



Broadcasting Decision CRTC 2014-252

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Route reference: 2013-663

Ottawa, 21 May 2014

Justin Godin, on behalf of a corporation to be incorporated
French River, Ontario

Application 2013-1018-5, received 3 July 2013

Public hearing in the National Capital Region

26 February 2014

Low-power FM commercial radio station in French River

1. The Commission **approves** an application by Justin Godin, on behalf of a corporation to be incorporated (OBCI), for a broadcasting licence to operate an English-language, low-power commercial FM radio programming undertaking in French River, Ontario. The terms and **conditions of licence** are set out in the appendix to this decision.
2. Justin Godin (OBCI) will be controlled by Maria F. Michel.
3. The station will offer a music format consisting of pop, rock and dance, country and easy listening music. Of the 126 hours of local programming broadcast each week, at least 15% will be devoted to spoken word programming, including 10 hours and 30 minutes of local news and other programming addressing the specific needs of the French River community by covering community events and showcasing local Northern Ontario and Canadian musical talent. The station will also provide at least 25 hours and 20 minutes of French-language programming and 12 hours and 30 minutes of pure news¹ per broadcast week.
4. The Commission considers that the station will benefit the French River community by offering a first local radio service with local programming to the market and adding diversity to the programming available from Sudbury and North Bay stations.
5. The Commission received interventions in support of the application. The Commission also received an intervention by the Province of Ontario relating to the participation of the station in the National Public Alerting System (NPAS). The public record for this application can be found on the Commission's website at www.crtc.gc.ca or by using the application number provided above.

¹ As set out in *Revised content categories and subcategories for radio*, Broadcasting Regulatory Policy CRTC 2010-819, 5 November 2010, "news" excludes related surveillance material, that is, weather, traffic, sports and entertainment reports.

6. As specified in its three-year plan, the Commission will be looking at measures to ensure the participation of Canadian broadcasters and telecommunications service providers in the NPAS. To this end, the Commission has proposed regulations which would require the participation of broadcasters in the NPAS by 31 December 2014.² Therefore, the Commission will not impose conditions of licence requiring the participation of broadcasters in the NPAS at this time. However, the Commission continues to expect all licensees to voluntarily participate in the NPAS so that Canadians receive timely warnings of imminent perils.

Secretary General

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

² *Call for comments on proposed amendments to various regulations, to the standard conditions of licence for video-on-demand undertakings, and to certain exemption orders – Provisions requiring the mandatory distribution of emergency alert messages, Broadcasting Notice of Consultation CRTC 2014-85, 27 February 2014*

Appendix to Broadcasting Decision CRTC 2014-252

Terms, conditions of licence and encouragement for the English-language, low-power commercial FM radio programming undertaking in French River, Ontario

Terms

The licence will expire 31 August 2020.

The station will operate at 102.7 MHz (channel 274LP) with an effective radiated power of 42 watts (non-directional antenna with an effective height of antenna above average terrain of 66 metres).

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

Given that the technical parameters approved in this decision are for a low-power unprotected FM undertaking, the Commission also reminds the applicant that it will have to select another frequency if the Department so requires.

Furthermore, the Commission will only issue a licence for this undertaking once the applicant has:

- satisfied the Commission, with supporting documentation, that an eligible Canadian corporation has been incorporated in accordance with the application in all material respects; and
- 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 May 2016**. 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 licensee shall adhere 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, as amended from time to time.

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.