



Broadcasting Decision CRTC 2011-273

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Route reference: 2010-935

Ottawa, 28 April 2011

Sugar Cane Community Diversity Association Williams Lake, British Columbia

Application 2010-0951-4, received 8 June 2010

Public Hearing in the National Capital Region

11 February 2011

Developmental community radio station in Williams Lake

*The Commission **approves** an application for a broadcasting licence to operate an English- and Aboriginal-language, very low-power developmental community FM radio station in Williams Lake, British Columbia.*

The application

1. The Commission received an application by Sugar Cane Community Diversity Association (SCCDA) for a broadcasting licence to operate an English- and Aboriginal-language, very low-power developmental community FM radio programming undertaking in Williams Lake, British Columbia. The Commission received an intervention in support of this application.
2. SCCDA is a not-for-profit corporation controlled by its board of directors.
3. In Broadcasting Regulatory Policy 2010-499, the Commission announced a number of changes to the regulatory framework for campus and community stations. SCCDA has confirmed that it will adhere to the revised framework set out in that policy.
4. The new station would operate at 100.7 MHz (channel 246VLP) with an effective radiated power of 5 watts (effective height of antenna above average terrain of -68.8 metres).¹
5. The applicant indicated that, during each broadcast week, the station would broadcast 126 hours of programming, including a minimum of 3 hours in the Secwepemc (Shuswap) language. In addition, SCCDA stated that the station would broadcast a diverse array of musical genres not currently available in Williams Lake, including children's music, blues, punk, rap, bluegrass, as well as International, Cuban, Latin American, Shuswap-language and independent Canadian music programming.

¹ These technical parameters reflect those approved by the Department of Industry.

The station's musical programming would be drawn from a range of category 3 musical selections.²

6. With respect to the promotion of local artists, SCCDA indicated that the programming would place a special focus on local artists and local musical festivals. In addition, SCCDA stated that it would provide air time for local talent to be heard by their peers and neighbours, with some of the local talent performing in the Shuswap language.
7. The Commission notes that developmental community radio stations operate primarily for training purposes. The applicant stated that it would use on-air announcements, local bulletin boards, news print and word of mouth to encourage the community members to participate as volunteers within the station. Further, the applicant indicated that training will come from the involvement of a member of the local broadcast community, who has committed to volunteer his time to develop a core of members to become efficient in producing quality programming.

Commission's determination

8. The Commission is satisfied that the application is consistent with the provisions for community radio stations set out in Broadcasting Regulatory Policy 2010-499. Accordingly, the Commission **approves** the application by Sugar Cane Community Diversity Association for a broadcasting licence to operate an English- and Aboriginal-language, very low-power developmental community FM radio programming undertaking in Williams Lake, British Columbia. The terms and **conditions of licence** are set out in the appendix to this decision.

Secretary General

Related documents

- *Call for comments on amendments to the Radio Regulations, 1986*, Broadcasting Notice of Consultation CRTC 2011-173, 11 March 2011
- *Campus and community radio policy*, Broadcasting Regulatory Policy CRTC 2010-499, 22 July 2010

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

² In Broadcasting Regulatory Policy 2010-499, the Commission presented its preliminary view that the Canadian content level for category 3 music should increase from 12% to 15%. The Commission has since issued a call for comments on whether a 15% or higher level would be an appropriate level of Canadian content for category 3 music (see Broadcasting Notice of Consultation 2011-173).

Appendix to Broadcasting Decision CRTC 2011-273

Terms, conditions of licence, expectation and encouragement

Issuance of the broadcasting licence to operate an English- and Aboriginal-language, very low-power FM developmental community radio programming undertaking in Williams Lake, British Columbia.

Terms

The licence will expire 31 August 2015. If the applicant wishes to continue the operation of the station beyond this period, it should file an application for a regular community radio licence with the Commission, nine months before the expiry of its licence.

The new station will operate at 100.7 MHz (channel 246VLP) with an effective radiated power of 5 watts (effective height of antenna above average terrain of -68.8 metres).

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 very 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 28 April 2013. 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 community radio stations*, Public Notice CRTC 2000-157, 16 November 2000, with the exception of condition of licence 1.
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. This condition of licence will expire upon the coming into force of amendments to the *Radio Regulations, 1986*, introducing

requirements pertaining to the minimum level/percentage of content category 3 musical selections that must be devoted to Canadian selections broadcast in their entirety by campus and community radio undertakings.

3. The licensee shall adhere to the *Equitable Portrayal Code*, as amended from time to time and approved by the Commission.

Expectation

Filing of ownership information

As set out in *Campus and community radio policy*, Broadcasting Regulatory Policy CRTC 2010-499, 22 July 2010, the Commission expects all community and campus licensees to file yearly updates on the composition of their boards of directors. These annual updates can be submitted at the time of submission of annual returns, following annual board of directors' elections, or at any other time. As noted in Appendix 3 to that regulatory policy, licensees may submit such documentation via the Commission's website.

Encouragement

Employment equity

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 licensee to consider these issues in its hiring practices and in all other aspects of its management of human resources.