



Broadcasting Decision CRTC 2012-105

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Route reference: 2011-595

Ottawa, 17 February 2012

Golden West Broadcasting Ltd.

Weyburn, Saskatchewan

Application 2011-0824-1, received 10 May 2011

Public hearing in the National Capital Region

21 November 2011

English-language FM radio station in Weyburn

1. The Commission **approves** the application by Golden West Broadcasting Ltd. (Golden West) for a broadcasting licence to operate an English-language, commercial FM radio programming undertaking in Weyburn, Saskatchewan. The new station will operate at 106.7 MHz (channel 294C1) with an effective radiated power of 100,000 watts (non-directional antenna with an effective height of antenna above average terrain of 73.7 metres). The Commission received interventions in support of this application.
2. Golden West is a corporation indirectly controlled by Elmer Hildebrand.
3. The station will offer a Classic Rock music format and will broadcast a minimum of 126 hours of local programming in each broadcast week, including 5 hours and 47 minutes of news, 90% of which will be local news. Local programming will include local newscasts, weather, sports, surveillance material as well as coverage of the local arts community and community events. The applicant indicated that the station will target adults between 18 and 54 years of age (skewed to males).
4. Golden West noted that the station will complement its existing stations in the same locality, namely CFSL Weyburn, which offers a Country music format, and CKRC-FM Weyburn, which offers a Hot Adult Contemporary music format. The Commission considers that by realizing efficiencies and maximizing synergies among its existing radio stations in Weyburn, Golden West will be able to provide a viable third local radio service in that market.

Canadian content development

5. 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 that the applicant has committed to devote, over and above the basic annual

contribution to CCD, a total of \$37,000 over seven consecutive broadcast years upon commencement of operations. This amount will vary in subsequent years of the licence term in accordance with the terms set out in the appendix to this decision. Of this amount, 20% per broadcast year will be devoted to FACTOR. Golden West intends to direct the remainder of its contributions to the following eligible initiatives:

- Weyburn High School Music Program: \$1,000 in years 1, 2, 3 and 4; \$1,200 in years 5 and 6; and \$1,500 in year 7.
 - Weyburn Arts Council: \$1,000 in years 1, 2, 3 and 4; \$1,200 in years 5 and 6; and \$1,500 in year 7.
 - Weyburn Wheat Festival: \$1,200 in years 1 and 2; \$2,000 in years 3 and 4; \$2,400 in years 5 and 6; and \$2,600 in year 7.
6. The Commission also 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 *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006.

Employment equity

7. Because this applicant is subject to the *Employment Equity Act* and files reports concerning employment equity with the Department of Human Resources and Skills Development, its employment equity practices are not examined by the Commission.

Secretary General

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

Appendix to Broadcasting Decision CRTC 2012-105

Terms, conditions of licence and encouragement

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

Terms

The licence will expire 31 August 2018.

The station will operate at 106.7 MHz (channel 294C1) with an effective radiated power of 100,000 watts (non-directional antenna with an effective height of antenna above average terrain of 73.7 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 **17 February 2014**. 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.
2. In addition to the 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 contribute a total of \$37,000 to the promotion and development of Canadian content over seven consecutive broadcast years upon commencement of operations as follows:
 - \$4,000 annually for the first and second broadcast years;
 - \$5,000 annually for the third and fourth broadcast years;

- \$6,000 annually for the fifth and sixth broadcast years; and
- \$7,000 for the seventh broadcast year.

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.