



NCRA-ANREC
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May 26, 2014

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

Secretary General,

Re: Broadcasting Notice of Consultation CRTC 2014-0336-0 Addition of an FM transmitter for CJLO-AM

1. We are writing in support of an application by Concordia Student Broadcasting Corporation ("CJLO-AM") to add an FM transmitter at 107.9 FM. CJLO-AM is currently licenced to broadcast 1000 watts at 1690 AM. If approved, the addition of an FM transmitter will allow them to reach Concordia University's downtown campus. If there is a hearing, we wish to appear.

2. Founded in 1986, the 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 CJLO-AM.

3. CJLO-AM was first established at Concordia in 1998, but because of spectrum pressure they broadcast initially by closed circuit and internet, and did not obtain a terrestrial broadcasting licence until 2008. As noted in their application, their current broadcast range of 1000 watts does not reach the downtown Concordia campus in the Ville-Marie borough and the proposed repeater would provide that coverage. It would entail a modest increase to the station's signal range – we are told that they are anticipating only an additional four to five blocks of coverage. This small increase is important to CJLO-FM because they broadcast from Concordia's Loyola campus, and if their signal cannot be heard by students, faculty, and staff at the downtown campus then their mandate is only partially fulfilled.

4. CJLO-AM is not currently projecting any additional revenue from fundraising or advertising from the proposed increase, but they are expecting an increase in listenership, particularly from Concordia students, who each contribute 34 cents per credit per semester through a student levy to help support the station.

5. Montreal is a diverse bilingual city, and the Concordia campus and CJLO-AM reflect that diversity. The station currently features programs including “Hayti Plus”, a French-language show featuring Haitian-Canadian news and music; “Beats from the East” featuring Asian hip hop artists; “With Gay Abandon”, a program focusing on under-represented queer artists and cultural news, was voted one of Montreal’s top five radio programs; and “The Link”, produced by the campus newspaper.

6. CJLO-AM participates actively in community events, including an upcoming live broadcast from the Queen Elizabeth Hotel to commemorate the 45th anniversary of John Lennon and Yoko Ono’s “bed-in” for peace. They air free public service announcements for local not-for-profit organizations. They also regularly provide free DJs for fundraising events for “Head and Heads”, a local organization that offers physical and mental health support for Montreal youth.

7. The station has been awarded six Community Radio Fund of Canada grants in the past. The grants supported an ongoing after-school youth program where high school students produce programming, a program to help local artists record their work at the CJLO-AM studios, and a project to develop an online archive of CJLO-AM programming.

8. We also know that CJLO-AM has filed annual returns on time for the last two years, and has taken steps to ensure that they will always be filed on time in future. As the NCRA/ANREC noted in a previous letter of support for the station’s licence renewal, CJLO-AM’s Program Director is very engaged with issues of regulatory compliance.

9. We acknowledge that the Commission has received numerous letters from listeners of Vermont Public Radio (“VPR”) who oppose CJLO-AM’s application, as it may affect their ability to hear VPR. We have been told that CJLO-AM has worked with their engineer for years to find options to reach the campus with their signal. Given the spectrum pressure in Montreal and the technical requirements of AM, the FM repeater proposed in CJLO-AM’s application is the only affordable option available to them. We also suggest that, whatever the quality of the VPR broadcasts, priority must be given to local Canadian voices, particularly those providing direct public access to the airwaves. We believe this perspective is reflected in the interventions filed in support of CJLO-AM’s application.

10. For all these reasons, we encourage the Commission to approve CJLO-AM’s application for an FM transmitter, enabling the station to better fulfill its mandate of serving Concordia students and broader Montreal communities.

Thank you,



Shelley Robinson
Executive Director
NCRA/ANREC

*****END OF SUBMISSION*****

