



Broadcasting Decision CRTC 2019-356

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Reference: 2019-72

Ottawa, 28 October 2019

10679313 Canada Inc.
Sainte-Marie, Quebec

Application 2016-1223-4, received 29 November 2016
Public hearing in the National Capital Region
16 May 2019

French-language commercial FM radio station in Sainte-Marie

1. The Commission **approves** the application by 10679313 Canada Inc. (10679313 Canada) for a broadcasting licence to operate a French-language commercial FM radio programming undertaking in Sainte-Marie, Quebec. The terms and **conditions of licence** are set out in the appendix to this decision. The Commission received interventions in support of this application as well as a comment.
2. In its comment, Groupe Radio Simard indicated that the listening area of the new station would reach Beauceville, a locality located approximately 15 kilometres from Saint-Georges, where it operates two radio stations. The intervenor was concerned that the applicant could eventually request to change its contour to encompass Saint-Georges. It therefore asked the Commission to impose a condition of licence that would prevent the new station from soliciting advertising in the greater Saint-Georges market. In its reply, the applicant indicated that the 0.5 mV/m contour did not reach Beauceville and that Groupe Radio Simard would be given the opportunity to intervene if an application for a technical change was filed with the Commission, because it would be examined at a public hearing. The Commission notes that the station's 0.5 mV/m contour will not reach the city of Saint-Georges. The Commission is therefore of the view that the addition of such a condition of licence is not justified.
3. The Commission reminds the applicant that the station must serve the Sainte-Marie radio market, which is the market it is authorized to serve.
4. 10679313 Canada operates many stations in Quebec, with CHEQ-FM being the only existing local station in Sainte-Marie.
5. The station will operate at 105.3 MHz (channel 287A) with an average effective radiated power (ERP) of 1,159 watts (maximum ERP of 4,500 watts with an effective height of antenna above average terrain of 89.3 meters).

6. The Commission notes that, while the applicant proposes to use the best available frequency for Sainte-Marie, it is not the last available frequency to serve this market.
7. The station will broadcast 126 hours of local programming in each broadcast week. However, the applicant may devote a certain number of hours to programming originating from other stations it owns. The station would offer a country and folk musical format targeting adults 35 years and older, thereby increasing the musical diversity offered to listeners from Sainte-Marie, and will repatriate some of the listenership from out-of-market stations, including those from Québec city.
8. The station will broadcast 3 hours of news in each broadcast week, of which 2 hours will be devoted to local and regional news, 40 minutes to national news and 20 minutes to international news.
9. In regard to news and spoken word programming, in addition to the news, the applicant will offer weather, traffic and road condition reports, sports results from previous day, as well as alerts and warning as needed. Furthermore, the station will devote a 30-minute program every day from Monday to Friday showcasing emerging country artists.
10. The applicant proposes to devote an over-and-above contribution of \$7000 over a seven-year period (\$1000 annually) to Canadian content development. It will allocate all of this over-and-above contribution to eligible initiatives that focus primarily on the promotion of emerging country artists in Quebec.

Secretary General

This decision is to be appended to the licence.

Appendix to Broadcasting Decision CRTC 2019-356

Terms, conditions of licence, expectation and encouragement for the French-language commercial FM radio programming undertaking in Sainte-Marie, Quebec

Terms

The licence will expire 31 August 2026.

The station will operate at 105.3 MHz (channel 287A) with an average effective radiated power (ERP) of 1,159 watts (maximum ERP of 4,500 watts with an effective height of antenna above terrain of 89.3 meters).

Pursuant to section 22(1) of the *Broadcasting Act*, the licence will only be issued when 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 as soon as possible and, in any case, by no later than **28 October 2021**. 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, as well as to the conditions set out in the broadcasting licence for the undertaking.
2. 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) for the promotion and development of Canadian content.

Of this amount, at least 20% per broadcast year shall be allocated to FACTOR or MUSICACTION. The remainder shall be allocated to parties or 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.

3. The licensee shall adhere to the Canadian Association of Broadcasters' *Equitable Portrayal Code*, as amended from time to time and approved by the Commission.
4. The licensee shall adhere to the *Broadcast Code for Advertising to Children*, as amended from time to time and approved by the Commission.

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.