



Broadcasting Decision CRTC 2009-204

Route reference:

Broadcasting Notice of Public Hearing 2008-14

Ottawa, 21 April 2009

Newcap Inc.

St. Paul, Alberta

Application 2008-1073-0, received 11 August 2008

Public Hearing in Orillia, Ontario

26 January 2009

CHLW St. Paul – Conversion to FM band

1. The Commission **approves** the application by Newcap Inc.¹ (Newcap) for a broadcasting licence to operate a new English-language commercial FM radio programming undertaking in St. Paul, Alberta, to replace its AM station CHLW. The Commission received interventions in support of this application. The terms and **conditions of licence** for the new station are set out in the appendix to this decision.
2. The station will operate at 97.7 MHz (channel 249B) with an average effective radiated power of 16,000 watts.
3. The station will maintain CHLW's Country music format targeting adults between the ages of 25 and 64. A minimum of six hours and 48 minutes of the broadcast week will be devoted to spoken word programming, including three hours of pure news content as well as information on community events and charities, weather and surveillance material.
4. The station will operate in a single-station market as defined in Public Notice 1993-121. Accordingly, the station is not subject to the requirement that, in order to solicit or accept local advertising, one-third of its programming must be local. The Commission notes, however, that the applicant committed to offer 126 hours of local programming in each broadcast week.

Canadian content development

5. The Commission reminds Newcap 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*, as amended from time to time. The Commission notes that Newcap

¹ This application was initially filed by 3937844 Canada Inc. On 29 December 2008, Newcap Inc., Atlantic Stereo Limited, Newcap Radio Manitoba Inc., 3937844 Canada Inc., 4323041 Canada Inc. and two other Newcap subsidiaries amalgamated to continue as Newcap Inc.

indicated that, in addition to the required basic annual contributions, it would, by condition of licence, contribute a total of \$70,000 to CCD over seven broadcast years, upon commencement of operations. Of this amount, 20% would be devoted to FACTOR, with the remainder to be directed to the St. Paul School Division for the purchase of musical instruments and music curriculum materials.

6. 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.

Simulcast period and revocation of AM licence

7. As set out in the appendix to this decision, Newcap is authorized to simulcast the programming of the new FM station on CHLW 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 licence for CHLW effective at the end of the simulcast period.

Employment Equity

8. Because this licensee is subject to the *Employment Equity Act* and files reports concerning employment equity with the department of Human Resources and Social Development Canada, its employment equity practices are not examined by the Commission.

Secretary General

Related documents

- *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006
- *Local programming policy for FM radio – Definition of a single-station market*, Public Notice CRTC 1993-121, 17 August 1993

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 2009-204

Terms and conditions of licence

Terms

Issuance of the broadcasting licence to operate an English-language FM commercial radio programming undertaking in St. Paul, Alberta

The licence will expire 31 August 2015.

The station will operate at 97.7 MHz (channel 249B) with an average effective radiated power of 16,000 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.

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 21 April 2011. 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 *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 number 8.
2. The licensee is authorized to simulcast the programming of the new FM station on CHLW St. Paul for a transition period of three months following commencement of operations of the FM station.
3. In addition to the required basic annual contribution to Canadian content development (CCD) set out in section 15 of the *Radio Regulations, 1986*, as amended from time to time, the licensee shall, upon commencement of operations, make an annual contribution of \$10,000 (\$70,000 over seven consecutive broadcast years) to the promotion and development of Canadian content.

Of this amount, the licensee shall allocate no less than 20% per broadcast year to FACTOR. The remaining amounts of this additional CCD contribution 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.