



## Broadcasting Decision CRTC 2010-48

Route reference: 2009-632

Ottawa, 1 February 2010

**Northern Lights Entertainment Inc.**  
Iqaluit, Nunavut

*Application 2009-1013-4, received 13 July 2009*  
*Public Hearing in the National Capital Region*  
*14 December 2009*

### English-language FM radio station in Iqaluit

1. The Commission **approves** the application by Northern Lights Entertainment Inc. (Northern Lights) for a broadcasting licence to operate a predominantly English-language commercial FM radio programming undertaking in Iqaluit, Nunavut. The terms and **conditions of licence** are set out in the appendix to this decision.
2. Northern Lights is controlled by its sole shareholder and director Mr. Glenn Craig. Northern Lights is also the licensee of CKIQ-FM Iqaluit.
3. The Commission has considered that the applicant is the owner of the only other commercial station in Iqaluit. Even though the modest size of the Iqaluit market suggests that the market has limited capacity to accommodate a second commercial station, the Commission is of the view that the synergies available to the applicant contribute to the potential viability of a second commercial station in the market.
4. The station will operate at 103.5 MHz (channel 278A) with an effective radiated power of 415 watts (non-directional antenna with an effective height of the antenna above average terrain of -37.8 metres).
5. The new station will offer an Oldies music format. Local programming will include news reports from safety and security professionals, health officers and municipal councils as well as local news, weather, sports coverage and the promotion of local events and activities. The applicant also indicated it would provide approximately seven hours of programming in the Inuktitut language per broadcast week.
6. The applicant has indicated that it may, at a future date, offer some open-line programming. It has therefore made a commitment to comply fully with the policy regarding open-line programming set out in Public Notice 1988-213.
7. Northern Lights will devote, by condition of licence, at least 40% of all category 2 (Popular Music) musical selections broadcast during each broadcast week and between 6:00 a.m. and 6:00 p.m., Monday to Friday, to Canadian selections broadcast in their entirety.

8. The Commission did not receive any interventions in connection with this application.

### **Canadian content development**

9. The Commission notes the applicant's request for an exception to section 15(4) of the *Radio Regulations, 1986* (the Regulations) which requires a commercial radio licensee to devote at least 60% of its basic annual Canadian content development (CCD) contribution to FACTOR or MUSICACTION, except as otherwise provided under a condition of its licence. Specifically, Northern Lights proposed to devote only 50% of the basic annual contribution to FACTOR while the remaining amount would be devoted to the Iqaluit Music Society as it considered that the Canadian recording industry does not always reflect Northern society or culture. It also stated that the Iqaluit Music Society promotes local talent and conducts activities that directly benefit local residents.
10. The Commission is of the view that the applicant's request is reasonable given the station's location in a remote Northern community and the unique culture of the area it will serve. In this regard, the Commission recognizes that additional CCD funding to a local music organization will serve to promote and develop some of the diverse artistic elements of Iqaluit's local community. Accordingly, the Commission **approves** the applicant's proposal for an exception to section 15(4) of the Regulations. A **condition of licence** to this effect is set out in the appendix to this decision.
11. The Commission further reminds the applicant that any development initiatives that have not been allocated to specific parties 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
- *Policy regarding open-line programming*, Public Notice CRTC 1988-213, 23 December 1988

*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 2010-48

### Terms, conditions of licence, expectation and encouragement

#### Terms

##### Issuance of the broadcasting licence to operate a predominantly English-language commercial FM radio programming undertaking in Iqaluit, Nunavut.

The licence will expire 31 August 2016.

The station will operate at 103.5 MHz (channel 278A) with an effective radiated power of 415 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 1 February 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. The licensee shall, as an exception to the percentage of Canadian musical selections set out in sections 2.2(8) and 2.2(9) of the *Radio Regulations, 1986*, in any broadcast week:
  - a) devote, in that broadcast week, a minimum of 40% of its musical selections from content category 2 (Popular Music) to Canadian selections broadcast in their entirety; and

- b) devote, between 6:00 a.m. and 6:00 p.m., in the period from Monday to Friday of the same broadcast week, a minimum of 40% of its musical selections from content category 2 to Canadian selections broadcast in their entirety.

For the purposes of this condition, the terms “broadcast week,” “Canadian selection,” “content category” and “musical selection” shall have the same meaning as that set out in the *Radio Regulations, 1986*.

3. The licensee shall adhere to the *Policy regarding open-line programming*, Public Notice CRTC 1988-213, 23 December 1988
4. The licensee shall make at least 50% of the contribution referred to in subsection 15(2) of the *Radio Regulations, 1986* to FACTOR or MUSICATION, with the remainder to the Iqaluit Music Society and/or other eligible initiative(s), as per the meaning ascribed to this term by section 15(1) of the same regulations, for the development of local talent.

## **Expectation and encouragement**

### **Cultural diversity**

The Commission expects the licensee to reflect the cultural diversity of Canada in its programming and employment practices.

### **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.