

**Appendix 1  
Supplementary Brief  
CFJL-FM, Winnipeg  
Application for a Technical Amendment**

This is an application by Dufferin Communications Inc. (Dufferin) for a technical amendment to the broadcasting licence of CFJL-FM.

**Background and History**

Dufferin operates CFJL-FM (Winnipeg) on 100.7 MHz. Before Dufferin acquired the station in 2011, both Radiolink System Inc. and Newcap operated the frequency but were not able to make it financially viable. This reality was due in part to the fact the station was limited by a condition of licence that it offer only a specialty format. Since 2002 these operators have tried to give the station life through many specialty programming efforts such as Café 100.7, Hank FM 100.7, 100.7 k-Rock and The Breeze 100.7 among others. When Dufferin acquired the station, we also tried to operate it in the specialty format, but despite our best efforts we were unable to increase the station’s audience share.

The chart below tracking CUME and Market Share since 2005 clearly illustrates that regardless of the operator, economic conditions or diverse programming within the specialty format, has been bleak.

<b>Adults 12+ BBM</b>			
<b>CALL LETTERS</b>	<b>BBM RATINGS</b>	<b>CTRL CUME</b>	<b>MARKET SHARE</b>
<b>CHNR- FM</b>	<b>Fall 2005</b>	<b>25,891</b>	<b>1.7</b>
<b>CKFE- FM</b>	<b>Fall 2006</b>	<b>11,159</b>	<b>0.6</b>
<b>CHNK- FM</b>	<b>Fall 2007</b>	<b>17,639</b>	<b>1.0</b>
<b>CHNK- FM</b>	<b>Fall 2008</b>	<b>17,742</b>	<b>1.2</b>
<b>CHNK- FM</b>	<b>Fall 2009</b>	<b>14,934</b>	<b>0.9</b>
<b>CHNK- FM</b>	<b>Fall 2010</b>	<b>12,953</b>	<b>0.7</b>
<b>CHNK- FM</b>	<b>Fall 2011</b>	<b>19,614</b>	<b>1.2</b>
<b>CFJL- FM</b>	<b>Fall 2012</b>	<b>12,229</b>	<b>0.9</b>
<b>CFJL-FM</b>	<b>Fall 2013</b>	<b>19,500</b>	<b>1.8</b>

Since the licence was initially granted in 2002, the specialty format on 100.7 has failed to generate audience interest. Consequently, the frequency itself has become stigmatized as “a station no one listens to”.

With Broadcasting Decision CRTC 2013-550, dated October 11, 2013, the Commission approved CFJL-FM’s request to no longer operate within the specialty format. Dufferin quickly began to rebrand and re-launch the station with a Modern Easy Listening/Adult Contemporary format. The new format premiered December 26, 2013. While The Jewel format is fresh and new in the Winnipeg market, is enjoyed by those who tune it in, and is successful in other markets where it is played, it can not escape the stigma that comes with the frequency after so much time at the bottom of the ratings. Listeners have told our marketing department the station is a “loser”, and consequently, potential advertisers see the station as perpetually “last in the market” to our financial detriment. It is our belief that a change in frequency to 100.5 MHz will help Dufferin overcome and shed some of the negative baggage associated with the 100.7 frequency.

Furthermore, the technical amendment (if approved) would maximize the 100.5 MHz frequency. Whereas CFJL-FM currently operates at 80,000 watts at 100.7, it will be possible to operate at 100,000 with 100.5. While the effective coverage area and population within it will remain effectively the same, there is one a .2% increase in population in the 0.5 mV/M contours and a 1.3% increase in the 3 mV/m contours, the increase in power has the added benefit of improving the reliability of the signal in the urban built up areas of the city.

**No impact on existing services.**

As CFJL-FM is an incumbent and will be operating under the same terms and condition of its current licence, and as there is no change of the market size or programming orientation, the status quo will not be affected.

**Conclusion**

We and others have attempted over the years to make this service economically viable. We believe that the relief of the specialty format approved with Decision 2013-550 is by far the best shot CFJL-FM has at improving viability. We also believe that migrating 100.7 to 100.5 is the next logical step which will both give Dufferin an opportunity to capitalize on an “all new” Winnipeg Jewel, and improve the station’s technical parameters.

We respectfully request that the Commission approve this application.