Challenge

On July 17, 2006, Corus Québec made a request to the CRTC to modify the licences of four of its regional stations: CHLN, CHLT, CKRS and CJRC. It also requested CRTC approval to relocate CFEL's antenna in order to increase the station's listening area. There was solid rationale for the change, as a number of studies had shown the unprofitability of the AM band. As for CFEL, moving the antenna to L'Ange-Gardien increased the listening area and thus advertising revenue. However, CASACOM had to ensure support for the project in each of the communities served by the four stations. We ultimately had to implement a communication plan that would respect regional realities and that would not be perceived as a campaign spearheaded by Montréal.

Actions

CASACOM immediately began drawing up lists of influential people in each region concerned. We contacted elected officials, business people and members of socio-cultural circles in the regions of Gatineau, Saguenay, Estrie and Trois-Rivières. In each region, we obtained between 10 and 20 major pledges of support. On November 24, 2006, the CRTC gave all four stations the ok to switch over to FM. We deployed a regional communication strategy tailored to each of the targeted regions and supported each station manager in the announcement of the decision to the media.

Results

CFEL was granted CRTC approval to relocate its antenna. The switch-over of Corus Québec's four stations from AM to FM received extensive coverage in the media. Everyone was talking about this decision as a breath of fresh air for regional radio and felt the switch would foster continued local radio development. The golden rule: local communication equals optimal results!

La Tribune

CHLT passe au 102,1 FM

le QUOTIDIEN

La demande de CORUS acceptée par le CRTC

CKRS radio passe du AM au FM

590 CKRS

LE JOURNAL DE SEGAL

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