



## Broadcasting Decision CRTC 2008-38

Ottawa, 22 February 2008

**CITR Radio Inc.**  
Across Canada

*Application 2007-0501-4, received 28 March 2007*  
*Public Hearing in London, Ontario*  
*10 December 2007*

### **Tamil Bouquet (ITR Latest Hits) – Specialty audio service**

*In this decision, the Commission **approves** the operation of a new, national, ethnic, Tamil-language specialty audio service.*

#### **The application**

1. The Commission received an application by CITR Radio Inc. (CITR) for a broadcasting licence to operate a national, ethnic, Tamil-language specialty audio service to be known as Tamil Bouquet (ITR Latest Hits).
2. The applicant proposed a programming service that would be directed to members of the Tamil community across Canada from 14 to 30 years of age, and that would be available for national distribution by broadcasting distribution undertakings. CITR indicated that 75% of all programming would be music programming, and that the remainder would be spoken word programming.
3. In order to promote Canadian content development (CCD), the applicant proposed the following:
  - to run an annual competition requesting listeners to submit music productions that qualify as Canadian content in order to release a CD of approximately 16 tracks;
  - to devote two hours per week of programming to the promotion and exhibition of Canadian talent and feature music by, interviews with and other information about Canadian artists; and
  - to award two annual scholarships of no less than \$3,000 to Canadian artists who submitted a proposal to develop Canadian talent to CITR Radio Inc.

4. CITR noted that the projects outlined above for its CCD plan would be shared between the service Tamil Bouquet (ITR Latest Hits) and the nine other proposed Tamil Bouquet services for which it has requested broadcasting licences.<sup>1</sup>
5. The Commission did not receive any interventions in connection with this application.
6. Based on its examination of this application, the Commission is satisfied that it is in conformity with all applicable terms and conditions announced in Broadcasting Public Notice 2002-53. Accordingly, the Commission **approves** the application by CITR Radio Inc. for a broadcasting licence to operate the Tamil Bouquet (ITR Latest Hits) programming service.
7. The licence will expire 31 August 2014, and will be subject to the **conditions** set out in the appendix to this decision.

### **Issuance of the licence**

8. The Commission will issue a licence once the applicant has satisfied the Commission, with supporting documentation, that the following requirements have been met:
  - the applicant has entered into a distribution agreement with at least one licensed distributor; and
  - 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 22 February 2010. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before that date.

### **Employment equity**

9. 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.

Secretary General

### **Related documents**

- *Tamil Bouquet (ITR Variety) – Specialty audio service*, Broadcasting Decision CRTC 2008-43, 22 February 2008

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<sup>1</sup> The Commission's approval of the applications for these broadcasting licences is set out in Broadcasting Decisions 2008-34 through 2008-37, and 2008-39 through 2008-43, also issued today.

- *Tamil Bouquet (ITR Religious Hindu) – Specialty audio service*, Broadcasting Decision CRTC 2008-42, 22 February 2008
- *Tamil Bouquet (ITR Religious Christian) – Specialty audio service*, Broadcasting Decision CRTC 2008-41, 22 February 2008
- *Tamil Bouquet (ITR Oldies) – Specialty audio service*, Broadcasting Decision CRTC 2008-40, 22 February 2008
- *Tamil Bouquet (ITR News & Info) – Specialty audio service*, Broadcasting Decision CRTC 2008-39, 22 February 2008
- *Tamil Bouquet (ITR Classical Vocal) – Specialty audio service*, Broadcasting Decision CRTC 2008-37, 22 February 2008
- *Tamil Bouquet (ITR Classical Instrumental) – Specialty audio service*, Broadcasting Decision CRTC 2008-36, 22 February 2008
- *Tamil Bouquet (ITR 80's & 90's) – Specialty audio service*, Broadcasting Decision CRTC 2008-35, 22 February 2008
- *Tamil Bouquet (ITR 60's & 70's) – Specialty audio service*, Broadcasting Decision CRTC 2008-34, 22 February 2008
- *New licensing framework for specialty audio programming services*, Broadcasting Public Notice CRTC 2002-53, 12 September 2002

*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 2008-38

### Conditions of licence

1. The licensee shall provide a national, specialty audio programming service in a latest hits format directed at all times to the Tamil community across Canada. Of the spoken word programming aired in each broadcast week, 100% shall be in the Tamil language. In each broadcast week, a minimum of 95% of the vocal musical selections aired shall be in the Tamil language, and a minimum of 5% of all programming shall be produced in Canada.
2. The licensee shall adhere to the provisions of the Canadian Association of Broadcasters' (CAB's) *Broadcast code for advertising to children* and to the CAB's *Sex-role portrayal code for television and radio programming*, as amended from time to time and approved by the Commission.
3. The licensee shall adhere to sections 2.2, 3, 4, 6, 7, 8 and 9(2) of the *Radio Regulations, 1986*.
4. The licensee shall adhere to the *Broadcasting Licence Fee Regulations, 1997* if its revenues derived from broadcasting activities exceed the threshold amount of \$2 million.

For the purposes of the conditions of this licence, the terms "broadcast week" and "musical selection" shall have the same meaning as that set out in section 2 of the *Radio Regulations, 1986*.