



Broadcasting Decision CRTC 2009-16

Route reference:

Broadcasting Public Notice CRTC 2008-105

Ottawa, 19 January 2009

Radio Ville-Marie

Montréal, Quebec

Application 2008-1379-2, received 9 October 2008

CIRA-FM Montréal – Use of the SCMO channel

1. The Commission **approves** the application by Radio Ville-Marie, licensee of CIRA-FM Montréal, for authority to use a subsidiary communications multiplex operations (SCMO) channel for the purpose of broadcasting a predominantly Spanish-language radio service known as Radio Latina. Radio Latina, to be operated by G&Q Productions Inc., will produce 90% of its programming locally in order to target the large Spanish-speaking community in Montréal. It will broadcast 24 hours a day, seven days a week. The Commission received one intervention in support of this application.
2. Programming broadcast using an SCMO channel is not accessible with standard radio equipment and requires instead the use of a special receiver. The Commission's policy regarding services using the SCMO channel of FM stations is set out in *Services Using the Vertical Blanking Interval (Television) or Subsidiary Communications Multiplex Operation (FM)*, Public Notice CRTC 1989-23, 23 March 1989 (Public Notice 1989-23). The policy states that the Commission would be concerned if an SCMO service were to have a negative impact on existing local conventional ethnic broadcasters. No such broadcaster opposed this application. Consequently, the Commission is satisfied that approval of this application will not cause undue negative impact on existing local conventional ethnic radio stations.
3. The Commission reminds Radio Ville-Marie that, as stated in section 3(1)(h) of the *Broadcasting Act*, it is responsible for the programs that it broadcasts. The Commission expects the licensee to adhere to the guidelines regarding the provision of SCMO services set out in Appendix A to Public Notice 1989-23.

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>.