



Broadcasting Decision CRTC 2005-77

Ottawa, 25 February 2005

Standard Radio Inc.
Salmon Arm, British Columbia

Application 2004-0266-0
Public Hearing in the National Capital Region
1 December 2004

CKXR Salmon Arm - Conversion to FM band

1. The Commission **approves** the application by Standard Radio Inc. (Standard) for a broadcasting licence to operate a new English-language FM radio programming undertaking in Salmon Arm to replace its AM station CKXR.
2. The applicant currently operates CKXR as the only local commercial radio service in Salmon Arm.
3. The new station will provide the adult contemporary music format currently offered by CKXR. The applicant stated that at least one-third of the programming will be locally produced and the remainder will originate with various Standard radio stations serving communities in the interior of British Columbia.
4. The local programming will include hourly newscasts as well as regular reports on weather and road conditions. Standard indicated that it has hired a news reporter to enhance the station's local programming.
5. The station will operate at 99.7 MHz (channel 259B) with an average effective radiated power of 400 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 interventions in support of this application.

Issuance of the licence

7. The licence will expire 31 August 2011. It 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.

8. Standard is authorized, by **condition of licence**, to simulcast the programming of the new FM station on CKXR for a transition period of three months following the commencement of operation of the FM station. Pursuant to sections 9(1)(e) and 24(1) of the *Broadcasting Act*, and consistent with the applicant's request, the Commission **revokes** the licence for CKXR effective at the end of the simulcast period.
9. The Commission notes that the transmitter CKXR-FM-1 Sorrento, presently authorized as a transmitter of CKXR Salmon Arm, will be part of the new FM licence.
10. Standard acquired CKXR from Telemedia Radio (West) Inc. as part of a much larger transaction approved in *Standard acquires the assets of radio stations, radio networks and television stations in Ontario, Alberta and British Columbia*, Broadcasting Decision CRTC 2002-91, 19 April 2002. The Commission reminds Standard that it must continue to fulfil all of the commitments set out in that decision as the benefits of that transaction.
11. 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.
12. 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.
13. 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 25 February 2007. 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.

Employment equity

14. Because this applicant is subject to the *Employment Equity Act* and files reports concerning employment equity with the Department of Human Resources and Skills Development, its employment equity practices are not examined by the Commission.

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>

