004

13. The transmitter 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 24 October 2008. 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

*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>*