

Kevin Crombie  
71, chemin du village  
Luskville (Québec) J0X 2G0  
819-918-7332  
kcrombie@rogers.com

# FAX



To: CRTC

Fax: 819-994-0218

Date: 4/28/2011

Re: Broadcasting Notice of Consultation CRTC  
2011-216

Comments:

Pages: 3

- Urgent
- For Review
- Please Comment
- Please Reply
- Please Recycle

71, chemin du village  
Luskville (Québec) J0X 2G0

M. Robert A. Morin, Secretary General  
Canadian Radio-television and Telecommunications Commission  
Ottawa (Ontario) K1A 0N2

April 28, 2011.

Re: Broadcasting Notice of Consultation CRTC 2011-216 – Call for comments on the Community Radio Fund of Canada's proposed Structural and Operational Plan

Dear Mr. Morin:

1. I am pleased to submit my comments in support of the structural and operational plan of the Community Radio Fund of Canada (CRFC).
2. I was a member of a CRFC selection committee in 2010. I helped assess approximately 50 applications from the campus and community radio sector over a six-week period.
3. I know the CRFC is proposing a new way to distribute funding. However, the assessment and decision-making process is very similar to process I participated in, and I would like to offer my comments regarding my experience.
4. The orientation was very well organized and the assessment process very clearly explained. We were provided with exactly the right amount of detail on the intent of the program and the application process. The roles and responsibilities of the jury members were made very clear, which facilitated the task considerably.
5. The CRFC put considerable effort into organizing the assessment process. The applications were processed: key elements were highlighted and collated into an assessment grid, which achieved two critical goals. It permitted jury members to use criteria such as originality, community impact, or manageability given resources of the applicant, and provided a more level playing field for applications from widely varying circumstances. The assessment grid also permitted comparisons of the individual assessments of each juror, rather than simply aggregating a total score, which may not have captured the individual situations of each applicant and would likely have favoured larger and better financed applicants.
6. The use of grid enabled a structured discussion among jurors about the final funding decisions. Because of the preparatory work by the CRFC, the process was entirely manageable, and, from an applicant's point of view, predictable. An application will be judged according to an established set of general criteria that are kept consistent from one application period to the next, regardless of the composition of the jury.
7. I thoroughly enjoyed the experience and feel certain that the CRFC will maintain the quality selection process it has established. I would serve on another jury without hesitation.
8. Thank you.

Sincerely,



Kevin Crombie

**Kevin Crombie**

---

**From:** Kevin Crombie  
**Sent:** April-28-11 3:21 PM  
**To:** 'admin@communityradiofund.org'  
**Subject:** Letter of support  
**Attachments:** Kevin Crombie support letter.pdf

Dear CRFC,

Attached, for your files, is a scanned copy of the letter of support that I faxed to the CRTC today. I hope this helps!

Thanks!  
Kevin

Kevin Crombie

Manager, Communications | Gestionnaire, communications Patented Medicine Prices Review Board | Conseil d'examen du prix des médicaments brevetés Box L40, 333 Laurier Avenue West, Suite 1400 | Boîte L40, 333, rue Laurier ouest, Bureau 1400 Ottawa, ON, K1P 1C1 [kevin.crombie@pmprb-cepmb.gc.ca](mailto:kevin.crombie@pmprb-cepmb.gc.ca) <<mailto:kevin.crombie@pmprb-cepmb.gc.ca>>  
Telephone | Téléphone 613-960-4552  
Facsimile | Télécopieur 613-952-7626  
Government of Canada | Gouvernement du Canada