



Broadcasting Decision CRTC 2010-356

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Route reference: 2010-62

Ottawa, 9 June 2010

Larche Communications Inc.
Owen Sound, Ontario

Application 2009-1734-6, received 18 December 2009

CJOS-FM Owen Sound – Technical change

*The Commission **approves** the application by Larche Communications Inc. to change the authorized contours of the English-language commercial station CJOS-FM Owen Sound by relocating the transmitter and decreasing the effective radiated power.*

The application

1. The Commission received an application by Larche Communications Inc. to change the authorized contours of the English-language commercial FM radio programming undertaking CJOS-FM Owen Sound by relocating the transmitter and decreasing the effective radiated power (ERP) from 20,000 to 9,400 watts (non-directional antenna with an effective height of antenna above average terrain from 212 to 214 metres).
2. The applicant stated that the proposed changes would provide more efficient coverage and result in short- and long-term cost savings.
3. The Commission received interventions opposing the application from Blackburn Radio Inc. (Blackburn), licensee of CKNX Wingham, and Bluewater Community Radio (Bluewater), licensee of CFBW-FM Hanover. The interventions and the licensee's reply can be found on the Commission's website at www.crtc.gc.ca under "Public Proceedings."

Interventions

4. In its intervention, Blackburn stated that the proposal would result in CJOS-FM's penetration in the Wingham market and a decrease in its coverage in the Owen Sound central market. Blackburn submitted that the increase in the population receiving the station's signal would have a significant impact on its station.
5. Bluewater stated that the proposal would draw money away from the Hanover market and that it had little to do with cost saving.

6. In reply, Larche noted that Blackburn offered no evidence that approval of the application would affect it financially. Larche submitted that the proposed change would have no impact on Blackburn since the proposed 3mV/m contour does not touch the Wingham central market. Further, Larche stated that the proposed technical change would have no financial impact on Bluewater and was in the public interest because it would make more efficient and effective use of spectrum while saving a considerable amount of capital and operational costs for a small broadcaster.

Commission's analysis and determinations

7. The Commission notes that the population served within the station's 3mV/m contour will increase slightly from 48,530 to 49,400. The population served within its 0.5mV/m contour will increase from 121,583 to 128,000.
8. Based on its examination of the application, the Commission is satisfied that the Owen Sound radio market can accommodate the proposed technical change without undue economic or technical impact on the existing radio stations. Accordingly, the Commission **approves** the application by Larche Communications Inc. to change the authorized contours of the English-language commercial radio programming undertaking CJOS-FM Owen Sound by relocating the transmitter and decreasing the ERP from 20,000 to 9,400 watts.
9. 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.
10. The Commission reminds the applicant 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.

Secretary General

**This decision is to be appended to the licence.*