



## Broadcasting Decision CRTC 2009-501

Route reference: 2009-157

Other reference: 2009-157-5

Ottawa, 19 August 2009

**9174-8004 Québec inc.**  
Sainte-Marie de Beauce, Quebec

*Application 2008-0958-5, received 11 July 2008*  
*Public Hearing in Québec, Quebec*  
*26 May 2009*

### **CHEQ-FM Sainte-Marie de Beauce – Technical change**

*The Commission **approves** the application by 9174-8004 Québec inc. to amend the broadcasting licence for the French-language commercial radio programming undertaking CHEQ-FM Sainte-Marie de Beauce in order to change the station's frequency and authorized contours.*

#### **The application**

1. The Commission received an application by 9174-8004 Québec inc. to amend the broadcasting licence for the French-language commercial radio programming undertaking CHEQ-FM Sainte-Marie de Beauce in order to change the frequency from 101.3 MHz (channel 267A) to 101.5 MHz (channel 268C1) and to change the authorized contours by increasing the average effective radiated power from 4,677 to 26,000 watts<sup>1</sup> and the effective height of the antenna above average terrain (EHAAT) from 24 to 65.3 metres.<sup>2</sup>
2. According to the licensee, these changes will enable it to improve coverage in the existing service area and reach rural listeners, and will make the station more competitive with Québec stations received in its service area.
3. The Commission received interventions in support of and in opposition to the application. The public record for this proceeding is available on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under "Public Proceedings."

<sup>1</sup> The maximum effective radiated power would increase from 4,677 to 100,000 watts.

<sup>2</sup> The above technical parameters differ slightly from those announced in Notice of hearing, Broadcasting Notice of Consultation CRTC 2009-157, 25 March 2009. They reflect the technical parameters certified by the Department of Industry.

## Commission's analysis and determinations

4. Most of the interveners opposing the application expressed concerns about the potential impact of its approval on their existing stations. Specifically, Radio-Beauce inc. was concerned that increasing CHEQ-FM's power would negatively impact the audience and advertising revenues of its stations CHJM-FM and CKRB-FM, both of which are operated in Saint-Georges de Beauce. Cogeco Diffusion inc., the licensee of radio stations CJEC-FM and CJMF-FM Québec, was concerned that CHEQ-FM's proposed 3 mV/m contour would encroach slightly on the Québec market.
5. In its reply, the licensee indicated that the proposed power increase would enable it to reach the various rural communities in its central market that are currently having problems receiving its station's signal because of the area's geographical characteristics. According to the licensee, the objective of the application is not to directly solicit businesses in neighbouring markets, sell them advertising or expand the station's main marketing area. The licensee stated that its goal was to consolidate existing advertising revenues and provide existing advertising clients with better reception. The licensee added that its station must compete with stations in Québec and Saint-Georges de Beauce that can be received by listeners in its central market.
6. Generally, when licensees apply for a change in operating class that will result in a substantial expansion of the authorized contours, the Commission expects the licensee to demonstrate, with supporting documentation, that the technical parameters originally authorized are not sufficient to provide the service. When considering such applications, the Commission also evaluates the impact of the proposed technical change on the radio market.
7. In this case, the licensee provided convincing evidence, in the form of maps illustrating realistic contours, that some CHEQ-FM listeners are having trouble receiving its signal. The Commission considers that the licensee's evidence shows deterioration in signal quality within the station's authorized contours.
8. The Commission is of the view that CHEQ-FM's proposed technical changes would enable the station to ensure signal continuity in the Chaudière Valley, along Highway 73, from Charny (at the Québec Bridge exit) to Scott (near Sainte-Marie de Beauce), thus providing more adequate coverage for its service area, including in rural communities, and providing continuous service to listeners in automobiles from the service area who are travelling between Québec and Sainte-Marie de Beauce.
9. Further, the Commission notes that approval of this application would allow CHEQ-FM to better compete with Québec radio services that are capturing a significant share of the Sainte-Marie de Beauce market. Additionally, the Commission is satisfied that the application to increase CHEQ-FM's power is not an attempt by the station to serve the Québec market and that the impact of this amendment on existing Québec stations would be minimal.

10. The Commission notes a slight improvement in the quality of CHEQ-FM's signal in the direction of Saint-Georges de Beauce and considers that approving the application would have only a negligible impact on this market.
11. The Commission further notes that the licensee has committed to broadcasting programming directed at listeners in its main market and to limit its advertising sales to its main market, i.e. Sainte-Marie de Beauce and surrounding areas.
12. In light of the foregoing, the Commission **approves** the application by 9174-8004 Québec inc. to amend the broadcasting licence for the French-language commercial radio programming undertaking CHEQ-FM Sainte-Marie de Beauce in order to change the frequency from 101.3 MHz (channel 267A) to 101.5 MHz (channel 268C1) and to change the authorized contours by increasing the average effective radiated power from 4,677 to 26,000 watts and the EHAAT from 24 to 65.3 metres.
13. The Department of Industry (the Department) has advised the Commission that, while this application is conditionally technically acceptable, it will only issue a broadcasting certificate when it has determined that the proposed technical parameters will not create any unacceptable interference with aeronautical NAV/COM services.
14. The Commission reminds the licensee that, pursuant to section 22(1) of the *Broadcasting Act*, this authority will only be effective when the Department notifies the Commission that its technical requirements have been met and that a broadcasting certificate will be issued.

Secretary General

*This decision is to be appended to the licence. It 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>.*