



Broadcasting Public Notice CRTC 2007-61-1

Ottawa, 13 June 2007

CALL FOR APPLICATIONS FOR A BROADCASTING LICENCE TO CARRY ON A RADIO PROGRAMMING UNDERTAKING TO SERVE WINDSOR, ONTARIO

Further to its Broadcasting Public Notice CRTC 2007-61 dated 8 June 2007, the Commission announces the following:

THE CHANGES ARE IN BOLD:

CORRECTION

Applicants will be required to provide evidence giving clear indication that there is a demand and a market for the station and the proposed service. Without restricting the scope of the issues to be considered, the following should be addressed:

1. The contribution that the proposed service will make to achieving the objectives established in the *Broadcasting Act* and, in particular, to the production of local and regional programming.
2. The factors relevant to the evaluation of applications, as outlined in Decision CRTC 1999-480 dated 28 October 1999.
3. The means by which the applicant will **contribute to Canadian Content development, with initiatives that will support, promote, train and develop Canadian musical and spoken word talent, including journalists.**
4. An analysis of the markets involved and potential advertising revenues, taking into account the results of any survey undertaken supporting the estimates.
5. Evidence as to the availability of financial resources consistent with the requirements established in the financial projections of the applicant's business plan. For the convenience of applicants, the Commission has available upon request a document entitled *Documentation Required by the Commission to Support the Availability of an Applicant's Proposed Financing*.

The Commission notes that, in accordance with the Guidelines respecting the confidential treatment of annual returns (Circular 429), an aggregate financial summary for the Windsor radio market cannot be made available due to the limited number of incumbents serving that market.

The Commission also reminds applicants that they must comply with the eligibility requirements set out in the *Direction to the CRTC (Ineligibility of Non-Canadians)*,

SOR/97-192, dated 8 April 1997, as amended by SOR/98-1268, dated 15 July 1998 and the *Direction to the CRTC (Ineligibility to Hold Broadcasting Licences)*, SOR/85-627, dated 27 June 1985, as amended by SOR/97-231, dated 22 April 1997 **and SOR/2007-73, dated 19 April 2007.**

Secretary General

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