



Broadcasting Decision CRTC 2006-631

Ottawa, 20 November 2006

Radio Drummond
Drummondville, Quebec

Application 2006-0194-9
Public Hearing at Québec, Quebec
11 September 2006

Community radio station in Drummondville

1. The Commission **approves** the application by Radio Drummond for a broadcasting licence to operate a French-language FM Type B community radio programming undertaking in Drummondville, Quebec. The station will operate at 88.9 MHz (channel 205A), with an average effective radiated power of 710 watts.
2. The station will broadcast 126 hours of programming in each broadcast week, with a minimum of 116 hours devoted to station-produced programming and 10 hours to be acquired from other community radio stations.
3. The station's local programming will reflect the needs and interests of the community and will include local and regional news, sports, current events and features.
4. Music programming will mainly comprise a mix of styles, such as folk, country, oldies, blues, jazz, popular and classical music.
5. In each broadcast week, the licensee shall, by **condition of licence**, devote no less than 40% of all musical selections from category 2 (Popular Music) and no less than 12% of all musical selections from category 3 (Special Interest Music) to Canadian selections broadcast in their entirety.
6. The applicant indicated its intent to conduct an extensive promotional campaign to recruit as many volunteers as possible. The campaign will include holding information meetings and soliciting volunteers on the air and in various regional Francophone media. The applicant also stated that it will offer professional training to the station's volunteers thanks to several stakeholders with extensive radio production experience who will contribute their expertise. Furthermore, volunteers will be supervised at all times by station management during production to ensure that the programs they produce are high quality and comply with the *Community radio policy*, Public Notice CRTC 2000-13, 28 January 2000 (Public Notice 2000-13).

7. The applicant indicated that the promotion of local and new Canadian artists is a major concern that it intends to make a component of its mission. It will achieve this mandate primarily by devoting a significant part of its programming to the music of these artists and by broadcasting interviews to assist in promoting them.
8. The Commission received several interventions supporting the application.
9. In accordance with Public Notice 2000-13, a community radio licence will be issued to Radio Drummond, a not-for-profit organization without share capital, the structure of which provides for membership by members of the community at large. The board of directors is ultimately responsible for the control of the undertaking and for compliance with the *Radio Regulations, 1986* and with the station's conditions of licence.
10. The licence will expire 31 August 2013 and will be subject to the **conditions** set out in this decision as well as in *New licence form for commercial radio stations*, Public Notice CRTC 2000-157, 16 November 2000.
11. 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.
12. 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.
13. 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 20 November 2008. 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.

14. The Commission considers that community radio stations should be particularly sensitive to employment equity issues in order to reflect fully the communities they serve. It encourages the applicant to consider these issues in its hiring practices and in all other aspects of its management of human resources.

Secretary General

This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>