



## Broadcasting Decision CRTC 2011-201

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Route reference: 2011-27

Ottawa, 22 March 2011

**Trust Communications Ministries**  
Barrie, Ontario

*Application 2010-1559-5, received 15 October 2010*

### **CJLF-FM Barrie – Licence amendments**

*The Commission **approves** an application by Trust Communications Ministries to amend the broadcasting licence for the radio station CJLF-FM Barrie by replacing the current condition of licence relating to the broadcast of local programming and by adding a condition of licence relating to Canadian content development.*

#### **Introduction**

1. The Commission received an application from Trust Communications Ministries (Trust) for the radio programming undertaking CJLF-FM Barrie in order to replace its current condition of licence relating to the broadcast of local programming, as set out in Broadcasting Decision 2005-456.
2. Although Trust is a not-for-profit corporation, and therefore not a commercial station as defined in the *Radio Regulations, 1986*, the licensee has stated that it wished to replace its current condition of licence with the standard condition of licence relating to local programming as set out in Broadcasting Regulatory Policy 2009-62.
3. Trust indicated that, should its application be approved, it would, by condition of licence, increase its Canadian content development (CCD) commitment by an additional \$2,000 each broadcast year.
4. The licensee stated that it has submitted the present application in order to offer better programming for its listeners, which would include Canadian programming. When it had initially agreed to its current local programming condition of licence, it believed that its programming would rely more heavily on musical programming rather than spoken word. The Commission did not receive any interventions in relation to this application.

#### **Commission's analysis and determinations**

5. The Commission considers that the new condition of licence will ensure that an adequate level of local programming is provided to residents of Barrie. Further, the

Commission is of the view that the additional funds for CCD will benefit the Canadian broadcasting system.

6. In light of the above, the Commission **approves** the application by Trust Communications Ministries to amend the broadcasting licence for its specialty FM radio programming undertaking CJLF-FM Barrie, by replacing its condition of licence relating to the broadcast of local programming. The new **condition of licence** reads as follows:

The licensee shall refrain from soliciting or accepting local advertising for broadcast during any broadcast week when less than one-third of the programming aired is local. The definition of local programming shall be as set out in *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006, as amended from time to time.

7. The Commission further amends the broadcasting licence for CJLF-FM by adding the following **condition of licence** relating to an additional funding commitment to CCD,<sup>1</sup> which will be over and above the licensee's current CCD obligations:

The licensee shall, in each broadcast year, devote a minimum of \$2,000 to Canadian content development.

8. With respect to the licensee's existing condition of licence relating to CCD,<sup>2</sup> the Commission reminds the licensee that, as set out in Broadcasting Public Notice 2008-67, "[w]here the condition of licence does not specify the initiative to which the contribution is to be made, the licensee should contribute to eligible initiatives as described in paragraph 108 of the *Commercial Radio Policy 2006*."

Secretary General

#### **Related documents**

- *Conditions of licence for commercial AM and FM radio stations*, Broadcasting Regulatory Policy 2009-62, 11 February 2009

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<sup>1</sup> In Broadcasting Public Notice 2006-158, the Commission set out its revised approach to airplay for Canadian music and to development initiatives, and stated that, in order to reflect a new emphasis on development initiatives that lead to the creation of audio content for broadcasting using Canadian resources, it considered that it would be appropriate to replace the expression "Canadian talent development" (CTD) with "Canadian content development" (CCD).

<sup>2</sup> This condition of licence, set out in Broadcasting Decision 2005-456-1, reads as follows: "In each broadcast year, the licensee shall devote a minimum of \$5,000 in direct expenditures towards the promotion and development of local talent. In addition to the \$5,000 contribution to Canadian talent development (CTD), the licensee shall make an annual expenditure of \$500 for a scholarship for a student of advertising at Georgian College."

- *Amendments to the Radio Regulations, 1986 – Implementation of the Commercial Radio Policy 2006 and the Digital Radio Policy – Regulatory policy*, Broadcasting Public Notice CRTC 2008-67, 23 July 2008
- *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006
- *Erratum*, Broadcasting Decision CRTC 2005-456-1, 23 November 2005
- *CJLF-FM Barrie and its transmitters – Licence renewal*, Broadcasting Decision CRTC 2005-456, 7 September 2005

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