



NCRA/ANREC
608-180 Metcalfe St.
Ottawa, ON K2P 1P5

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

Broadcasting Notice of Consultation CRTC 2013-154,
Application No. 2012-0586-5

April 25, 2013

Dear Secretary General,

1. The NCRA/ANREC supports the application by Prince George Community Radio Society ("CFIS-FM") for a broadcasting license to operate an English-language FM community radio programming undertaking in Prince George, British Columbia. If there is a hearing at which CFIS-FM is requested to appear, the NCRA/ANREC would like to appear as well.
2. The NCRA/ANREC is a not-for-profit national association working to recognize, support and encourage not-for profit, volunteer-based, public access campus and community-based ("c/c radio") broadcasters in Canada. We provide advice and advocacy for individual stations, and conduct lobbying and policy development initiatives with a view to advancing the role and increasing the effectiveness of our sector.
3. Prince George is a city in British Columbia located at the confluence of the Fraser and Nechako Rivers. The region's main industries are based on natural resources, and the Prince George area is a regional service hub with a population of 300,000 people. The city itself has a population of approximately 75,000 people. Prince George is served by a campus-community licensed station (CFUR-FM), a community developmentally-licensed station (CFIS-FM; the

applicant) the CBC, and 4 commercially-licensed stations (CIRX-FM, CJCI-FM, CKDV-FM and CKKN-FM)

4. The Prince George Community Radio Society was formed in 2004. Volunteers worked to develop the station in 2005, and a 5 watt developmental license was issued by the Commission in late 2006. CFIS-FM commenced broadcasting in July 2007. We are told that their intent was to apply for a full broadcasting license and increase their power to 600 watts, but they encountered ongoing problems securing their transmitter site. Close to the expiry of their developmental license, they contacted the Commission and received administrative renewals to Dec 31, 2009 and May 31, 2010.

5. We understand that the Commission contacted CFIS-FM in March 2012 and requested that an application be filed because the station had continued broadcasting after May 2010 without a license. Having resolved their transmitter issues by late 2011, CFIS-FM complied with the Commission's request by the spring deadline.

6. CFIS-FM joined the NCRA/ANREC in 2010, and we assisted them with solving their technical and regulatory difficulties. Our understanding is that, although their broadcasting license had expired, CFIS-FM continued to make efforts to ensure that their programming content was compliant with regulatory requirements during the period from 2010 to 2012. For the last 3 years CFIS-FM has contributed programming regularly to the NCRA/ANREC national program exchange.

7. We are told that CFIS-FM maintains a good working relationship with CFUR-FM, the c/c radio station at the University of Northern British Columbia, and that the two stations have discussed resource sharing and other ways to collaborate. CFIS-FM'S supplementary brief states that the two stations' programming is complimentary. While both stations serve the entire Prince George community, CFUR-FM is located on a university campus and attracts more youth volunteer programmers, while CFIS-FM tends to draw from an older demographic.

8. CFIS-FM has developed a good relationship with local organizations, and they produce and air approximately several dozen weekly ads for local not-for-profit organizations and events. The station broadcasts Spruce Kings junior hockey games regularly and also airs live talk shows from the Prince George Exhibition each August, which they are hoping to expand to full-day coverage this year.

9. As noted in their supplementary brief, CFIS-FM continues to work on policy development, and is in the process of drafting a code of conduct and other policies related to regulatory compliance, volunteer training and programming. The station has access to local volunteers with technical and regulatory

expertise, and their Operations Manager has thirty years experience in broadcast radio.

10. CFIS-FM's advertising revenue this past fiscal year was approximately \$35,000, and according to Appendix 2.A. 3.1, Financial Operations, they intend to increase this to \$70,000 over 7 years. We are told that this modest increase is unlikely to affect other stations in the Prince George region because CFIS-FM expects the majority of their advertising revenue to come from businesses that are not advertising with the local commercial outlets. CFIS-FM estimates that more than 80 % of their current advertising income is from companies who would not otherwise advertise on local radio, and many of their listeners are consumers that local advertisers were unable to reach via radio previously.

11. For these reasons, the NCRA/ANREC supports CFIS-FM's application for a broadcasting license, and we encourage the Commission to approve it.

Sincerely,



Catherine Fisher
NCRA/ANREC Board of Directors



Freya Zaltz
NCRA/ANREC Regulatory Affairs Director

cc: Prince George Community Radio Society

***** END OF DOCUMENT*****