



Broadcasting Decision CRTC 2007-370

Ottawa, 15 October 2007

Rick Sargent
Bolton, Ontario

Application 2007-0535-3, received 10 April 2007
Public Hearing in the National Capital Region
27 August 2007

English-language FM radio station in Bolton

1. The Commission **approves** the application by Rick Sargent for a broadcasting licence to operate an English-language, low-power commercial FM radio programming undertaking in Bolton, Ontario. The terms and **conditions of licence** are set out in the appendix to this decision.
2. The Commission received several interventions in support of this application.
3. The new station will offer an Eclectic Adult Contemporary music format that will feature pop, rock, country, folk, blues, jazz and classical, with a particular emphasis on local, Canadian, and emerging artists. The station will offer a minimum of 100 hours of local programming in each broadcast week, consisting of local news, sports, weather, traffic, road conditions, bus cancellations and school closings, as well as information on local events and community announcements. The station will also make available airtime at no charge for public service announcements by local non-profit and community organizations.

Canadian content development

4. In Broadcasting Public Notice 2006-158, the Commission set out a new approach to the development and promotion of Canadian artists. In order to reflect a new emphasis on development initiatives that lead to the creation of audio content for broadcasting Canadian resources, the Commission replaced the expression “Canadian talent development” (CTD) with “Canadian content development” (CCD). Under the new policy, each radio station holding a commercial radio licence is required to make a basic annual CCD contribution based on its total broadcast revenues in the previous broadcast year. This requirement will be reflected in the *Radio Regulations, 1986* (the Regulations). Until such time, it will be implemented by a transitional condition of licence, as set out in the appendix to this decision. This condition of licence will expire upon the coming into force of the amendments to the Regulations.
5. The Commission reminds the applicant that any development initiatives that have not been allocated to specific parties by condition of licence 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 Broadcasting Public Notice 2006-158.

Secretary General

Related documents

- *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006.
- *New licence form for commercial radio stations*, Public Notice CRTC 1999-137, 24 August 1999

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 2007-370

Terms, conditions of licence and encouragement

Terms

The licence will expire 31 August 2014.

The station will operate at 105.5 MHz (channel 288LP) with an effective radiated power of 50 watts.

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 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 15 October 2009. 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 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 number 5.
2. In regard to Canadian content development (CCD):
 - a) The licensee shall, upon commencement of operations, make a basic annual contribution to CCD. The amount of the contribution shall be determined in accordance with the policy set out in *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006 (Broadcasting Public Notice 2006-158), as amended from time to time. The basic annual CCD

contribution shall be allocated to eligible parties and activities as defined in Broadcasting Public Notice 2006-158.

- b) The licensee shall allocate 60% of this basic annual CCD contribution to FACTOR or MUSICACTION.
- c) The remaining amounts of this basic annual contribution shall be allocated to eligible parties and activities as defined in Broadcasting Public Notice 2006-158.

This condition of licence shall expire upon the coming into force of the amendments to the *Radio Regulations, 1986*, relating to CCD.

Encouragement

Employment equity

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.