



Broadcasting Decision CRTC 2010-765

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Route reference: 2010-146

Ottawa, 15 October 2010

Total Change Christian Ministries
Campbell River, British Columbia

Application 2010-0030-7, received 4 January 2010
Public Hearing in Toronto, Ontario
12 May 2010

Low-power FM radio station in Campbell River

*The Commission **approves** an application for a broadcasting licence to operate an English-language low-power non-commercial specialty FM radio station in Campbell River.*

Introduction

1. The Commission received an application by Total Change Christian Ministries for a broadcasting licence to operate an English-language low power non-commercial specialty FM radio programming undertaking to provide a Christian music service in Campbell River.
2. Total Change Christian Ministries is a not-for-profit charitable organization controlled by its board of directors.
3. The proposed station would operate at 88.7 MHz (channel 204LP) with an effective radiated power of 26 watts.
4. The proposed station would offer a Christian music format with 126 hours of local programming each week. At least 95% of musical selections aired each broadcast week would be drawn from content subcategory 35 (non-classic religious), as defined in Public Notice 2000-14. The station would also broadcast spoken word programming including news, weather, sports, and information about local events and activities. Approximately 2% of the spoken word programming would consist of inspirational messages.
5. The applicant confirmed that the station would adhere to the Commission's guidelines on balance and ethics as set out in Public Notice 1993-78. In that notice, the Commission stated that stations that broadcast religious programming have an obligation to offer differing views on matters of public concern, including religious matters.

6. The applicant stated that it would not broadcast commercial announcements (subcategory 51). However, it intends to sell sponsorships in exchange for on-air acknowledgements in order to support the station.

Interventions

7. The Commission received interventions in support of this application as well as an opposing intervention from Vista Radio Ltd. (Vista). The interventions and the applicant's reply are available on the Commission's website at www.crtc.gc under "Public Proceedings."
8. Vista owns CICQ-FM Campbell River, which moved from the AM to the FM band in December 2008. Vista expressed concern about the potential economic impact on the profitability of CICQ-FM if the application were approved, noting that CICQ-FM is only marginally profitable and that the Campbell River region has been affected by the recent recession. It further submitted that, although Total Change Christian Ministries is a not-for-profit charity, it is not precluded from accepting advertising revenues. Vista further argued that not-for-profit stations frequently apply for amendments to become commercial stations. Finally, Vista suggested that Total Change Christian Ministries restrict its broadcasting to streaming over the Internet.
9. In reply to Vista, the applicant submitted that its commitment to be a not-for-profit listener-supported station that does not air commercial announcements is clearly set out in its application. Total Change Christian Ministries doubted that its proposed service would have any impact on Vista, noting Vista's success in competing with two other stations in the market in difficult economic circumstances. The applicant stated that the fact that other specialty format stations have applied for changes to their conditions of licence was irrelevant to its situation. It also argued that its proposed station would target a different demographic group and would provide a service for listeners who generally do not tune in to rock music radio.

Commission's analysis and determinations

10. The Commission considers that the proposed station would not have a significant economic impact on the Campbell River radio market given the nature of the service proposed and that Total Change Christian Ministries would sell only sponsorships in exchange for on-air acknowledgements rather than broadcasting commercial announcements. The Commission expects the applicant to adhere to this commitment.
11. The Commission further considers that the new radio station would introduce a local Christian music service to the Campbell River market with locally produced programming. In the Commission's view, the proposed station would add a new local voice as well as programming diversity to the market through its niche music format.

12. Accordingly, the Commission **approves** the application by Total Change Christian Ministries for a broadcasting licence to operate an English-language low-power non-commercial specialty FM radio programming undertaking to provide a Christian music service in Campbell River. The terms and **conditions of licence** are set out in the appendix to this decision.

Secretary General

Related documents

- *Revised content categories and subcategories for radio*, Public Notice CRTC 2000-14, 28 January 2000
- *Religious Broadcasting Policy*, Public Notice CRTC 1993-78, 3 June 1993

**This decision is to be appended to the licence.*

Appendix to Broadcasting Decision CRTC 2010-765

Terms, conditions of licence, expectation and encouragement

Terms

Issuance of the broadcasting licence to operate an English language low-power non-commercial specialty FM radio programming undertaking in Campbell River, British Columbia

The licence will expire 31 August 2017.

The station will operate at 88.7 MHz (channel 204LP) with an effective radiated power of 26 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.

Given that the technical parameters approved in this decision are for a low-power unprotected FM service, the Commission also reminds the applicant that it will have to select another frequency if the Department so requires.

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 15 October 2012. 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. If the licensee originates 42 or more hours of programming in any broadcast week, the licensee shall adhere to the Canadian Association of Broadcasters' *Equitable Portrayal Code*, as amended from time to time and approved by the Commission. However, the application of the foregoing condition of licence will be suspended if the licensee is a member in good standing of the Canadian Broadcast Standards Council.
2. The licensee shall adhere to Advertising Standards Canada's *Broadcast code for advertising to children*, as amended from time to time and approved by the Commission.

3. The licensee shall not affiliate with or disaffiliate from the Canadian Broadcasting Corporation without the prior written approval of the Commission.
4. The undertaking shall be operated on the basis of the contours and particulars contained in the approved application.
5. As outlined in *Services using the vertical blanking interval (television) or subsidiary communications multiplex operation (FM)*, Public Notice CRTC 1989-23, 23 March 1989, as amended from time to time, the licensee shall not use its subsidiary communications multiplex operation channel without the prior written approval of the Commission in order to distribute ethnic programs, where the time devoted to these programs represents more than 15% of the broadcast week and the service area overlaps an area already served by an ethnic station.
6. The station shall be operated within the Specialty format as defined in *Revised content categories and subcategories for radio*, Public Notice CRTC 2000-14, 28 January 2000 and *A Review of certain matters concerning radio*, Public Notice CRTC 1995-60, 21 April 1995, as amended from time to time.
7. A minimum of 95% of all musical selections broadcast during each broadcast week shall be devoted to selections drawn from subcategory 35 (Non-classic religious).
8. Where the licensee broadcasts religious programming as defined in *Religious Broadcasting Policy*, Public Notice CRTC 1993-78, 3 June 1993, the licensee shall adhere to the guidelines set out in sections III.B.2.a) and IV of that public notice with respect to the provision of balance and ethics in religious programming, as amended from time to time.
9. Upon commencement of operations, the licensee shall contribute \$1,000 each broadcast year to the promotion and development of Canadian content (CCD), of which \$600 shall be allocated to FACTOR.

The remaining amounts of the annual CCD contribution shall be allocated to parties and initiatives fulfilling the definition of eligible initiatives set out in paragraph 108 of *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006.

Expectation

The Commission expects the licensee to refrain from broadcasting material from content subcategory 51 (Commercial announcement), as defined in *Revised content categories and subcategories for radio*, Public Notice CRTC 2000-14, 28 January 2000, as amended from time to time.

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.