



Broadcasting Decision CRTC 2006-69

Ottawa, 14 March 2006

McBride Communications & Media Inc.
Ucluelet, British Columbia

Application 2005-0549-8
Public Hearing in the National Capital Region
19 December 2005

English-language FM radio station in Ucluelet

1. The Commission **approves** the application by McBride Communications & Media Inc. for a broadcasting licence to operate an English-language commercial FM radio programming undertaking in Ucluelet, British Columbia.
2. The station will be dedicated to local content and will feature a range of programming including news, surveillance and community events. Its music format will consist of a variety of contemporary and established selections, drawing from pop, rock and country music.
3. In each broadcast week, the station will broadcast at least three hours of programming in Aboriginal languages. In addition, the applicant will allocate three hours per week for use by local First Nations groups. The applicant stated that it would adhere to this six-hour commitment as a condition of licence.
4. The applicant will allocate \$2,400 annually to Canadian talent development (CTD), beginning in the first year of operations and continuing for seven years. Two thousand dollars of this funding will be directed to local talent development including music scholarships, a talent contest and the financial support of local concerts, and the remaining \$400 will be donated to FACTOR.
5. The station will operate at 99.5 MHz (channel 258A1) with an effective radiated power of 180 watts. It will operate in a single-station market as defined in *Local programming policy for FM radio – definition of a single-station market*, Public Notice CRTC 1993-121, 17 August 1993.
6. The Commission received several interventions in support of this application.

7. The licence will expire 31 August 2012 and will be subject to the **conditions** set out in *New licence form for commercial radio stations*, Public Notice CRTC 1999-137, 24 August 1999, with the exception of condition of licence no. 9 relating to the solicitation of local advertising. That condition does not apply to stations operating in a single-station market. The licence will also be subject to the **conditions** specified in the appendix to this decision.

Issuance of the licence

8. 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.
9. 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 14 March 2008. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before that date.

Employment equity

10. In accordance with *Implementation of an employment equity policy*, Public Notice CRTC 1992-59, 1 September 1992, the Commission encourages the applicant to consider employment equity issues in its hiring practices and in all other aspects of its management of human resources.

Secretary General

This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site: <http://www.crtc.gc.ca>

Appendix to Broadcasting Decision CRTC 2006-69

Conditions of licence

1. The licence is subject to the conditions set out in *New licence form for commercial radio stations*, Public Notice CRTC 1999-137, 24 August 1999, with the exception of condition number 9.
2. During each broadcast week, the licensee shall devote a minimum of three hours to programming in Aboriginal languages and an additional three hours for use by local first nations groups.
3. In addition to the amounts required under condition of licence 5 set out in the appendix to *New licence form for commercial radio stations*, Public Notice CRTC 1999-137, 24 August 1999, the licensee shall contribute \$2,000 during each broadcast year to local initiatives for the development of Canadian talent.