



Broadcasting Decision CRTC 2012-383

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Route reference: 2012-29

Ottawa, 16 July 2012

Golden West Broadcasting Ltd.

Winkler, Manitoba

Application 2011-1494-1, received 17 November 2011

Public hearing in the National Capital Region

21 March 2012

CKMW Winkler – Conversion to the FM band

1. The Commission **approves** the application by Golden West Broadcasting Ltd. (Golden West) for a broadcasting licence to operate a new English-language commercial FM radio programming undertaking in Winkler, Manitoba to replace its AM station CKMW. The terms and **conditions of licence** are set out in the appendix to this decision. The Commission did not receive any interventions in connection with this application.
2. Golden West is a corporation controlled by Mr. Elmer Hildebrand.
3. The new station will operate at 103.7 MHz (channel 279C1) with an average effective radiated power (ERP) of 61,100 watts (maximum ERP of 100,000 watts with an effective height of antenna above average terrain of 51.7 metres).
4. Golden West indicated that the new station will maintain CKMW's Country music format, targeting adults 25 to 64 years of age, and will broadcast 126 hours of programming per broadcast week.
5. It further indicated that the new station's programming will include over two hours of pure news each broadcast week, of which 90% will be local content focusing on stories in Winkler and the surrounding areas. As part of its local programming, the new station will provide listeners with coverage of the local city council, school boards, local police reports, stories of local infrastructure, economic activity, sporting and entertainment events, and community growth.
6. Golden West also indicated that the new station will maintain its current schedule of weekly religious programs. In this regard, the applicant stated that it will adhere to a condition of licence relating to the provision of balance and ethics in religious programming.

Canadian content development

7. The Commission reminds Golden West that it must adhere to the requirements relating to contributions to Canadian content development (CCD) set out in section 15 of the *Radio Regulations, 1986* (the Regulations), as amended from time to time. Any CCD initiatives that have not been allocated to specific parties by condition of licence or by the Regulations must be allocated to the support, promotion, training and development of Canadian musical and spoken word talent, including journalists. Parties and initiatives eligible for CCD funding are identified in paragraph 108 of *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006.

Simulcast period and revocation of AM licence

8. As set out in the appendix to this decision, the licensee is authorized to simulcast the programming of the new FM station on CKMW for a transition period of three months following the commencement of operations of the FM station. Pursuant to sections 9(1)(e) and 24(1) of the *Broadcasting Act*, and consistent with the licensee's request, the Commission **revokes** the broadcasting licence for CKMW effective at the end of the simulcast period.

Employment equity

9. Because Golden West is subject to the *Employment Equity Act* and files reports concerning employment equity with the Department of Human Resources and Skills Development, its employment equity practices are not examined by the Commission.

Secretary General

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

Appendix to Broadcasting Decision CRTC 2012-383

Terms and conditions of licence for the English-language commercial FM radio programming undertaking in Winkler, Manitoba

Terms

The station will operate at 103.7 MHz (channel 279C1) with an average effective radiated power (ERP) of 61,100 watts (maximum ERP of 100,000 watts with an effective height of antenna above average terrain of 51.7 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.

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 16 July 2014. 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.

The licence will expire 31 August 2018.

Conditions of licence

1. The licence shall adhere to the conditions set out in *Conditions of licence for commercial AM and FM radio stations*, Broadcasting Regulatory Policy CRTC 2009-62, 11 February 2009.
2. The licensee is authorized to simulcast the programming of the new FM station on CKMW for a transition period of three months following the commencement of operations of the FM station.
3. When the licensee broadcasts religious programming as defined in *Religious Broadcasting Policy*, Public Notice CRTC 1993-78, 3 June 1993, as amended from time to time, 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.