



Broadcasting Decision CRTC 2006-548

Ottawa, 22 September 2006

Trust Communications Ministries
Barrie, Ontario and Iqaluit, Nunavut

Application 2005-1470-5
Broadcasting Public Notice CRTC 2006-54
26 April 2006

CJLF-FM Barrie – New transmitter at Iqaluit, Nunavut

*The Commission **denies** an application to amend the broadcasting licence for commercial radio station CJLF-FM Barrie, Ontario, in order to operate a transmitter at Iqaluit, Nunavut.*

The application

1. The Commission received an application by Trust Communications Ministries (Trust) to amend the broadcasting licence for the commercial radio programming undertaking CJLF-FM Barrie, Ontario, in order to operate a transmitter at Iqaluit, Nunavut. The proposed transmitter would operate at 105.5 MHz (channel 288A1) with an effective radiated power of 250 watts.
2. CJLF-FM offers a Christian music service to listeners in Barrie and surrounding area.
3. In support of its application, Trust submitted that the proposed transmitter would provide an over-the-air Christian music radio service to Iqaluit, which currently does not receive such a service. Trust stated that all of the spoken word programming broadcast on the transmitter would originate at Barrie, but that top news stories occurring at Iqaluit would be included in the Barrie newscasts.
4. According to Trust's projections, the programming offered by the proposed transmitter would attract up to 20% of Iqaluit's population. Trust stated that it does not plan to solicit advertising revenues at Iqaluit. Consequently, in Trust's view, the proposed transmitter would have minimal impact on the incumbent commercial radio station CKIQ-FM Iqaluit.

Interventions

5. Most of the interventions that the Commission received in connection with this application supported the proposed transmitter. However, a large majority of the supporting interventions were by residents of Ontario, Quebec and New Brunswick.

6. The Commission also received opposing interventions by Nunavut Nalautinga Ltd. (NNL), the licensee of CKIQ-FM Iqaluit, and Mr. Michael Twerdin, a resident of Iqaluit. CKIQ-FM is the only commercial radio station authorized to serve Iqaluit. It was originally authorized in *New English-language FM radio station in Iqaluit*, Broadcasting Decision CRTC 2002-443, 13 December 2002, and began operation in May 2003.
7. In its intervention, NNL contended that the proposed transmitter would have a negative impact on CKIQ-FM's financial viability. NNL stated that it has invested more than \$400,000 in its radio station and that it provides a full radio service to a small market. While NNL stated that it has attracted an increasing number of advertisers over the last four years, it maintained that CKIQ-FM would not survive if it lost any revenues to Trust's proposed transmitter. NNL expressed particular concern that some advertisers might chose to donate to Trust rather than pay for advertising on CKIQ-FM, and claimed that the money donated to Trust would not stay in Iqaluit. Finally, NNL indicated its willingness to air Christian music by local artists, if the community so wished.
8. Mr. Twerdin expressed concern that Trust would solicit donations from residents of Iqaluit and that these donations would be taken out of the community for the financial benefit of a broadcaster located at Barrie.

Applicant's reply

9. In response to NNL, the applicant stated that it respects NNL's position as the local incumbent radio station. Trust reiterated that its only intent is to offer a Christian music radio service at Iqaluit, even though it would be a service that originates outside the community. Trust acknowledged that the local programming broadcast on the proposed transmitter would be limited to announcements of Christian music concerts at Iqaluit as well any top news story from that community that would be broadcast as part of the CJLF-FM's newscasts. However, Trust pointed out that CKIQ-FM already provides local news and information and contended that the proposed transmitter of CJLF-FM would be unique because it provides Christian programming.
10. Trust confirmed that it would not employ any sales persons at Iqaluit and that it would not solicit local advertising in that community. While Trust acknowledged that it would seek donations from Iqaluit residents, it contended that it is entitled to do so because it is registered as a charity with the Canada Revenue Agency.
11. Trust made a commitment that, if the proposed transmitter were approved, it would contribute \$1,000, in each broadcast year, to a Canadian talent development initiative in support of Iqaluit performers. Trust also indicated that, in each broadcast year, it would provide \$1,000 to an Iqaluit student for a broadcasting internship at CJLF-FM at Barrie, as well as a \$500 scholarship to an Inukshuk High School student who has demonstrated academic excellence.
12. The applicant did not respond to Mr. Twerdin's intervention.

Commission's analysis and determination

13. The Commission notes that, in most cases, it authorizes the addition of a transmitter to broadcast the programming of an originating station in order to correct technical deficiencies in the signal of the originating station within its authorized service area, or to extend the originating station's signal into neighbouring communities. The programming broadcast by those transmitters provides local reflection of the communities served by airing local news and promoting local community activities.
14. In the present case, Iqaluit is located approximately 2,200 kilometres from Barrie. While the Commission recognizes that some residents of Iqaluit and Barrie may share a common interest in Christian programming, there appears to be little community of interest between the residents of the two communities. Furthermore, the addition of the proposed transmitter to broadcast programming originating at Barrie would provide minimal local reflection of the Iqaluit community.
15. The Commission further notes that Iqaluit is small, isolated community. Statistics Canada's 2001 census reported Iqaluit's population as 5,236. CKIQ-FM, the only commercial radio station currently authorized to serve Iqaluit, operates in a Contemporary Hit Radio, Top 40 music format. CKIQ-FM has been in operation for only three years and has not yet achieved a positive profit before interest and taxes margin.
16. In light of all of the above, the Commission **denies** the application by Trust Communications Ministries to amend the broadcasting licence for the commercial radio programming undertaking CJLF-FM Barrie, Ontario, in order to operate a transmitter at Iqaluit, Nunavut.

Secretary General

This decision 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>