



Broadcasting Decision CRTC 2007-353

Ottawa, 20 September 2007

101056012 Saskatchewan Ltd.

Yorkton and Melville, Saskatchewan

Application 2007-0913-1, received 18 June 2007

Broadcasting Public Notice CRTC 2007-82

13 July 2007

CJJC-FM Yorkton – New transmitter at Melville

*The Commission **denies** the application by 101056012 Saskatchewan Ltd. to amend the broadcasting licence for the low-power, English-language Specialty radio programming undertaking CJJC-FM Yorkton in order to operate a low-power FM transmitter at Melville, Saskatchewan.*

The application

1. The Commission received an application by 101056012 Saskatchewan Ltd. to amend the broadcasting licence for the low-power, English-language Specialty radio programming undertaking CJJC-FM Yorkton in order to operate a low-power FM transmitter at Melville, Saskatchewan. The proposed transmitter would operate at 98.5 MHz (channel 253LP) with an effective radiated power of 43.3 watts.
2. The Commission received several interventions in support of this application, as well as interventions in opposition by the Canadian Association of Broadcasters (CAB) and Walsh Investments Inc. and Yorkton Broadcasting Company Limited, partners in a general partnership carrying on business as GX Radio Partnership, the licensee of CJGX and CFGW-FM Yorkton. After considering the positions of the licensee and the interveners, the Commission finds that the issue to be determined in its evaluation of this application is whether it is appropriate to permit CJJC-FM to implement technical changes that would increase its service area beyond that for which it was licensed.

Commission's analysis and determinations

3. Both opposing interveners argued that the addition of an FM transmitter at Melville would have a significant impact on the existing stations in the Yorkton market. The CAB also submitted that the application represented a step in a "back door" approach using multiple low-power transmitters to expand the licensee's coverage area in order to create what would in effect be a full commercial radio station.

4. In reply, the licensee noted that the proposed transmitter would allow the churches of Melville to broadcast information related to their community events and their organizations and would extend CJJC-FM's unique Christian music programming to Melville residents. Additionally, the licensee submitted that approval of its application would have very little impact on the Yorkton and Melville markets, all while arguing that Melville and Yorkton share significant commonalities that warrant the extension of its service.
5. The Commission notes that CJJC-FM is currently licensed as a low-power Specialty service with a mandate to serve Yorkton. In the licensing decision for CJJC-FM (Broadcasting Decision 2005-522), the Commission did not address the servicing of Yorkton's surrounding areas, including Melville. Moreover, in its present application, the licensee made no arguments to the effect that it was not adequately serving Yorkton given its existing technical parameters, nor did it indicate any financial difficulties necessitating an expansion of its service to encompass a greater population. The Commission is therefore not persuaded that it is appropriate to extend CJJC-FM's service area.
6. Accordingly, the Commission **denies** the application by 101056012 Saskatchewan Ltd. to amend the broadcasting licence for the low-power, English-language Specialty radio programming undertaking CJJC-FM Yorkton in order to operate a low-power FM transmitter at Melville, Saskatchewan.

Secretary General

Related document

- *Christian Music FM radio station*, Broadcasting Decision CRTC 2005-522, 21 October 2005

This decision is available in alternative format upon request and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>