



NCRA-ANREC
325 Dalhousie, Suite 230
Ottawa, Ontario, K1N 7G2

Mr. John Traversy
Secretary General
Canadian Radio-television and Telecommunications Commission
Ottawa, Ontario, K1A 0N2

May 18, 2012

Secretary General,

Re: Cowichan Valley Community Radio Society Application 2012-0344-7

1. This is a letter of support for the application of the Cowichan Valley Community Radio Society CICV-FM for a broadcasting licence to operate an English-language low-power FM community radio programming undertaking in Lake Cowichan, BC. If there is a hearing we would like the opportunity to appear.

2. The National Campus and Community Radio Association (NCRA) is a not-for-profit group committed to volunteer-driven, non-profit, community-oriented radio across Canada. Our goals are to ensure stability and support for individual stations and the long-term growth and effectiveness of the sector. We currently have more than 80 members, including the Cowichan Valley Community Radio Society (CVCRS).

3. CICV-FM was approved for a developmental licence in January 2009 and has been operating since that time with an average effective radiated power of 3.7 watts. Their original application proposed to recruit and train volunteers for various positions, such as on-air programming, special events coordination and office administration. They intended to focus on music programming and local talent, and provide emergency broadcasting services to the community as well as spoken word and news programming pertaining to locally relevant issues. Local programming currently includes a gospel

show, a show about animal husbandry, stories of living on a houseboat, a children's storybook show and a current affairs program.

4. CICV-FM serves Lake Cowichan, a rural community of approximately 6300 people. The station's proposed new signal would serve approximately 1500 people within their 3mV/m contour and 1000 within their 5mV/m contour. Their local news coverage would include many smaller communities including Mesachie Lake, Honeymoon Bay, Cycuse, Meades Creek, Youbou, Nitnat, Skutz Falls, Riverbottom, Shatlam, Paidi, Tansor, and Berkies Corner. The station has proposed increasing to 50 watts, which would allow them to reach a larger proportion of their community.

5. CVCRS was first started by a ham radio operator who dreamed of creating a community radio station. He invited two friends to the first meeting at his kitchen table in 2005. Soon after, they obtained donated office space and computers, and in 2006 they were incorporated as a not-for-profit society. They currently operate the station out of a former forest rangers' station.

6. Since obtaining their developmental licence in 2009, the station has been volunteer-run, and has relied on membership dues, sponsorship, advertising revenue, municipal grants, and public donations to fund its operations. It was a private donation that allowed them to pay for the engineering brief for this application.

7. They have offered on-air training free to all community members, and has developed relationships with a wide variety of community members and organizations, including the staff and students of the Lake Cowichan High School, the Town Council, and other local not-for-profit societies.

8. Of particular note, the station has dedicated volunteer staff, including a station manager. Although they have been providing training to a wide variety of community members who are then supervised and mentored by a more senior volunteer programmer, they note that the number of new volunteers has continued to increase during the years since they were first licenced in 2009 and this model is becoming less sustainable. In response, they have taken steps to increase the quality and sustainability of their training program.

9. Their latest initiative is to develop their own formal module-based training syllabus as well as a new set of job descriptions and reporting structure in order to ensure consistent and high level training and supervision is provided. The NCRA supports CICV-FM's decision to undertake this project.

10. CICV-FM also indicated that they plan to host open air concerts in a local park featuring local performers, which will be recorded, edited, and broadcast on a program that focuses on local artists. They have also invited local not-for-profits to participate in the events and use the opportunity to raise funds for their own charities. This is one example of the beneficial contribution a community radio station can make to its local artists, residents, and other community organizations.

11. Based on CICV-FM's success during their developmental period, and the level of their involvement in and support from the Lake Cowichan community, the NCRA/ANREC is pleased to support CVCRS's work to create a public-access radio service that will continue to serve the community beyond the developmental licence period. We

therefore encourage the Commission to approve their application for an English-language low-power FM community radio programming undertaking.

Sincerely,

A handwritten signature in black ink, appearing to read 'Freya Zaltz'. The signature is fluid and cursive, with the first name 'Freya' written in a larger, more prominent script than the last name 'Zaltz'.

Freya Zaltz
Regulatory Affairs Director
NCRA/ANREC

cc: Cowichan Valley Community Radio Society

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