



Broadcasting Decision CRTC 2016-166

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Reference: 2015-470

Ottawa, 3 May 2016

Sugar Cane Community Diversity Association Williams Lake, British Columbia

Application 2015-1064-4, received 2 September 2015

Public hearing in the National Capital Region

17 December 2015

Type B Native FM radio station in Williams Lake

*The Commission **approves** an application for a broadcasting licence to operate a very low-power, English-language Type B Native FM radio station in Williams Lake, British Columbia.*

Background

1. In Broadcasting Decision 2011-273, the Commission approved an application by Sugar Cane Community Diversity Association (Sugar Cane) for a broadcasting licence to operate a very low-power, English- and Aboriginal-language developmental community FM radio station in Williams Lake, British Columbia. The station launched on 1 April 2012 as CJLJ-FM Williams Lake, and currently operates on frequency 100.7 MHz (channel 264VLP) with an effective radiated power (ERP) of 5 watts (effective height of antenna above average terrain (EHAAT) of –68.8 metres). The broadcasting licence for CJLJ-FM was to expire 31 August 2015, but was administratively renewed in Broadcasting Decision 2015-350 until 31 August 2016 in order to allow the licensee to maintain the station's operations during the application process for a new broadcasting licence.¹

Application

2. Sugar Cane filed an application for a broadcasting licence to operate CJLJ-FM as a very low-power, English-language Type B Native FM radio station in Williams Lake. The proposed station would operate under CJLJ-FM's current technical parameters (i.e., 100.7 MHz (channel 264VLP) with an ERP of 5 watts and an

¹ Pursuant to the Commission's campus and community radio policy (see Broadcasting Regulatory Policy 2010-499), developmental radio stations are licensed for a term of five years and are non-renewable. As the licence term approaches its expiry date, the licensee is expected to either apply for a new broadcasting licence to continue to operate the station as a full-fledged campus or community radio station, or let the broadcasting licence for the developmental radio station lapse.

EHAAT of –68.8 metres). The Commission did not receive any interventions regarding this application.

3. Sugar Cane is a not-for-profit corporation controlled by its board of directors.
4. The proposed station would broadcast programming to the community on the Williams Lake No. 1 Indian Reserve.² During each broadcast week, it would broadcast 126 hours of local, station-produced programming, including five hours of programming in the Secwepemc (Shuswap) language.
5. Sugar Cane indicated that approximately 14 hours per broadcast week would be devoted to spoken word programming that reflects the interests of the community with local news, environmental and conservation issues, band council meetings, interviews with community members, and special programs and announcements to promote the language and culture of the T'xelc community.
6. The applicant further indicated that approximately 111 hours per broadcast week would be devoted to a diverse array of musical content, including musical selections drawn from content categories 2 (Popular Music) and 3 (Special Interest Music). It added that a special focus would be placed on the promotion of local artists and local music festivals.
7. In regard to the development of Aboriginal talent, Sugar Cane indicated that the station would devote at least 4% of the music broadcast each broadcast week to musical selections performed or composed by Aboriginal artists.

Commission's decision

8. The Commission is satisfied that the application is consistent with the provisions for Type B Native radio stations set out in Public Notice 1990-89. Accordingly, the Commission **approves** the application by Sugar Cane Community Diversity Association for a broadcasting licence to operate a very low-power, English-language Type B Native FM radio programming undertaking in Williams Lake, British Columbia. The terms and **conditions of licence** are set out in the appendix to this decision.

Secretary General

Related documents

- *CJLJ-FM Williams Lake – Administrative renewal*, Broadcasting Decision CRTC 2015-350, 30 July 2015
- *Developmental community radio station in Williams Lake*, Broadcasting Decision CRTC 2011-273, 28 April 2011

² The applicant referred to this reserve as the Sugar Cane Indian Reserve.

- *Campus and community radio policy*, Broadcasting Regulatory Policy CRTC 2010-499, 22 July 2010
- *Native Broadcasting Policy*, Public Notice CRTC 1990-89, 20 September 1990

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

Appendix to Broadcasting Decision CRTC 2016-166

Terms and conditions of licence for the very low-power, English-language Type B Native FM radio programming undertaking in Williams Lake, British Columbia

Terms

The licence will expire 31 August 2022.

The station will operate at 100.7 MHz (channel 264VLP) with an effective radiated power of 5 watts (effective height of antenna above average terrain of –68.8 metres).

The Commission reminds the applicant that, pursuant to section 22(1) of the *Broadcasting Act*, no licence may be issued until the Department of Industry (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 undertaking, the Commission also reminds the applicant that it will have to select another frequency if the Department so requires.

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 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 **3 May 2018**. 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. In each broadcast week, the licensee shall devote at least 35% of its musical selections from content category 2 (Popular Music) to Canadian selections broadcast in their entirety.

For the purposes of this condition of licence, the terms “broadcast week,” “Canadian selection,” “content category” and “musical selection” shall have the same meanings as those set out in the *Radio Regulations, 1986*.

2. If the licensee originates 42 or more hours of programming in any broadcast week, the licensee shall adhere to the Canadian Association of Broadcasters’ *Equitable Portrayal Code*, as amended from time to time and approved by the Commission, as well as to the *Broadcast Code for Advertising to Children*, as amended from time to time and approved by the Commission.