



Broadcasting Decision CRTC 2010-23

Route reference: 2009-461

Additional references: 2009-461-2, 2009-461-3, 2009-461-4

Ottawa, 20 January 2010

5777152 Manitoba Ltd.

Neepawa, Manitoba

Application 2009-0729-8, received 6 May 2009

Public Hearing in the National Capital Region

29 October 2009

English-language FM radio station in Neepawa

1. The Commission **approves** the application by 5777152 Manitoba Ltd. for a broadcasting licence to operate an English-language commercial FM radio programming undertaking in Neepawa, Manitoba. There were interventions in support of this application. The station will operate in a single-station market as defined in Public Notice 1993-121. The terms and **conditions of licence** are set out in the appendix to this decision.
2. 5777152 Manitoba Ltd. is owned and controlled by its sole shareholder and director Mr. William Gade, a Canadian within the meaning of the *Direction to the CRTC (Ineligibility of non-Canadians)*, P.C. 1997-486, 8 April 1997, as amended by P.C. 1998-1268, 15 July 1998.
3. The new station will offer a blended music format featuring country (60%) and pop and rock (40%) music. In each broadcast week, the station will also provide at least 75 hours of local programming including 18 hours of local spoken word programming of which 8 hours and 8 minutes will be devoted to pure news. Half (50%) of the newscasts will be local new stories.

Canadian content development

4. The Commission reminds the applicant that it must adhere to the requirements relating to contributions to Canadian content development (CCD) set out in section 15 of the *Radio Regulations, 1986*, as amended from time to time. The Commission notes the applicant's commitment to exceed the minimum required contribution. Specifically, the applicant committed, by condition of licence, to devote, over and above the required basic annual contribution to CCD, an annual contribution of \$100 for a total of \$700 over seven consecutive broadcast years, upon commencement of operations. Of this amount, 20% will be devoted to FACTOR with the remainder to be directed to the Country Talent Development Fund, an eligible CCD initiative. A **condition of licence** in this regard is set out in the appendix to this decision.

5. The Commission reminds the applicant that any CCD initiative that has not been allocated to a specific party by condition of licence must be allocated to the support, promotion, training and development of Canadian musical and spoken word talent, including journalists. Parties and initiatives eligible for CCD funding are identified in paragraph 108 of Broadcasting Public Notice 2006-158.

Secretary General

Related documents

- *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006
- *Local programming policy for FM radio – Definition of a single-station market*, Public Notice CRTC 1993-121, 17 August 1993

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 2010-23

Terms, conditions of licence and encouragement

Terms

Issuance of the broadcasting licence to operate an English-language commercial FM radio programming undertaking in Neepawa, Manitoba

The licence will expire 31 August 2016.

The station will operate at 97.1 MHz (channel 246A) with an effective radiated power of 3,200 watts.

The Department of Industry (the Department) has advised the Commission that, while this application is conditionally technically acceptable, it will only issue a broadcasting certificate when it has determined that the proposed technical parameters will not create any unacceptable interference with aeronautical NAV/COM services.

The Commission reminds the applicant that, pursuant to section 22(1) of the *Broadcasting Act*, no licence may be issued until the Department notifies the Commission that its technical requirements have been met and that a broadcasting certificate will be issued.

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 20 January 2012. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before this date.

Conditions of licence

1. The licence will be subject to the conditions set out in *Conditions of licence for commercial AM and FM radio stations*, Broadcasting Regulatory Policy CRTC 2009-62, 11 February 2009.
2. In addition to the required basic annual contribution to Canadian content development (CCD) set out in section 15 of the *Radio Regulations, 1986*, as amended from time to time, the licensee shall, upon commencement of operations, make an annual contribution of \$100 (\$700 over seven consecutive broadcast years) to the promotion and development of Canadian content.

Of this amount, the licensee shall allocate no less than 20% per broadcast year to FACTOR. The remaining amounts of this additional CCD contribution shall be

allocated to parties and initiatives fulfilling the definition of eligible initiatives set out in paragraph 108 of *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006.

Encouragement

Employment equity

In accordance with *Implementation of an employment equity policy*, Public Notice CRTC 1992-59, 1 September 1992, the Commission encourages the licensee to consider employment equity issues in its hiring practices and in all other aspects of its management of human resources.