



NCRA-ANREC
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January 16, 2017

Danielle May-Cuconato
Secretary General
Canadian Radio-television and Telecommunications Commission
Ottawa, Ontario, K1A 0N2

Secretary General,

Re: Broadcasting Notice of Consultation CRTC 2016-465

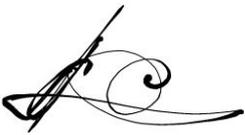
1. We are writing on behalf of the National Campus and Community Radio Association/l'Association nationale des radios étudiantes et communautaires ("NCRA/ANREC") to comment on an application by Gimaa Giigidoowin Communications ("GGC") for authority to effect a change in the ownership and effective control of an English- and Aboriginal-language Type B Native radio station (CHYF-FM), and to renew the broadcasting licence and continue the operation of the undertaking under the same terms and conditions as those in effect under the current licence. We note that CHYF-FM was in apparent non-compliance with section 9(2) of the Radio Regulations with respect to filing annual returns during their first license term.
2. 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. We provide advice and advocacy for individual campus and community ("c/c") stations, and conduct lobbying and policy development initiatives with a view to advancing the role and increasing the effectiveness of our sector. Our goals are to ensure stability and support for individual stations, and to promote the long-term growth and effectiveness of the sector. We currently represent 98 not-for-profit members and CHYF-FM is one of these.
3. CHYF-FM broadcasts from the Ojibwe Cultural Foundation in M'Chigeeng, Mnidoo Mnising (Manitoulin Island, On.) in Anishinaabemowin (Ojibwe/Odawa), located within the bay surrounded by the North Channel of Lake Huron. M'Chigeeng is home to the Anishinabek of the Three Fires Confederacy: Odawa, Ojibwe, and the Pottawattaomi Nations.

4. Within the six First Nation communities under the tribal council of United Chiefs and Councils of Mnidoo Mnising; there are 5,464 registered band members, but the majority do not speak the Anishinaabemowin language: a result of the residential school era. Currently, most fluent Anishinaabemowin first language speakers are fifty-five years of age and older.
5. CHYF-FM focuses on revitalizing the Anishinaabemowin language in homes, schools, and the community at large by broadcasting news, stories, sports coverage, information about community events, music, and other kinds of programming entirely in Anishinaabemowin. For example, the programs *Aadzookaanaan* and *M'Kwendmaadaa* (meaning "legends" or "folklore") present recordings of stories left behind by elders who have since gone to the spirit world, so that they are not forgotten. The station also broadcasts a bedtime program called *Binojiinhsag* (meaning "all the children") for mothers and small children that features lullabies and beginner-level Anishinaabemowin. The program airs seven days a week at 8pm in order to establish a regular listening routine in community households. CHYF-FM also plays contemporary music by Indigenous artists from diverse backgrounds.
6. In addition to partnering with the Ojibwe Cultural Foundation, CHYF-FM works with three local schools to record and broadcast some of the language lessons taught in the classroom. There are also three elders who help with the station on-call. For example, an Amber Alert that was issued early today by the Ontario police was promptly translated into Anishinaabemowin by one of the elders.
7. The NCRA/ANREC believes that GGC, a not-for-profit organization incorporated specifically for the purpose of operating the radio station, is well suited to running the station, creating quality local programming, and serving the community pursuant to the Native Radio Policy. The previous licence holder, a sole proprietor and volunteer, faced significant challenges in attempting to operate a station on her own. Granting the application by GGC will improve the station's sustainability and accountability to its community, and provide community members with a more formal mechanism for participating in the governance and operation of the station.
8. With respect to CHYF-FM's possible non-compliance with s. 9(2), our understanding is that since GGC acquired the assets of CHYF-FM, it has obtained funding, opened an office, and hired staff to run the station, manage the station's financial affairs, and complete tasks required for licensing and regulatory purposes. The Program Director, Debbie Mishibinjima, has been in regular contact with the NCRA/ANREC's regulatory support committee over the last several months, and has diligently obtained our assistance in understanding the requirements that must be met and rectifying any non-compliance that occurred prior to the incorporation of GGC. Our understanding is that CHYF-FM has filed all missing or incomplete annual returns and financial statements.
9. As members of the NCRA/ANREC, the station also has access to our resources including our Regulatory Survival Guide, which includes a section about annual returns. Our understanding is that CHYF-FM is actively working on regulatory compliance and has systems in place to ensure that it adheres to s. 9(2) going forward, including a designated staff person to complete and file annual returns. We have informed CHYF-FM that best practices for our sector include: developing a board regulatory compliance calendar that is reviewed at each meeting, appointing a board compliance officer who is responsible for knowing the regulatory requirements and bringing them to board and staff attention, and creating an annual returns and regulatory how-to

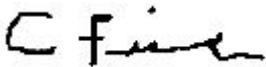
guide to assist in the event of staff and board turnover, and including annual returns in staff job descriptions.

10. The NCRA/ANREC provides regulatory support to member stations, and in recent years we have run an annual campaign to contact member stations and confirm that they fully understand the requirements of s. 9(2) and fulfill those requirements by the November 30 deadline. We believe that our focused efforts in this area have assisted our members to understand their regulatory responsibilities. We will continue to provide this assistance to member stations, including CHYF-FM. As a new member of the NCRA/ANREC, CHYF-FM did not benefit from the support provided through our annual returns campaign until this year.
11. The NCRA/ANREC supports CHYF-FM's applications. We believe that GGC is capable of fulfilling the requirements associated with holding a broadcasting licence and should be granted the opportunity to hold the licence for CHYF-FM. We also believe that it is in the best interests of M'Chigeeng to offer community members the opportunity to hear Anishinaabemowin language and Anishinabek-focussed cultural programming. Our understanding is that the station is taking its regulatory responsibilities seriously and a shortened renewal period would increase its administrative burden.
12. In conclusion, we hope that the Commission will approve the applications to effect a change in the ownership and effective control, and renew the station's licence under the same terms and conditions as those in effect under the previous licence.

Sincerely,



Ophira Horwitz
NCRA/ANREC External Policy Committee



Catherine Fisher
NCRA/ANREC External Policy Committee



Freya Zaltz
NCRA/ANREC Regulatory Affairs Director

cc: CHYF-FM

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