



John Traversy,
Secretary General
Canadian Radio-television and Telecommunications Commission
Gatineau, QC

June 18, 2013

Secretary General,

Application CRTC 2012-0992-4

1. This letter is in support of the application by Hunters Bay Radio Inc. (“Hunters Bay”) for a broadcasting licence to operate an English-language community radio programming undertaking in Huntsville. If there is a hearing we would like the opportunity to appear.
2. The National Campus and Community Radio Association (“NCRA/ANREC”) 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 Hunters Bay.
3. Hunters Bay hopes to serve Huntsville, Ontario, the largest city in the Muskoka Region, about two hours north of Toronto. Huntsville is located on the Canadian Shield, and is a popular summer tourist destination. As a result, Huntsville's economy is primarily service based. It has a year-round population of approximately 19,000 people. The city is home to several acclaimed visual artists, a robust arts community and a number of arts festivals.
4. In terms of local radio, Huntsville is currently served by one commercially-licensed radio station with an adult contemporary format that is part of the network known as “Moose FM”. CBC One and CBC Two broadcast to Huntsville from Toronto. There is also a contemporary Christian music station that broadcasts from Barrie.
5. Hunters Bay has been broadcasting on the internet for three years, during which time they have been preparing to broadcast terrestrially by familiarizing themselves with regulatory requirements, conducting community outreach, and developing key policies and procedures. They have attracted and trained 25 to 30 volunteers, some of whom have significant experience in broadcasting. They have a dedicated volunteer in charge of regulatory compliance. With assistance from the NCRA/ANREC and ideas from

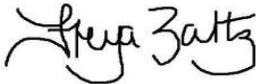
nearby CKHA-FM, Hunters Bay is developing proactive practices for ensuring compliance with the Radio Regulations. They are also continually fine-tuning their online broadcasting as they learn more about the CRTC policies and regulations that will apply once they obtain a broadcasting licence. Finally, they have notified the NCRA/ANREC that they intend to request a compliance audit before they go on air if their application is approved to ensure that they are meeting all regulatory requirements.

6. The founders of Hunters Bay wanted to develop a hyper-local alternative to Moose FM. In their three years of operation they have already organized several community events showcasing local talent, and they regularly promote arts festivals and events. They also make special effort to include local artists' music regularly in their online programming. Their internet broadcast currently features more than the required 15 percent locally-produced spoken word programming, and they anticipate having no difficulty fulfilling the requirements of CRTC 2010-499 in this area.

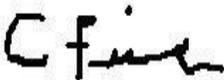
7. We are told that Hunters Bay expects to have minimal financial impact on other stations in the market, as they intend to seek their advertising revenue mainly from local small businesses. They will also host occasional fundraising concerts, and pursue possible funding through bingo. They currently have enough revenue to support two part time staff, and if they receive a broadcasting license and their financial projections are accurate, they hope to have five staff by 2018.

8. We hope that the Commission will approve Hunters Bay's application for a broadcasting license. Based on our communication with them to date, they appear to be well organized, and are working hard to prepare for the approval of their licence application.

Sincerely,



Freya Zaltz
Regulatory Affairs Director
NCRA/ANREC



Catherine Fisher
Regulatory Affairs Committee
NCRA/ANREC

Cc: Hunter's Bay Radio Inc.

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