



NCRA-ANREC  
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August 22, 2014

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

Secretary General,

**Re: Broadcasting Notice of Consultation CRTC 2014-383 (Application for authority to acquire, from the University Of Manitoba Student's Union, the assets of the English-language community-based campus FM radio station CJUM-FM Winnipeg, as well as to renew CJUM-FM's broadcasting license, expiring August 31, 2014)**

1. We are writing in support of an application by UMFM Campus Radio Inc. ("UMFM") to acquire the assets of CJUM-FM, a campus-community station currently run by the University Of Manitoba Student's Union ("UMSU"). CJUM-FM also wishes to renew their broadcasting license.
2. Founded in 1986, the National Campus and Community Radio Association/Association nationale des radios étudiantes et communautaires (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. Our goals are to ensure stability and support for individual stations and the long-term growth and effectiveness of the sector. We currently represent more than 85 members, including CJUM-FM.
3. CJUM-FM is a campus station associated with the University of Manitoba ("UM") which broadcasts at 1200 watts to the city of Winnipeg and surrounding communities. The station, which was one of the first two campus stations granted a broadcasting licence in Canada, began broadcasting in 1975, closed due to financial difficulties in 1980, began the process of obtaining a new broadcasting licence in 1996, and resumed broadcasting in 1998.

4. As the Commission is aware, c/c stations play an important role in providing diverse programming that reflects their communities. CJUM-FM provides unique, locally-originating programming to listeners in Winnipeg, including:

- “At the Edge of Canada: Indigenous Research”, a program that looks at the research going on and around Indigenous communities in Canada and beyond;
- grassroots soccer coverage by the Manitoba Soccer Association;
- The Manitoban student newspaper has a long-standing spoken word show about that week’s issue’s content, offering more detail and additional coverage;
- The UM Womyn’s Centre has a women’s issues show called “The F Word”;
- “Hello Winnipeg!”, a weekly Chinese news and entertainment show programmed in partnership between the Mandarin and Chinese Student Associations, which broadcasts entirely in both languages and aims to assist Chinese students as they acclimatize to Winnipeg;
- - “Straight Ahead”, a music show hosted by a UM Jazz Studies major, showcasing Winnipeg's emerging jazz community;
- “West End Dumplings”, focusing on Winnipeg/Manitoba heritage and culture;
- The UM Student Life office hosts “Campus Report” each week;
- Live coverage of UM Bison games in men and women’s hockey and football as well a weekly general campus sports talk show;
- "Turning Pages", a weekly program about books that partnered with the Winnipeg International Writers’ Festival on a series of interviews featuring festival staff and attending writers.

5. In addition to this work, CJUM-FM also fulfills its commitment to play and promote local music by compiling and mailing four to five packages a year of local Winnipeg music CDs and cassettes to 25 other c/c radio stations across Canada, at no cost to the bands they are promoting. They also just finished recording their 215th live music session, where independent musicians, almost exclusively from Winnipeg, are invited to broadcast a live performance and the station makes a recording available to the musician and online. That station knows of at least one musician who used their performance tape to apply for arts funding to further their work. CJUM-FM has offered workshops to the local music community in partnership with Manitoba Music. They also make their live recording booth available to UM music students for practice and recording sessions. And they have offered specialized training for volunteers interested in careers in sound engineering. Once these volunteers are trained, the station offers them further experience recording the music students’ sessions.

6. The station has also been the recipient of two grants from the Community Radio Fund of Canada (CRFC) to improve its volunteer training, and participated in the NCRA’s “Resonating Reconciliation” project, working with an Aboriginal producer to create a detailed 30-minute documentary on the legacy of Indian Residential Schools in its community.

7. For all these reasons, we encourage the Commission to renew the station’s licence for the full seven-year term.

8. Regarding the proposed transfer of ownership, we note that CJUM-FM has been proactive in the last year and a half in improving its governance structure by making the station more accountable to its

membership and coming into compliance with the Commission's campus and community radio policy CRTCC 2010-499 prior to its licence renewal. As part of that process, the station has registered as an independent society in Manitoba, filled all 14 seats of their Board, and formalized the arrangement whereby the station's licence is held by a separate not-for-profit society dedicated solely to c/c radio broadcasting. This is a departure from the previous structure that entailed the station's elected Board of Directors operating under the UMSU. The new structure helps ensure that the station's Board will be independent and will exercise decision-making power that is separate from the Student Union.

9. As far as we know, no crisis has occurred to prompt CJUM-FM to make this application. Rather, it is intended as a way of improving the governance and decision-making structures at the station in a way that will be beneficial to the station and the community in the long run. We appreciate that Commission staff have provided assistance by advising CJUM-FM on this process.

10. In our experience, it makes sense for a c/c station to be incorporated as a separate not-for-profit society or corporation that is solely devoted to the management of the c/c radio station as this avoids conflicts with respect to priorities or resources. For instance, in the past one of our member stations was run by a community service organization that held a c/c radio licence as part of its work. When its funding was cut back, the organization had to choose between providing its core services or operating the radio station. The station was almost closed until another local group was formed, registered as a society entirely dedicated to operating a c/c station, and took over the station through a transfer of ownership. That station is still broadcasting today.

11. Finally, we note that UMSU has agreed to the terms of the proposed transfer of ownership. This illustrates the goodwill of stakeholders involved to do what is best for the long term health of the station.

12. For these reasons, we believe the Commission should approve this transfer of assets and ownership.

Sincerely,



Shelley Robinson  
NCRA/ANREC Executive Director



Freya Zaltz  
NCRA/ANREC Regulatory Affairs Director

cc:

UMFM Campus Radio Inc. (CJUM-FM)

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