



## Broadcasting Decision CRTC 2011-376

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Route reference: 2011-55

Ottawa, 15 June 2011

**Cobequid Radio Society**  
Lower Sackville, Nova Scotia

*Application 2010-1706-2, received 25 November 2010*  
*Public hearing in the National Capital Region*  
*5 April 2011*

### **English-language community FM radio station in Lower Sackville**

*The Commission **denies**, by majority vote, an application for a broadcasting licence to operate an English-language community FM radio station in Lower Sackville, Nova Scotia.*

#### **Introduction**

1. The Commission received an application by Cobequid Radio Society (Cobequid) for a broadcasting licence to operate an English-language community FM radio programming undertaking in Lower Sackville, Nova Scotia.
2. The station would operate on frequency 106.9 MHz (channel 295LP) with an effective radiated power of 50 watts (non-directional antenna with an effective height of antenna above average terrain of 20 metres).<sup>1</sup>
3. The applicant proposed to broadcast 126 hours of programming per broadcast week, of which 124.5 hours would be station-produced. The station would offer a hybrid country music format consisting of classic and new country musical selections, targeting an audience 45 years of age and older.
4. The applicant proposed, as an exception to section 2.2(8) of the *Radio Regulations, 1986*, to devote 40% of its musical selections from content category 2 to Canadian selections broadcast in their entirety. Cobequid would also, as a condition of its licence, devote 15% of its musical selections from content category 3 to Canadian selections broadcast in their entirety.

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<sup>1</sup> The technical parameters reflect those approved by the Department of Industry.

5. The applicant also proposed to devote, by condition of licence, 25% of its programming during each broadcast week to spoken word, all of which would be locally produced.
6. Cobequid stated that it would provide training to volunteers in all aspects of the station's on- and off-air operations.
7. The applicant stated that it intended to place special emphasis on established Canadian country artists whose music is no longer played on commercial radio. Additionally, Cobequid indicated that it would provide airtime to local performers as well as promotion and airplay for new and emerging Canadian country artists.

### **Interventions**

8. The Commission received close to 500 interventions in support of this application. The complete record of this proceeding is available on the Commission's website at [www.crtc.gc.ca](http://www.crtc.gc.ca) under "Public Proceedings."

### **Commission's analysis and determinations**

9. Since the applicant proposed to operate a community radio station, the Commission considered this application in light of the provisions of the *Campus and community radio policy*, Broadcasting Regulatory Policy CRTC 2010-499, 22 July 2010 (the campus and community radio policy). After examining the application and interventions, the Commission considers that it is appropriate to address the following questions:
  - Does the structure of Cobequid's board of directors reflect the campus and community radio policy?
  - Does the programming proposed by Cobequid reflect the objectives of the campus and community radio policy?

### **Does the structure of Cobequid's board of directors reflect the campus and community radio policy?**

10. Paragraph 13 of the campus and community radio policy states:

A campus or community radio station is owned, operated, managed and controlled by a not-for-profit organization that provides for membership, management, operation and programming primarily by members of the community served. In its openness to community involvement, campus and community stations offer ongoing opportunities for training in the operation of their station to volunteers from the community served.

11. After reviewing the application, the Commission is concerned that the proposed structure of Cobequid's board of directors is limited and does not allow members of the community to participate in the management of the station, nor to control it. In

this regard, the Commission notes that members of the community at large cannot become members of the board of directors without the current board's approval. As such, the Commission considers that the structure of the board of directors proposed by Cobequid does not comply with the campus and community radio policy.

### **Does the programming proposed by Cobequid reflect the objectives of the campus and community radio policy?**

12. Paragraph 12 of the campus and community radio policy states:

The programming of campus and community radio should distinguish itself from that of the commercial and public sectors in both style and substance, offering programming that is rich in local information and reflection. The programming provided by campus and community radio should meet the needs and interests of the communities served by these stations in ways that are not met by commercial radio stations and the Canadian Broadcasting Corporation (CBC).

13. Accordingly, the Commission considers that community stations should add diversity to the broadcasting system by increasing programming choice in both music and spoken word.

14. After reviewing the application, the Commission is concerned by the apparent commercial programming orientation of the service proposed by Cobequid. In its application, Cobequid stated that it wished to fill a musical void created when the commercial radio station 780 KIXX Country went off the air. Accordingly, the applicant proposed that 70% of Cobequid's music programming would be devoted to selections from subcategory 22 – Country and country-oriented. In support of its proposed music format, Cobequid stated that its station would fill the programming void and listening needs of a target audience consisting of those 45 years of age and older.

15. With respect to spoken word programming, the Commission is concerned that the spoken word programming plans, although elaborate in description, failed to demonstrate the range of programming diversity and community reflection called for by the campus and community radio policy. Instead, Cobequid proposed limited spoken word programming that would cater only to an audience 45 years of age and older.

### **Conclusion**

16. The Commission considers that the structure of the board of directors proposed by Cobequid does not comply with the campus and community radio policy. The Commission further considers that the proposed radio station would not achieve the range of programming diversity and community reflection in both music and spoken word called for in that policy.

17. In light of all of the above, the Commission **denies**, by majority vote, the application by Cobequid Radio Society for a broadcasting licence to operate an English-language community FM radio programming undertaking in Lower Sackville, Nova Scotia.

Secretary General