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Attention:
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Les Terrasses de la Chaudière
1 Promenade du Portage, Room 206
Hull, Quebec K1A 0N2
FAX: (819) 994-0218
procedure@crtc.gc.ca

August 10, 2004

RE: Application by A. Quinn-Young and D. Wolbaum (Little Mountain Radio) – Application No. 2004-0040-9 - Broadcasting Notice of Public Hearing CRTC 2004-5 – Item No. 35

1) With this letter, the National Campus and Community Radio Association (NCRA/ANREC) is filing an intervention opposing the application of Little Mountain Radio (Application No. 2004-0040-9). In addition, the NCRA/ANREC wishes to be an appearing intervener at the hearing of 2004-5. This letter is being sent by email to both the commission and the applicant with a request for confirmation of receipt. The applicant's confirmation will be forwarded to the commission upon arrival. To ensure receipt, a hard copy will also be hand delivered to the applicant's address in Nelson, BC on Thursday, August 12. If a signature can be obtained to confirm delivery on that day, it will also be sent to the commission by fax.

2) The NCRA/ANREC represents campus and community radio stations across Canada. The organization works to recognize, support, and encourage non-profit campus and community-based broadcasters in Canada, and help to ensure that they become and remain sustainable in the communities where they operate. The NCRA/ANREC believes that campus and community broadcasters provide an important service to their communities that cannot be provided or duplicated by commercial or public broadcasters.

3) We have been approached by CJLY 93.5 FM in Nelson, BC to intervene on their behalf. CJLY is concerned that application 2004-0040-9 will significantly affect their ability to raise the necessary funds to remain on-air and continue to serve the Nelson community. Since CJLY has recently received approval from the CRTC to amend their license to re-broadcast their signal to serve a larger area and already has the necessary equipment to make this possible, the station is extremely concerned about the impact this new commercial broadcaster would likely have on their financial situation.

4) At the time they were granted their broadcasting license, CJLY was, to our knowledge, the smallest station in the country with a Type B Community license. They are a relatively young station, having commenced full-time broadcasting in 2000. To date they have been extremely successful in providing community access programming to residents in the Nelson area, and during that time more than 1100 community members have purchased memberships to support the station – a considerable number for a station with a listener base of fewer than 15,000 people. This year CJLY was awarded the National Standard Radio Award of Excellence for Programming based on their daily public affairs program "Nelson Before Nine," which provides coverage and discussion of local news, issues, and events from a community perspective.

5) The application by Little Mountain Radio seeks to introduce another local commercial broadcaster into a community with an extremely limited economic base. CJLY believes that the local advertising market cannot support another local broadcaster competing for advertising dollars, and that all existing stations in the area are likely to be financially affected if another competitor is introduced. Local stations already struggle to obtain advertising money from businesses, many of whom are struggling themselves due to recent government cutbacks and a recession in the local economy. As CJLY is entirely listener and local advertiser-supported non-profit radio, they could not compete with a local commercial venture, and they would not be able to continue to operate if a significant decrease in advertising revenue occurs.

The National Campus and Community Radio Association
l'Association nationale des radios étudiantes et communautaires



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6) CJLY operates with only two part-time staff and more than 100 volunteers who donate their time to committee work, decision-making, station development, fundraising, training, programming, and a host of other essential tasks. Through the work of these volunteers, the station highlights the diversity of the region by providing programs in several different languages produced by members of a variety of local ethnic and cultural groups. The station also provides educational opportunities to community members through informative critical programming covering a wide range of spoken word topics and musical genres, as well as through training programs available to anyone. They also extensively promote Canadian and local talent development, including the recent introduction of regular live broadcasts of performances from a local cultural centre, as well as regular features and interviews with local musicians and members of the local arts community.

7) At present, we understand that the two existing local commercial stations (CKQR serving the Boundary-Kootenay region, and CJAT serving the West Kootenay region) value the service CJLY provides to the Nelson community and recognize that it fills a gap that they are not able to cover themselves. One of these stations is owned by Standard Radio, which has supported the National Campus & Community Radio sector for a number of years by providing funding for the Standard Awards program. Both commercial stations support CJLY in principle, occasionally donate used equipment or engineering advice to the station, cooperate with regard to news content and advertising, and generally avoid direct competition wherever possible. Both commercial stations have been affected by the scarcity of local advertising dollars to support their Nelson-Castlegar studio operations, but have also acknowledged the need to leave space in the market to enable CJLY's continued existence. Approval of Little Mountain Radio's application could throw off this delicate balance and leave all three stations unable to afford to cover their operating expenses.

8) The NCRA/ANREC feels strongly that community access radio must be supported and preserved, and that it is important to value the unique opportunities it provides for citizens to access community-produced news and information, participate in producing their own radio programming, and be exposed to local cultural diversity and new Canadian talent. We believe that these considerations, as well as the commitment of the broadcast act to support all three pillars of broadcasting – public, private, and community access – should be taken into account when the CRTC considers applications from new commercial broadcasters that could potentially damage the local community access station's ability to continue operating. According to the NCRA/ANREC's understanding of the broadcast act, commercial broadcasters are not intended to compete with community access stations, nor could they duplicate the service provided by CJLY to the Nelson community if this service is lost. We ask for your assistance to ensure that the continued existence of CJLY is not placed in jeopardy by the addition of this new broadcaster.

9) Thank you for your attention to this matter. If you have any questions or wish to arrange an appointment for the NCRA/ANREC at the hearing associated with Application No. 2004-0040-9, please contact me at (604) 730-7890, or the NCRA/ANREC National Coordinator Melissa Kaestner at (514) 529-9910.

Sincerely,

Freya Zaltz, President 2004-05
National Campus and Community Radio Association

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