



Broadcasting Decision CRTC 2007-204

Ottawa, 27 June 2007

Ottawa Media Inc.
Hawkesbury, Ontario

Application 2006-1528-9, received 22 November 2006
Public Hearing at Membertou, Nova Scotia
16 April 2007

English-language FM radio station in Hawkesbury

1. The Commission **approves** the application by Ottawa Media Inc. (Ottawa Media) for a broadcasting licence to operate an English-language commercial FM radio programming undertaking in Hawkesbury, Ontario. The terms and **conditions of licence** of the new undertaking are set out in the appendix to this decision.
2. The Commission received a general comment in connection with this application from the Canadian Independent Record Production Association (CIRPA). CIRPA did not oppose the application.
3. The station will offer a New Easy Listening format. The local programming will comprise a minimum of 100 hours of programming per broadcast week, including 8.9 hours of news, sports, weather and traffic, as well as additional spoken word programming such as a community calendar, a business report, an agriculture report, a health watch service, and movie/book reviews.
4. The applicant also proposed to devote a minimum of 40% of all musical selections from content category 2 (Popular music) broadcast between 6 a.m. and 6 p.m. Monday through Friday to Canadian selections. This commitment exceeds the minimum requirement for Canadian selections set out in the Regulations. A **condition of licence** to this effect is set out in the appendix to this decision.

Canadian content development

5. In *Commercial Radio Policy 2006* (Broadcasting Public Notice 2006-158), the Commission set out a new approach to the development and promotion of Canadian artists. In order to reflect a new emphasis on development initiatives that lead to the creation of audio content for broadcast using Canadian resources, the Commission replaced the expression “Canadian talent development” (CTD) with “Canadian content development” (CCD). Under the new policy, each radio station holding a commercial

radio licence is required to make a basic annual CCD contribution based on its total broadcast revenues in the previous broadcast year. This requirement will be reflected in the *Radio Regulations, 1986*. Until such time, it will be implemented by a transitional condition of licence, as set out in the appendix to this decision. This condition of licence will expire upon the coming into force of the amendments to the Regulations.

6. The Commission notes the applicant's commitments in excess of the basic annual CCD contribution. Specifically, Ottawa Media indicated that, in addition to the required basic annual contributions, it would, by condition of licence, allocate an annual contribution of \$4,500 per year in each of the first three years of operation and \$4,000 per year in each of the fourth through seventh years of operation. Ottawa Media proposed to direct a total of \$2,500 per year, split equally, to FACTOR and MUSICACTION. The over and above contributions to FACTOR and MUSICACTION are: \$2,200 in each of years one to three and \$1,900 in each of years four to seven. The remainder would be directed to Voiceprint.
7. The Commission 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 Broadcasting Public Notice 2006-158.

Secretary General

Related document

- *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006

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>

Appendix to Broadcasting Decision CRTC 2007-204

Terms, conditions of licence and encouragement

Terms

Issuance of the broadcasting licence for an English-language commercial FM radio programming undertaking in Hawkesbury, Ontario

The licence will expire 31 August 2013.

The station will operate at 107.7 MHz (channel 299A) with an effective radiated power of 875 watts.

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 27 June 2009. 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 *New licence form for commercial radio stations*, Public Notice CRTC 1999-137, 24 August 1999, with the exception of condition of licence number 5.
2. The licensee shall, as an exception to the percentage of Canadian musical selections set out in sections 2.2(8) and 2.2(9) of the *Radio Regulations, 1986*, devote a minimum of 40% of the musical selections from content category 2 (Popular music) broadcast between 6 a.m. and 6 p.m. Monday through Friday in every broadcast week to Canadian selections broadcast in their entirety.

For the purposes of this condition, the terms “broadcast week,” “Canadian selection,” “content category” and “musical selection” shall have the same meaning as that set out in the *Radio Regulations, 1986*.

3. The licensee shall, upon commencement of operations, make a basic annual contribution to Canadian content development (CCD). The amount of the contribution shall be determined in accordance with the policy set out in *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006 (Public Notice 2006-158), as amended from time to time.

The licensee shall allocate 60% of this basic annual CCD contribution to FACTOR or MUSICACTION.

The remainder of the annual basic contribution to CCD shall be allocated to parties and initiatives fulfilling the definition of eligible initiatives in Public Notice 2006-158.

This condition of licence shall expire upon the coming into force of the amendments to the *Radio Regulations, 1986* relating to CCD.

4. In addition to the basic annual contribution, commencing in the first year of operations, the licensee shall contribute \$4,500 to the promotion and development of Canadian content. This amount shall vary in subsequent years of the licence term in accordance with the terms set out in the application as approved. This amount is over and above the licensee's required basic annual CCD contribution.

Commencing in the first year of operation, the licensee shall contribute \$2,200 of this additional amount, split equally, to FACTOR and MUSICACTION. This amount shall vary in subsequent years of the licence term in accordance with the terms set out in the application as approved. The remainder shall be allocated to parties and initiatives fulfilling the definition of eligible initiatives in Public Notice 2006-158.

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.