



Broadcasting Decision CRTC 2014-53

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Route reference: Part 1 application posted on 25 October 2013

Ottawa, 12 February 2014

North Superior Broadcasting Ltd.
Marathon and Beardmore, Ontario

Application 2013-1399-9

CFNO-FM Marathon – New transmitter in Beardmore

1. The Commission **approves** the application by North Superior Broadcasting Ltd. (North Superior) to amend the broadcasting licence for the English-language commercial radio programming undertaking CFNO-FM Marathon to operate a rebroadcasting transmitter in Beardmore. The Commission did not receive any interventions regarding this application.
2. The new transmitter will operate at 107.1 MHz (channel 296A) with an average effective radiated power of 260 watts (non-directional antenna with an effective height of antenna above average terrain of 73.9 metres).
3. North Superior stated that the Mayor and Councillors of Greenstone, Ontario, requested the addition of the transmitter so that broadcast services could be offered in the Beardmore area. It further stated that the new transmitter will enable it to increase the amount of programming and news that it broadcasts in Beardmore, and will increase the availability of alternative radio choice to that community. Finally, the licensee stated that the new transmitter will enlarge CFNO-FM's coverage of northern Ontario.
4. North Superior also noted that the absence of a broadcast service in Beardmore continues to present several practical disadvantages to its residents in times of emergency. It cited, among other things, school bus cancellations due to bad weather and the disruption of transportation through the area by motor vehicle accidents. North Superior submitted that a reliable radio service, rather than current means of announcing emergencies, would more efficiently inform Beardmore residents of such situations.
5. 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.

6. 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 February 2014**. 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.*