



NCRA/ANREC  
PO Box 81044  
World Exchange Postal Outlet  
Ottawa, ON K1P 1B1

Claude Doucet, Secretary-General  
Canadian Radio-television and Telecommunications Commission  
Ottawa, Ontario, K1A 0N2

**Re: CRTC Application No. 2021-0695-5 Application for authority to acquire  
assets and transmitters of CJRO-FM Carlsbad Springs**

February 24, 2022

Dear Secretar-General,

1. We are writing on behalf of the National Campus and Community Radio Association/l'Association nationale des radios étudiantes et communautaires ("NCRA/ANREC") supports the application of CJRO Radio Inc. for authority to acquire the assets of the bilingual community

radio station CJRO-FM (Carlsbad Springs, ON), and its transmitters CJRO-FM-1 (Vars, ON), CJRO-FM-2 (Embrun, ON) and CJRO-FM-3 (Sarsfield, ON) which are currently held by Carlsbad Springs Community Association Inc (“CSCA”). Under the ownership of CJRO Radio, the station intends to operate under the same terms and conditions as the current licensee. If there is a hearing, the NCRA/ANREC would like to appear.

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 (“c/c”) broadcasters in Canada. We provide advice and advocacy for individual c/c stations and conduct lobbying and policy development initiatives to advance the role and increase the effectiveness of our sector. We currently represent 121 c/c radio stations.
  
3. Carlsbad Springs, Vars, Sarsfield, and Embrun are all small bilingual<sup>1</sup> communities within the Ottawa–Gatineau Area, in the rural area outside of the City of Ottawa, on the traditional unceded territory of the Algonquin Anishnaabeg people. Although they are very close to Ottawa, these small communities have retained their community identities and close economic and social ties with each other. In our experience, community radio stations that serve smaller communities near large urban centres may serve a distinct population with different needs and interests than the population of the urban centre. Examples include CIWS-FM in Whitchurch Stouffville and CHES-FM in Erin, ON.

---

<sup>1</sup> Carlsbad Springs: 40% French and 60% English speakers; Vars, 50% English, 50% French; Embrun 70% French and 30% English; Sarsfield also 70% French and 30% English.

4. CSCA was created in 2004, following the City of Ottawa amalgamation with the City of Gloucester and the Township of Cumberland, to ensure that the community of Carlsbad Springs continued to have a local voice in their civic affairs.
5. CSCA launched CJRO-FM in April 2017 as an exempt tourist radio station. In 2018 they applied for a broadcasting license to operate a low-power, English- and French-language community FM radio station in Carlsbad Springs and to rebroadcast in Vars. In 2019, they were approved to rebroadcast to Embrun, and in 2021 to rebroadcast to Sarsfield.
6. The Carlsbad, Vars, Embrun, and Sarsfield area is served by a variety of regional radio services, but CJRO-FM offers these communities a local service. They have two radio studios, one in Carlsbad Springs and the other in Embrun. This helps people in all of their listening communities have easy access to volunteer opportunities at the station and the station currently has about 25 active volunteers. Here are some programs CJRO-FM offers:
  - **Local First/Priorité Locale:** a bilingual daily public affairs show and podcast
  - **Local news:** short written local news updates on their website and a daily local newscast in English and French,
  - **Money Matters:** Financial management information from a local expert
  - **Radio Bingo:** a popular live weekly radio bingo in partnership with the local Optimist Club.
7. CSCA's mandate is specific to Carlsbad Springs, and that is reflected in its bylaws. CSCA runs a number of other community projects besides the

- radio station. Since the station's financial administration has become more complex, CSCA has decided that it is time for the radio station to be owned and operated by a non-profit organization solely dedicated to running a radio station, rather than being a side project of CSCA.
8. CJRO Radio Inc. was therefore created with a view to exclusively running the station and also ensuring that residents of all of CJRO-FM's service areas are eligible to participate in the station's governance. The CJRO Radio Inc. board includes two dedicated board seats for each community the station broadcasts in. If a board member leaves, their seat is filled with a person from the same community at their AGM. The transfer of assets and control to CJRO Radio Inc. would assist CJRO-FM in ensuring that the station is administratively sustainable, and that it truly reflects all of the communities it serves. The NCRA/ANREC therefore believes that approving the transfer is in the public interest.
  9. As CJRO Radio Inc. stated in their response to the Commission, dated December 2, 2021, this transfer will not result in changes to the station's programming or volunteer training programs. .
  10. We note that, since this proposed transfer of assets involves two non-profit organizations, it should not require the payment of tangible benefits.
  11. In closing, the NCRA/ANREC supports this proposed transfer as being in the public interest. In our opinion, CJRO Radio Inc. can ably fulfill all the requirements of the *Broadcasting Act* and Broadcasting Regulatory Policy CRTC 2010-499 (Campus and Community Radio Policy), and ensure that local residents have an opportunity to enjoy and participate in locally-produced radio.

Sincerely,

A handwritten signature in black ink, appearing to read 'Barry Rooke'. The signature is fluid and cursive, with the first name 'Barry' written in a larger, more prominent script than the last name 'Rooke'.

Barry Rooke  
Executive Director  
NCRA/ANREC

Cc: CJRO-FM

\*\*\*End of document\*\*\*