

May 14, 2012

NCRA/ANREC PRESENTATION:

INTERVENOR IN SUPPORT OF RADIO RYERSON 2011-1635-1

1. Good afternoon Mr. Chairman and Commissioners, thank you for the opportunity to appear today.

2. I am here representing the National Campus and Community Radio Association/l'Association nationale des radios étudiantes et communautaires. The NCRA/ANREC is a not-for-profit group committed to volunteer-driven, non-profit, community-oriented radio across Canada.

3. We believe it is clear from the Radio Ryerson panel and application that of all the applicants for this frequency, Radio Ryerson's proposed station provides for the greatest public access, on-air and in station governance; the greatest diversity of programmers and programming, from queer programs to multi-cultural shows to local news; and also, because of all these things, the greatest exposure for new and emerging Canadian artists in multiple genres, from blues to hip hop to bhangra to classical to indie rock.

4. But my time here is brief so I will focus on the steps Radio Ryerson has taken to ensure that, if successful, the station will fulfill its mandate while meeting and exceeding all regulatory requirements and conditions of licence.

5. The Radio Ryerson team includes people from the campus and the community, with a diverse range of experience. In preparing their application, they drew from the university's journalism, RTA media arts and other Ryerson departments, as well as legal counsel with extensive broadcast expertise, to bolster their knowledge of compliance.

6. They also polled the NCRA and our members for best practices in: volunteer recruitment and retention; sourcing diverse music, often more than 20,000 songs a year at campus stations – which dwarfs the music collections of most commercial radio stations; blending campus and community programming; logging, and training volunteer programmers to keep compliant logs; ensuring accessibility for people with disabilities and other under-represented groups; and countless other subjects. They incorporated the results of these polls into their application.

7. Radio Ryerson also researched staff and governance structures that would support compliance, and built a significant number of staff positions into their application, including some who would begin developing compliance structures before the station even begins broadcasting.

8. Certainly the NCRA and c/c stations are more aware of the importance of regulatory compliance than ever. But we know of no other applicant in our sector that has pursued a licence after first having done so much research and making such clear-eyed plans to ensure compliance when working with hundreds of volunteers.

9. We believe Radio Ryerson's increased commitments for Canadian content, music from new and emerging artists, and local spoken word programming, not only underscore their desire to serve the diverse audiences of the Ryerson campus and the wider community, but are also practical and achievable.

10. We also note that Ryerson is one of only a few major Canadian universities that does not currently have a licenced radio station. And our research shows that Toronto is underserved in this regard compared to many other major urban markets.

11. For example, in Montreal there's CKUT, CJLO and CISM as campus/community choices on the dial. Vancouver has CJSF and CITR. Ottawa has CKCU, CKDJ and CHUO. Yet in downtown Toronto, there is currently only CIUT for campus/community access and programming.

12. And that, coupled with the applicant's other virtues, means we strongly encourage the Commission to approve this application.

13. Thank you.