



Broadcasting Decision CRTC 2007-329

Ottawa, 24 August 2007

Communication du Versant Nord (CISM FM) inc.
Montréal, Quebec

Application 2006-1706-1, received 27 December 2006
Broadcasting Public Notice CRTC 2007-31
26 March 2007

CISM-FM Montréal – Licence amendment and renewal

*In this decision, the Commission **approves** the application to amend the broadcasting licence for the community-based campus FM radio programming undertaking CISM-FM Montréal in order to allow the licensee to devote to Canadian musical selections a level inferior to that set out in the Campus Radio Policy for category 3 musical selections.*

*In addition, the Commission **renews** the broadcasting licence for this undertaking from 1 September 2007 to 31 August 2014.*

Licence amendment

1. The Commission received an application from Communication du Versant Nord (CISM FM) inc. (CISM) to amend the broadcasting licence for the French-language community-based campus FM radio programming undertaking CISM-FM Montréal. The proposed amendment would allow the licensee to devote to Canadian musical selections a level inferior to that set out in Public Notice 2000-12 (the Campus Radio Policy) for category 3 musical selections (special interest music).
2. More specifically, CISM requested Commission approval to devote during each broadcast week a minimum of 9% of the musical selections from content category 3 that it broadcasts to Canadian selections. The level of Canadian content required under the Campus Radio Policy is 12% for musical selections drawn from content category 3. The licensee indicated that on average it broadcasts a high percentage of content category 3 musical selections, thereby increasing the number of Canadian musical selections that it must air. The licensee noted that two thirds of its content category 3 programming is devoted to world beat music (content sub-category 33), which contains very little Canadian content, thereby limiting its ability to broadcast Canadian musical selections.
3. The Commission notes that the licensee broadcasts a high percentage of category 3 musical selections. The Commission is of the opinion that the broadcast of Canadian category 3 musical selections is an important element to ensure that the programming broadcast by campus radio stations is complementary to the programming broadcast by commercial stations.

4. The Commission recognizes that there is a limited supply of Canadian world beat music recordings. According to the Canadian Music Industry Database (CMID) and the Quebec Collective Society for the Rights of Makers of Sound and Video Recordings (SOPROQ), in 2003 and 2004 the production of Canadian world beat music, compared to the production of music from other subcategories, was on average 3%.
5. In light of the preponderance of world beat music in CISM-FM's programming and the difficulty in obtaining Canadian content within this music subcategory, the Commission agrees that it is difficult for CISM-FM to broadcast the minimum level of 12% category 3 Canadian selections, as required under the Campus Radio Policy. Accordingly, the Commission feels that a Canadian selections level of 9% would be more appropriate.
6. In light of the above, the Commission **approves** the application to amend the broadcasting licence for the French-language community-based campus FM radio programming undertaking CISM-FM Montréal in order to add the following **condition of licence**:

In any broadcast week during which the majority of content category 3 (Special interest music) musical selections are drawn from content subcategory 33 (world beat and international music), the licensee shall, as an exception to the percentage of Canadian musical selections set out in the *Campus Radio Policy*, Public Notice CRTC 2000-12, 28 January 2000, devote, during that broadcast week, a minimum of 9% of its musical selections from content category 3 to Canadian musical selections broadcast in their entirety.

7. The Commission reminds the licensee that, in any broadcast week during which the majority of category 3 musical selections broadcast are not drawn from subcategory 33, it shall be required to broadcast the regulatory minimum of 12% Canadian musical selections for category 3 musical selections.

Licence renewal

8. The Commission **renews** the broadcasting licence for the French-language community-based campus FM radio programming undertaking CISM-FM Montréal from 1 September 2007 to 31 August 2014. The licence will be subject to the **conditions** set out in the appendix to this decision.
9. The Commission did not receive any interventions in connection with this application.

Secretary General

Related documents

- *New licence form for community radio stations*, Public Notice CRTC 2000-157, 16 November 2000
- *Campus Radio Policy*, Public Notice CRTC 2000-12, 28 January 2000

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 2007-329

Conditions of licence, expectation and encouragement

Conditions of licence

1. The licence will be subject to the conditions set out in *New licence form for community radio stations*, Public Notice CRTC 2000-157, 16 November 2000.
2. The licensee shall devote, in each broadcast week, 12% or more of its musical selections from content category 3 (Special interest music) to Canadian selections broadcast in their entirety.
3. In any broadcast week during which the majority of content category 3 (Special interest music) musical selections are drawn from content subcategory 33 (world beat and international music), the licensee shall, as an exception to the percentage of Canadian musical selections set out in the *Campus Radio Policy*, Public Notice CRTC 2000-12, 28 January 2000, devote, during that broadcast week, a minimum of 9% of its musical selections from content category 3 to Canadian musical selections broadcast in their entirety.

Expectation

Structure of the board of directors

In accordance with the *Campus Radio Policy*, Public Notice CRTC 2000-17, 28 January 2000, the Commission expects the applicant to take all the necessary steps to ensure that the undertaking's board of directors includes balanced representation from among the student body, the associated college or university (for example, faculty or administration), station volunteers and the community at large. To ensure continuity of direction, the Commission also encourages the licensee to establish positions on its board of directors with terms of more than one year. In addition, the Commission reminds the licensee that, in accordance with the requirements of the *Direction to the CRTC (Ineligibility of non-Canadians)*, P.C. 1997-486, 8 April 1997, as amended by P.C. 1998-1268, 15 July 1998, the Chair and not less than 80% of the members of the board of directors must be Canadians ordinarily resident in Canada.

Encouragement

Employment equity

The Commission considers that campus 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.