



Broadcasting Decision CRTC 2011-635

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Route reference: 2011-139

Ottawa, 30 September 2011

C.J.S.D. Inc.

Thunder Bay, Ontario

Application 2010-1790-6, received 6 December 2010

CKPR-FM Thunder Bay – New transmitter in Atikokan

*The Commission **approves** the application by C.J.S.D. Inc. to amend the broadcasting licence for the English-language commercial radio station CKPR-FM Thunder Bay in order to add an FM transmitter in Atikokan.*

Introduction

1. The Commission received an application by C.J.S.D. Inc. (C.J.S.D.) to amend the broadcasting licence for the English-language commercial radio programming undertaking CKPR-FM Thunder Bay, Ontario, by adding an FM transmitter in Atikokan to rebroadcast the programming of CKPR-FM.
2. The transmitter would operate at 93.5 MHz (channel 228A1) with an effective radiated power of 180 watts (non-directional antenna with an effective height of antenna above average terrain of 3.7 metres).
3. C.J.S.D. requested this technical change in response to requests for the service to be available to the residents of Atikokan.
4. The Commission received an intervention in opposition to this application from Northwoods Broadcasting Ltd. (Northwoods), to which C.J.S.D. did not reply. The public record for this proceeding is available on the Commission's website at www.crtc.gc.ca, under "Public Proceedings."

Commission's analysis and decision

5. Northwoods opposed the present application on the grounds that its own radio programming undertaking, CFOB-FM Fort Frances, already has an AM transmitter (CKDR-6 Atikokan)¹, that rebroadcasts its programming in Atikokan. It argued that

¹ In *CFOB-FM Fort Frances, CKDR-2-FM Sioux Lookout and CKDR-6 Atikokan – Licence amendments*, Broadcasting Decision CRTC 2010-595, 19 August 2010, the Commission approved a request by Northwoods to replace CKDR-2 Sioux Lookout with CFOB-FM Fort Frances as the programming source for CKDR-6 Atikokan.

its rebroadcasting transmitter already provides Atikokan with relevant community programming and that C.J.S.D.'s proposed transmitter would compete directly with its service. Northwoods further submitted that the Atikokan market is small and is incapable of supporting a new service.

6. The Commission notes that Atikokan is not currently served by a local radio service. Further, Northwoods' rebroadcasting transmitter CKDR-6 broadcasts the programming of CFOB-FM, which originates from a community that is 150 km from Atikokan and therefore does not provide local programming. The Commission considers that since neither CFOB-FM nor C.J.S.D.'s proposed rebroadcasting transmitter will be authorized to solicit local advertising revenue, the addition of the proposed transmitter will not have an undue impact on CFOB-FM. In addition, the Commission is of the view that the proposed transmitter would bring diversity to the market and would offer locally relevant programming.

Conclusion

7. In light of the above, the Commission **approves** the application by C.J.S.D. Inc. to amend the broadcasting licence for the English-language commercial radio programming undertaking CKPR-FM Thunder Bay in order to add an FM transmitter in Atikokan.
8. The Department of Industry (the Department) has advised the Commission that, while this application is conditionally technically acceptable, it will only issue a broadcasting certificate when it has determined that the proposed technical parameters will not create any unacceptable interference with aeronautical NAV/COM services.
9. 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.
10. 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 30 September 2013. 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.*