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To: The CRTC

RE: Letter of Support

FOR: Bay of Islands Radio Inc – BayFM

FROM: The Rotary Arts Centre

We have been asked to write a letter of support for BayFM as they seek permission from the CRTC to move their transmitter site to a new location to increase the station's power and reach to better serve their customers in Western Newfoundland. This we are delighted to do.

We understand the primary reasons for this request have to do with quality of service particularly as a new tower will give a better signal thus significantly improving reception throughout the region.

BayFM has already made a significant impact on the quality of radio service in the region by increasing the local weather, news, and sports reporting and by upping the daily on-air time to a minimum of 12 hours daily. The station has quickly become involved with community issues particularly the arts communities, fundraising activities of local charitable organizations, our Winter Carnival and various summer festivals.

Perhaps most importantly BayFM has filled the gaps left by the departure of commercial broadcasters in 2022. It is now the only remaining local radio station in Corner Brook!

And the increased signal will also provide BayFM with the potential for increased advertising revenue.

We hope the CRTC will provide this license as the value of BayFM to our communities cannot be overstated.

Sincerely

David Smallwood, PhD
CEO
The Rotary Arts Centre