



NCRA/ANREC
180 Metcalfe St, Suite 608
Ottawa, Ontario, K2P 1P5

June 19, 2017

Danielle May-Cuconato
Secretary General
Canadian Radio-television and Telecommunications Commission
Ottawa, Ontario, K1A 0N2

Secretary General:

Re: Broadcasting Notice of Consultation CRTC 2017-0401-5
(Relocation of transmitter and amendment to technical parameters)

1. We are writing on behalf of the National Campus and Community Radio Association/l'Association nationale des radios étudiantes et communautaires ("NCRA/ANREC") in support of an application by the Powell River Community Radio Society ("CJMP-FM") to relocate their transmitter and amend their technical parameters. We request an opportunity to appear if there is a hearing.
2. The NCRA/ANREC is a not-for-profit national association working to recognize, support, and encourage volunteer-based, non-profit, public-access campus and community-based broadcasters in Canada. We provide advice and advocacy for individual campus and community ("c/c") stations, and conduct lobbying and policy development initiatives for the sector with a view to advancing the role and increasing the effectiveness of our sector. Our goals are to ensure stability and support for individual stations, and to promote the long term growth and effectiveness of the sector. We have 101 members, including CJMP-FM.
3. Powell River is a small city on the northern Sunshine Coast of southwestern British Columbia with a population of 13,165 people (2011 census). The area is the traditional home

of the Tla A'min Nation of the Mainland Comox branch of the Coast Salish peoples. Powell River is surrounded by mountainous terrain and is accessible only by ferry or airplane. There are few local media outlets in the region and no other c/c radio stations. Established resource sectors such as forestry, aquaculture, mining, and agriculture play a significant role in the local economy.

4. We are told that CJMP-FM is operated by a small team of approximately 20 volunteers who manage all aspects of the station, including programming, administration, governance, advertising and sales, public relations, and volunteer recruitment and training. They air several locally-produced spoken word programs, including:

- “Bushwhack!,” a weekly arts, culture, and ideas program featuring discussions about environmental, political, farming, and food security issues;
- A “word of the day” segment in the Tla A'min language (?ay?aj̥uθəm);
- A weekly magazine program produced in partnership with students at the local high school, Brooks Secondary School, and
- Special programming features, such as coverage of:
 - Recent elections, including provincial and municipal, and
 - Local festivals and other community events, including the Sunshine Music Festival.

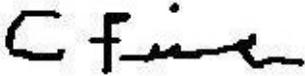
5. CJMP-FM has told us that they can't reach all listeners within their approved broadcasting area due to poor placement of their transmitter. This compromises their ability to attract the support of members and sponsors: their most significant sources of revenue. It also affects their ability to recruit volunteers in areas where reception is a problem. They have told us that they believe approval of the proposed amendment would enable them to attract more volunteers and increase their revenue, which would help them make their station more sustainable.

6. They believe that the modest increase in revenue that would be generated if the proposed amendment is approved could eventually allow them to hire a staff person to manage volunteers, oversee station operations, and help them ensure ongoing regulatory compliance. In 2016, CJMP-FM received a grant from the Community Radio Fund of Canada, which enabled them to hire a station manager and a news programming director, but they no longer have staff since the conclusion of the grant. As the Commission is aware, stations with few or no staff are at greater risk of non-compliance, so the station would benefit significantly if they could afford to hire a staff person on a more permanent basis.

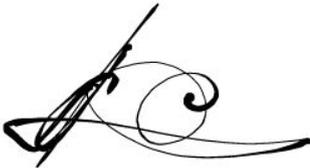
7. We are also told that CJMP-FM's current reception problem also impacts their ability to provide emergency broadcasting services to their region. Their local Regional District, the City of Powell River, the Community Forest Reserve Fund, and Telus have all recognised that providing emergency broadcasting services is a local safety issue, and offered to help CJMP-FM pay to move their transmitter and optimize their reception. Therefore, approving their application will benefit local residents by enabling CJMP-FM to communicate important information during emergency situations to a greater number of people within the area that they are licensed to serve.

8. We therefore encourage the Commission to approve this request for a technical amendment since it will help CJMP-FM become more sustainable, reach a greater number of listeners who are not served by any other community radio station, and provide emergency broadcasting services to a larger number of people. Our understanding is that it will not adversely affect any other local broadcaster.

Sincerely,

A handwritten signature in black ink, appearing to read "C Fisher".

Catherine Fisher
NCRA/ANREC Regulatory Affairs Committee

A handwritten signature in black ink, appearing to read "Ophira Horwitz".

Ophira Horwitz
NCRA/ANREC Board President

cc: Powell River Community Radio Society

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