



## Broadcasting Decision CRTC 2008-240

Ottawa, 29 August 2008

**Radio Essipit Haute-Côte-Nord Inc.**  
Les Escoumins, Quebec

*Application 2008-0024-4, received 7 January 2008*  
*Broadcasting Public Notice CRTC 2008-53*  
*17 June 2008*

### **CHME-FM Les Escoumins and its transmitters – Licence renewal**

*The Commission renews the broadcasting licence of the Type B Native radio station CHME-FM Les Escoumins, Quebec, and its transmitters from 1 September 2008 to 31 August 2015.*

#### **Introduction**

1. The Commission received an application from Radio Essipit Haute-Côte-Nord inc. to renew the broadcasting licence of the Type B Native radio programming undertaking CHME-FM Les Escoumins and its transmitters CHME-FM-1 Tadoussac, CHME-FM-2 Sacré-Cœur and CHME-FM-3 Forestville, Quebec, from 1 September 2008 to 31 August 2015.

#### **Intervention and applicant's reply**

2. The Commission received comments on the application from 9022-6242 Quebec Inc. The company stated its concern regarding the transformation of CHME-FM from a Native station serving only the Native community of Essipit to a regional station intended for the entire population of the Haute-Côte-Nord region. It expressed doubt that the station would be a Native undertaking as defined by the Commission in Public Notice 1990-89.
3. The licensee indicated in reply that the Innu community of Essipit served by CHME-FM has a similar lifestyle and interests as the Haute-Côte-Nord community and that the programming of CHME-FM had evolved to meet their needs. According to the licensee, the station is participating in the development of Native culture by contributing to that of the Haute-Côte-Nord region.

#### **Commission's analysis and determination**

4. The Commission notes that, in Decision 93-53, it approved the application to amend the broadcasting licence for CHME-FM Les Escoumins to enable the station to reach a larger population and become a regional station.

5. The Commission is satisfied that CHME-FM is a Native undertaking distinguished by its ownership, programming and target audience. The Commission is convinced that even though it is intended for the entire Haute-Côte-Nord region, CHME-FM remains at the service of the Innu community of Essipit.
6. In light of the above, the Commission **renews** the broadcasting licence of the Type B Native radio programming undertaking CHME-FM Les Escoumins and its transmitters CHME-FM-1 Tadoussac, CHME-FM-2 Sacré-Cœur and CHME-FM-3 Forestville, Quebec, from 1 September 2008 to 31 August 2015. The licence will be subject to the **conditions** set out in the appendix to this decision.

Secretary General

**Related Documents**

- Decision CRTC 93-53, 11 February 1993
- *Native Broadcasting Policy*, Public Notice CRTC 1990-89, 20 September 1990

*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>.*

## **Appendix to Broadcasting Decision CRTC 2008-240**

### **Conditions of licence for the Type B Native radio programming undertaking CHME-FM Les Escoumins and its transmitters CHME-FM-1 Tadoussac, CHME-FM-2 Sacré-Cœur and CHME-FM-3 Forestville, Quebec**

1. The licensee shall devote, in each broadcast week, at least 35% of its musical selections from content category 2 (popular music) to Canadian selections broadcast in their entirety.
2. The licensee shall adhere to the provisions of the Canadian Association of Broadcasters' *Broadcast Code for Advertising to Children*, as amended from time to time and approved by the Commission.
3. The licensee shall adhere to the *Equitable Portrayal Code*, as amended from time to time and approved by the Commission. However, the application of the foregoing condition of licence will be suspended if the licensee is a member in good standing of the Canadian Broadcast Standards Council.