



## Broadcasting Decision CRTC 2011-115

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Route reference: 2010-715

Ottawa, 21 February 2011

**United Christian Broadcasters Canada**  
Cobourg, Ontario

*Application 2010-1093-3, received 2 July 2010*  
*Public Hearing in the National Capital Region*  
*26 November 2010*

### Christian music FM radio station in Cobourg

1. The Commission **approves** the application by United Christian Broadcasters Canada (UCB) for a broadcasting licence to operate an English-language specialty FM radio programming undertaking in Cobourg, Ontario. The new station will operate at 90.7 MHz (channel 214A1) with an average effective radiated power of 250 watts (non-directional antenna with an effective height of antenna above average terrain of 32.5 metres). The terms and **conditions of licence** are set out in the appendix to this decision.
2. UCB is a not-for-profit corporation controlled by its board of directors.
3. The new station will offer a Christian Adult Contemporary music format. In each broadcast week, the station will broadcast 81 hours and 30 minutes of local programming and will offer 4 hours and 30 minutes of spoken word programming consisting of news (70% local), sports, weather and other community-related programming. UCB committed to devote, by condition of licence, no less than 95% of its weekly musical selections to selections from subcategory 35 (Non-classic religious) and no less than 15% of its weekly musical selections from category 3 (Special Interest Music) to Canadian musical selections. **Conditions of licence** to this effect are set out in the appendix to this decision.
4. UCB confirmed that it would adhere to the Commission's guidelines on balance and ethics as set out in Public Notice 1993-78, in which the Commission stated that stations that broadcast religious programming have an obligation to offer differing views on matters of public concern, including religious matters.
5. The Commission notes that it received interventions in support of the application, as well as a comment by Small Town Radio Inc. (STR), to which UCB replied. The public record for this proceeding can be found on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under "Public Proceedings."

6. STR stated that it intended to apply for a broadcasting licence to operate a community radio station serving the West Northumberland area, specifically Cobourg and Port Hope and that it would be opposed to UCB's application should it have a negative impact on its future application. In response, UCB stated that it was not opposed to STR's applying for a community radio licence and believed that both stations could serve the community of Cobourg since they would target different audiences.
7. The Commission is satisfied that the applicant's reply adequately addresses the concerns raised by the intervener.

### **Canadian Content Development**

8. The Commission notes that the applicant is not required to make contributions to Canadian content development (CCD), as set out in section 15 of the *Radio Regulations, 1986* (the Regulations) since UCB is a not-for-profit corporation. UCB has nonetheless stated that it would adhere to section 15 of the Regulations by condition of licence. The Commission also notes that in addition to its the basic annual CCD contribution, UCB has committed to allocate, by condition of licence, a contribution of \$500 per year in each of the first seven years of operation. **Conditions of licence** to this effect are appended to this decision.
9. The Commission reminds the applicant that any CCD funding that has 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**

- *Conditions of licence for commercial AM and FM radio stations*, Broadcasting Regulatory Policy CRTC 2009-62, 11 February 2009
- *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006
- *Revised content categories and subcategories for radio*, Public Notice CRTC 2000-14, 28 January 2000
- *Religious Broadcasting Policy*, Public Notice CRTC 1993-78, 3 June 1993

*\*This decision is to be appended to the licence.*

# **Appendix to Broadcasting Decision CRTC 2011-115**

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

### **Terms**

#### **Issuance of the broadcasting licence to operate an English-language specialty FM radio programming undertaking in Cobourg, Ontario**

The licence will expire 31 August 2017.

The station will operate at 90.7 MHz (channel 214A1) with an average effective radiated power of 250 watts (non-directional antenna with an effective height of antenna above average terrain of 32.5 metres).

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 21 February 2013. 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 shall 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, with the exception of condition 7.
2. The station shall be operated within the specialty format as defined in *Revised content categories and subcategories for radio*, Public Notice CRTC 2000-14, 28 January 2000 and *A Review of certain matters concerning radio*, Public Notice CRTC 1995-60, 21 April 1995, as amended from time to time.
3. No less than 95% of all musical selections broadcast during each broadcast week shall be devoted to selections drawn from subcategory 35 (Non-classic religious).
4. As an exception to the percentage of Canadian musical selections set out in section 2.2(3) of the *Radio Regulations, 1986* (the Regulations), the licensee shall devote, in

each broadcast week, a minimum of 15% of its musical selections from category 3 (Special Interest Music) to Canadian selections.

5. When the licensee broadcasts religious programming as defined in *Religious Broadcasting Policy*, Public Notice CRTC 1993-78, 3 June 1993, the licensee shall adhere to the guidelines set out in sections III.B.2.a) and IV of that notice concerning the provision of balance and ethics in religious programming, as amended from time to time.
6. The licensee shall make basic annual contributions to Canadian content development (CCD), in accordance with the regime set out in section 15 of the Regulations.
7. In addition, the licensee shall, upon commencement of operations, make an annual contribution of \$500 to the promotion and development of Canadian content for a total of \$3,500 over seven consecutive broadcast years. Of this amount, the licensee shall allocate \$100 per broadcast year to FACTOR. The remainder shall be allocated to the parties and initiatives fulfilling the definition of eligible initiatives identified 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.