



Broadcasting Decision CRTC 2018-155

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Reference: 2017-381

Ottawa, 8 May 2018

United Christian Broadcasters Media Canada
Regina, Saskatchewan

Public record for this application: 2017-0160-8
Public hearing in the National Capital Region
11 January 2018

New Christian music FM radio station in Regina

1. The Commission **approves** the application by United Christian Broadcasters Media Canada (UCBC) for a broadcasting licence to operate an English-language specialty (Christian music) commercial FM radio programming undertaking in Regina, Saskatchewan. The new station will operate at 107.9 MHz (channel 300C) with an effective radiated power of 100,000 watts (non-directional antenna with an effective height of antenna above average terrain of 149.1 metres). The terms and **conditions of licence** are set out in the appendix to this decision.
2. UCBC is a not-for-profit corporation controlled by its board of directors.
3. The new station will offer a specialty Christian music format. It will broadcast 126 hours of programming each broadcast week, including 110 hours of local programming of which one hour and 40 minutes will be pure news. The remaining 16 hours will be devoted to wrap-around programming.
4. In regard to spoken word content, UCBC stated that it will broadcast weekly community notices. In addition, to encourage listeners to get involved in the local community through programs and services, it intends to provide 35 minutes per broadcast week of free promotion for local non-profit services/organizations and humanitarian efforts. In regard to wrap-around programming, the applicant stated that it intends to broadcast two U.S. syndicated programs.
5. The applicant committed to devote, in each broadcast week, 90% of all musical selections broadcast to selections from content subcategory 35 (Non-classic religious). It further committed to devote in each broadcast week at least 15% of all musical selections drawn from content category 3 (Special Interest Music) to Canadian selections. **Conditions of licence** in regard to these commitments are set out in the appendix to this decision.
6. UCBC confirmed that it will adhere to the Commission's guidelines on balance and ethics as set out in Public Notice 1993-78, in which the Commission stated that stations

that broadcast religious programming have an obligation to offer differing views on matters of public concern, including religious matters. A **condition of licence** to this effect is set out in the appendix to this decision.

7. The Commission received a joint supporting intervention for this application. It also received an intervention commenting on the application from Rawlco Radio Ltd. (Rawlco), which operates the English-language AM radio station CJME Regina and the English-language FM radio stations CIZL-FM Regina and CKCK-FM Regina. Rawlco questioned whether UCBC's proposed station will be a commercial radio station for the purpose of the Commission's common ownership policy for radio. In its reply, UCBC indicated that the new station will be a commercial radio station.
8. In this regard, the Commission's common ownership policy for radio, set out in Public Notice 1998-41 and confirmed in Broadcasting Public Notice 2008-4 (see also Broadcasting Information Bulletin 2010-341), states the following:

In markets with less than eight commercial stations operating in a given language, a person may be permitted to own or control as many as three stations operating in that language, with a maximum of two stations in any one frequency band. In markets with eight commercial stations or more operating in a given language, a person may be permitted to own or control as many as two AM and two FM stations in that language.

9. There are currently seven English-language commercial radio stations operating in Regina. This number will rise to eight with the authorization granted to UCBC in the present decision. Consistent with the common ownership policy for radio, Rawlco will therefore be permitted to own or control as many as two AM stations and two FM stations operating in the English language.

Canadian content development

10. UCBC committed to devote, by condition of licence, a total of \$7,000 over seven broadcast years (\$1,000 per broadcast year) to Canadian content development (CCD), commencing in the first year of operation. Of this amount, at least 20% must be devoted to FACTOR or MUSICACTION, and the remainder must be allocated to parties and initiatives fulfilling the definition of eligible initiatives set out in paragraph 108 of Broadcasting Public Notice 2006-158. A **condition of licence** relating to CCD contributions is set out in the appendix to this decision.

Secretary General

Related documents

- *Revised guidelines for the application of the Common Ownership Policy for Radio*, Broadcasting Information Bulletin CRTC 2010-341, 4 June 2010
- *Diversity of Voices – Regulatory policy*, Broadcasting Public Notice CRTC 2008-4, 15 January 2008

- *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006
- *Commercial Radio Policy 1998*, Public Notice CRTC 1998-41, 30 April 1998
- *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 2018-155

Terms, conditions of licence, expectation and encouragement for the English-language specialty (Christian music) commercial FM radio programming undertaking in Regina, Saskatchewan

Terms

The licence will expire 31 August 2024.

The station will operate at 107.9 MHz (channel 300C) with an effective radiated power of 100,000 watts (non-directional antenna with an effective height of antenna above average terrain of 149.1 metres).

Pursuant to section 22(1) of the *Broadcasting Act*, no licence may be issued until the Department of Industry notifies the Commission that its technical requirements have been met and that a broadcasting certificate will be issued.

Furthermore, the Commission will only issue a licence for this undertaking once the applicant has informed the Commission in writing that it is prepared to commence operations. The undertaking must be in operation by no later than **8 May 2020**. To request an extension, the applicant must submit a written request to the Commission at least 60 days before that date, using the form available on the Commission's website.

Conditions of licence

1. The licensee 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, with the exception of condition of licence 7, as well as to the conditions set out in the broadcasting licence for the undertaking.
2. The licensee shall operate the station within the specialty format as defined in *A Review of Certain Matters Concerning Radio*, Public Notice CRTC 1995-60, 21 April 1995, and in *Revised content categories and subcategories for radio*, Broadcasting Regulatory Policy CRTC 2010-819, 5 November 2010.
3. The licensee shall devote at least 90% of all musical selections broadcast during each broadcast week to selections drawn from content subcategory 35 (Non-classic religious).
4. The licensee shall, as an exception to the percentage of Canadian musical selections set out section 2.2 (3) of the *Radio Regulations, 1986*, devote in each broadcast week at least 15% of all musical selections from content category 3 (Special Interest Music) to Canadian selections broadcast in their entirety.
5. 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.

6. In addition to the basic annual contribution to Canadian content development, set out in section 15 of the *Radio Regulations, 1986*, the licensee shall, upon commencement of operations, make an annual contribution of \$1,000 (\$7,000 over seven consecutive broadcast years) to the promotion and development of Canadian content. Of this amount, at least 20% per broadcast year shall be devoted to FACTOR or MUSICACTION. The remainder 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 reflect the cultural diversity of Canada in its programming and employment practices.

Encouragement

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.