



Broadcasting Decision CRTC 2006-646

Ottawa, 27 November 2006

Wawatay Native Communications Society

Sioux Lookout, Ontario

Application 2006-0134-5

Public Hearing in Québec, Quebec

11 September 2006

Type B Native radio station in Sioux Lookout

1. The Commission **approves** the application by Wawatay Native Communications Society for a broadcasting licence to operate a Type B Native FM radio programming undertaking¹ in Sioux Lookout, Ontario.
2. The applicant indicated that, in each broadcast week, the new station would broadcast an average of 126 hours of programming, including 55 hours of programming in the OjiCree language. The applicant will also air an additional 55 hours of network programming from Cree Radio Timmins during each broadcast week in the Cree language. The remaining 16 hours will be broadcast in the English language and will be produced locally.
3. The new station will offer a pop, rock and dance music format along with native and local music. It will also broadcast music fests showcasing native culture. Programming will also include interviews, native current events, issues, political updates and changes, traditional stories, legends and beliefs. The applicant submitted that by speaking in the native language, native youth will be encouraged to maintain their language and culture.
4. With regard to Aboriginal Talent Development, the applicant indicated that it would ensure that 40% of all music broadcast would be performed or composed by Aboriginal talent.
5. The Commission did not receive any interventions in connection with this application.
6. Consistent with the Commission's *Native Broadcasting Policy*, Public Notice CRTC 1990-89, 20 September 1990, the Commission will issue a broadcasting licence for a Type B Native FM radio programming undertaking.

¹ The Notice of Public Hearing incorrectly described the proposed station as a Native-language FM Type A community radio programming undertaking.

7. The Commission requires that the applicant submit, within 90 days of the date of this decision, all necessary documentation to support the fact that the licensee will be a not-for-profit organisation, whose structure provides for board membership by the native population of the region.
8. The station will operate at 89.9 MHz (channel 210A1) with an effective radiated power of 224 watts.
9. The licence will expire 31 August 2013. It will be subject to the **conditions** set out in the appendix to this decision.

Issuance of licence

10. The Commission reminds the applicant that, pursuant to section 22(1) of the *Broadcasting Act*, no licence may be issued until the Department of Industry notifies the Commission that its technical requirements have been met, and that a broadcasting certificate will be issued
11. Furthermore, the licence for this undertaking will be issued once the applicant has informed the Commission in writing that it is prepared to commence operations. The undertaking must be operational at the earliest possible date and in any event no later than 24 months from the date of this decision, unless a request for an extension of time is approved by the Commission before 27 November 2008. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before that date.

Secretary General

This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>

Appendix to Broadcasting Decision CRTC 2006-646

Conditions of licence

1. In each broadcast week, a minimum of 35% of all musical selections from Category 2 (Popular music) shall be devoted to Canadian selections played in their entirety.
2. The licensee shall adhere to the guidelines on gender portrayal set out in the Canadian Association of Broadcasters' (CAB) *Sex-role portrayal code for television and radio programming*, as amended from time to time and approved by the Commission.
3. The licensee shall adhere to the provisions of the CAB's *Broadcast code for advertising to children*, as amended from time to time and approved by the Commission.