



Broadcasting Decision CRTC 2006-60

Ottawa, le 10 mars 2006

La radio communautaire de LaSalle

Montréal (zone Lasalle), Quebec

Application 2004-0578-9

Public Hearing in the National Capital Region

14 November 2005

Community radio station in Montréal (zone LaSalle)

*The Commission **approves** the application for a broadcasting licence to operate a Type B French-language community FM radio station in Montréal.*

The application

1. The Commission received an application by La radio communautaire de LaSalle for a broadcasting licence to operate a Type B French-language community FM radio programming undertaking in Montréal. The proposed station would operate at 100.1 MHz (channel 261A1) with an effective radiated power of 250 watts.
2. The station would broadcast 126 hours of programming during each broadcast week, including at least 116 hours of programming produced by the station and 10 hours of programs acquired from other community radio stations. Although the primary language of broadcasting would be French, the applicant indicated that it would devote at least 18%, or 22 hours, of programming during each broadcast week to English-language programs.
3. The station's local programming would reflect the needs and interests of the community, including local and regional news, sports, weather, current events and features.
4. The applicant indicated that, in the first year of operation, it planned to hire two full-time employees to act as the general manager and program director, as well as two part-time employees to serve as a program host and as an administrative support person.
5. In addition, volunteers would be recruited for the station through on-air solicitation and through various media. The applicant would ensure that volunteers receive training and are supervised by the permanent staff to ensure complete compliance with the *Community Radio Policy*, Public Notice CRTC 2000-13, 28 January 2000 (Public Notice 2000-13; the Community Radio Policy).

6. Regarding the development of local talent, the new station would devote a significant part of its programming to local artists through radio interviews, regular broadcasting of their work, as well as recording and live broadcasts, when possible, of local talent performing at the Centre culturel et communautaire Henri-Lemieux. The station would also offer technical support and promotion of demos and CDs.

Interventions

7. The Commission received interventions supporting this application as well as comments.
8. In its comment, the Association des radiodiffuseurs communautaires du Québec (ARCQ) noted that community radio in Quebec had been struggling for several years, largely due to the competitive environment. ARCQ opposed the granting and amendment of radio licences in the Montréal market in certain circumstances. The imbalance caused in the advertising market by the arrival of new alternative and specialty stations, the concentration of media and the rising number of specialty radio stations have created an almost unbearable situation for community radio stations in Montréal. ARCQ warned the Commission about overestimating, in its analysis, the capacity of the Montréal advertising market that is currently sustained by high retail sales that are likely to drop significantly over the next few years because of the economic situation.
9. ARCQ did not oppose the La radio communautaire de LaSalle proposal. However, ARCQ proposed that the station assess the possibility of collaborating with community stations already on the air in Montréal in order to lighten the workload required to carry out its mandate. Many specialty cultural or social programs similar to the ones proposed by La radio communautaire de Lasalle were already produced by CIBL-FM Montréal, owned by Radio communautaire francophone de Montréal inc., or by CINQ-FM Montréal, owned by Radio Centre-Ville Saint-Louis.
10. The Association québécoise de l'industrie du disque, du spectacle et de la vidéo (ADISQ) underlined the importance of the commitments that applicants are obligated make with respect to Canadian content, French-language vocal music and Canadian talent development (CTD).

Applicant's reply

11. Regarding ADISQ's comments, the applicant submitted that it was not required and did not have the means to make financial contributions to CTD. However, La radio communautaire de LaSalle planned to promote and publicize Canadian talent from the region and proposed to pay the royalties (Society of Composers, Authors and Music Publishers of Canada) and neighbouring rights (Neighbouring Rights Collective of Canada). The applicant stated that it was open to ARCQ's suggestion with regard to collaboration with community radio stations serving Montréal.

Commission's analysis and determination

12. The Commission has considered the application in light of the provisions of the *Radio Regulations, 1986* (the Regulations) and the Community Policy. The Commission also carefully considered the comments from the applicant and the interveners. The Commission finds that the application complies with the Regulations and the Community Policy.
13. Accordingly, the Commission **approves** the application by La radio communautaire de LaSalle for a broadcasting licence to operate a Type B French-language community FM radio programming undertaking in Montréal. The station will operate at 100.1 MHz (channel 261A1) with an effective radiated power of 250 watts.
14. In compliance with Public Notice 2000-13, the licence for this community radio station will be granted to La radio communautaire de LaSalle, a not-for-profit organization without share capital, the structure of which provides for membership, management, operation and programming primarily by members of the community at large. The Board of Directors will ultimately be responsible for control of the undertaking and compliance with the Regulations and the station's conditions of licence.
15. The licence will expire 31 August 2012 and will be subject to the conditions set out in *New licence form for community radio stations*, Public Notice CRTC 2000-157, 16 November 2000.

Issuance of the licence

16. 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.
17. The Commission reminds the applicant that, pursuant to section 22(1) of the *Broadcasting Act*, no licence may be issued until the Department notifies the Commission that its technical requirements have been met, and that a broadcasting certificate will be issued.
18. The licence for this undertaking will be issued once the applicant has informed the Commission in writing that it is prepared to commence operations. The undertaking 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 10 March 2008. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before this date.

Employment equity

19. The Commission considers that community radio stations should be particularly sensitive to employment equity issues in order to reflect fully the communities they serve. It encourages the applicant to consider these issues in its hiring practices and in all other aspects of its management of human resources.

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>