



Broadcasting Decision CRTC 2006-574

Ottawa, 12 October 2006

Blackburn Radio Inc.
Bluewater, Ontario

Application 2006-0495-1
Broadcasting Public Notice CRTC 2006-62
15 May 2006

CIBU-FM Wingham – New transmitter in Bluewater

*The Commission **approves** the application by Blackburn Radio Inc. to add a transmitter in Bluewater to broadcast the programming of CIBU-FM Wingham.*

The application

1. The Commission received an application by Blackburn Radio Inc. (Blackburn) to amend the broadcasting licence for the commercial radio programming undertaking CIBU-FM Wingham in order to add an FM transmitter in Bluewater. The proposed transmitter would operate at 91.7 MHz (channel 219A) with an average effective radiated power of 2,288 watts.
2. Blackburn indicated that terrain blockage along the shore of Lake Huron and co-channel interference from U.S. station WCEN-FM Mount Pleasant are causing signal deficiencies throughout Southern Huron County. Blackburn stated that the proposed transmitter would allow it to adequately serve the population of Southern Huron County and the Lake Huron shoreline.

Interventions

3. The Commission received several interventions in support of the application from various charitable organizations, municipal representatives, elected officials and business owners. Some noted the station's involvement in the community while others expressed their desire to receive the CIBU-FM signal in the proposed locations.

4. The Commission also received a comment from Bayshore Broadcasting Corporation (Bayshore), the licensee of CFOS-AM, CIXK-FM and CKYC-FM Owen Sound and CFPS-FM Port Elgin.¹ Bayshore did not oppose Blackburn's request for a transmitter to address CIBU-FM's signal deficiencies and co-channel interference problems in the station's principal marketing area. Bayshore expressed concern, however, as to whether Blackburn's application represented the best use of the remaining available frequencies in the market. Bayshore stated that it intends to apply to the Commission for a licence to operate a local service to serve Goderich using the same 91.7 MHz frequency and suggested that Blackburn use another, "more appropriate" frequency.

Applicant's reply

5. In response to Bayshore's intervention, Blackburn explained that it requires the proposed transmitter to adequately serve its core audience. It reiterated that Southern Huron County currently has difficulty receiving CIBU-FM because of signal deficiencies and co-channel interference. Blackburn noted that it commissioned an engineering firm to measure the field strength in the Wingham market area. According to the firm's report, Goderich and South of Goderich had average field strengths of 45.6 dBuV/m and 43.2 dBuV/m, respectively. Blackburn noted that according to the Department of Industry's (the Department's) Broadcasting Procedures and Rules, Part 3 (BPR-3), Section C-1.1.18, a minimum field strength of 0.5 mV/m (54 dBuV/m) is required for satisfactory service to secondary target centres.
6. Furthermore, Blackburn indicated that 91.7 MHz is the only frequency that would solve the above-noted technical problems. It also stated that its application represents the best use of 91.7 MHz.

Commission's analysis and determination

7. The Commission notes that CIBU-FM's signal is not adequately reaching the population of Southern Huron County, which represents a significant portion of the station's central market area. It further notes that the field strengths of some of these communities are inferior to the level required for satisfactory service to secondary target centres.
8. The Commission considers that the proposed transmitter in Bluewater would mitigate the signal deficiencies and co-channel interference in Southern Huron County and allow for clear reception of CIBU-FM in the communities west of Wingham, including Goderich, South of Goderich, Clinton and other area communities.

¹ The Commission also recently approved an application by Bayshore for a broadcasting licence to operate a commercial FM radio station in Wasaga Beach in *English-language FM radio station in Wasaga Beach*, Broadcasting Decision CRTC 2006-507, 13 September 2006.

9. The Commission acknowledges Bayshore's intervention but also notes that an alternative frequency is available.
10. In light of the foregoing, the Commission **approves** the application by Blackburn Radio Inc. to add an FM transmitter at Bluewater to broadcast the programming of CIBU-FM Wingham. The transmitter will operate at 91.7 MHz (channel 219A) with an average effective radiated power of 2,288 watts.
11. The Commission reminds the licensee that, pursuant to section 22(1) of the *Broadcasting Act*, this authority will only be effective when the Department notifies the Commission that its technical requirements have been met, and that a broadcasting certificate will be issued.
12. 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 12 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.

Secretary General

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>