



Broadcasting Public Notice CRTC 2005-49

Ottawa, 13 May 2005

CALL FOR APPLICATIONS FOR BROADCASTING LICENCES TO CARRY ON RADIO PROGRAMMING UNDERTAKINGS TO SERVE MOOSE JAW, SASKATCHEWAN

The Commission announces that it has received an application for a broadcasting licence to provide a commercial radio service to Moose Jaw.

The Commission hereby calls for applications from other parties wishing to obtain a radio licence (or licences) to serve this area.

Persons interested in responding to this call must submit a formal application to the Commission no later than **27 July 2005**. Applicants are also required to submit all necessary technical documentation to the Department of Industry by the same date.

It should be noted that, in making this call, the Commission has not reached any conclusion with respect to the licensing of any service at this time.

Applicants will be required to provide evidence giving clear indication that there is a demand and a market for the station and the proposed service. Without restricting the scope of the issues to be considered, the following should be addressed:

1. The contribution that the proposed service will make to achieving the objectives established in the *Broadcasting Act* and, in particular, to the production of local and regional programming.
2. The factors relevant to the evaluation of applications, as outlined in Decision CRTC 1999-480 dated 28 October 1999.
3. The means by which the applicant will promote the development of Canadian talent, including local and regional talent.
4. An analysis of the markets involved and potential advertising revenues, taking into account the results of any survey undertaken supporting the estimates.
5. Evidence as to the availability of financial resources consistent with the requirements established in the financial projections of the applicant's business plan. For the convenience of applicants, the Commission has available upon request a document entitled *Documentation Required by the Commission to Support the Availability of an Applicant's Proposed Financing*.

The Commission notes that, in accordance with the Guidelines respecting the confidential treatment of annual returns (Circular 429), an aggregate financial summary for the Moose Jaw radio market cannot be made available due to the limited number of incumbents serving that market.

The Commission also reminds applicants that they must comply with the eligibility requirements set out in the *Direction to the CRTC (Ineligibility of Non-Canadians)*, SOR/97-192, dated 8 April 1997, as amended by SOR/98-1268, dated 15 July 1998 and the *Direction to the CRTC (Ineligibility to Hold Broadcasting Licences)*, SOR/85-627, dated 27 June 1985, as amended by SOR/97-231, dated 22 April 1997.

The Commission will announce at a later date the public process for considering applications and where they may be examined by the public. As part of that process, the public will be given the opportunity to comment on any application by submitting written intervention(s) to the CRTC.

Notice of each application will also be published in newspapers of general circulation within the area to be served.

Applications filed in response to this call should be forwarded to one of the following Commission offices:

Central Building
Les Terrasses de la Chaudière
1 Promenade du Portage, Room G-5
Hull, Quebec K1A 0N2
Tel: (819) 997-2429 - TDD: 994-0423
FAX: (819) 994-0218
Toll Free Tel.: 1-877-249-2782
E-Mail address: procedure@crtc.gc.ca

Metropolitan Place
99 Wyse Road, Suite 1410
Dartmouth, Nova Scotia B3A 4S5
Tel: (902) 426-7997 - TDD: 426-6997
FAX: (902) 426-2721

205 Viger Avenue West
Suite 504
Montréal, Quebec H2Z 1G2
Tel: (514) 283-6607

55 St. Clair Avenue East
Suite 624
Toronto, Ontario M4T 1M2
Tel: (416) 952-9096
FAX: (416) 954-6343

Kensington Building
275 Portage Avenue
Suite 1810
Winnipeg, Manitoba R3B 2B3
Tel: (204) 983-6306 - TDD: 983-8274
FAX: (204) 983-6317

Cornwall Professional Building
2125 - 11th Avenue
Room 103
Regina, Saskatchewan S4P 3X3
Tel: (306) 780-3422
FAX: (306) 780-3319

10405 Jasper Avenue, Suite 520
Edmonton, Alberta T5J 3N4
Tel: (780) 495-3224
FAX: (780) 495-3214

530-580 Hornby Street
Vancouver, British Columbia V6C 3B6
Tel: (604) 666-2111 - TDD: 666-0778
FAX: (604) 666-8322

Secretary General

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