



Broadcasting Decision CRTC 2006-419

Ottawa, 25 August 2006

629112 Saskatchewan Ltd.
Saskatoon, Saskatchewan

Application 2005-1398-8
Broadcasting Public Notice CRTC 2006-63
19 May 2006

CJMK-FM Saskatoon – Licence renewal

The Commission renews the broadcasting licence for the radio programming undertaking CJMK-FM Saskatoon, from 1 September 2006 to 31 August 2013.

The application

1. The Commission received an application by 629112 Saskatchewan Ltd. to renew the broadcasting licence for the English-language, commercial radio programming undertaking CJMK-FM Saskatoon. The licence expires 31 August 2006.

Background

2. The Commission originally authorized the operation of CJMK-FM in *New classic rock FM radio station in Saskatoon*, Decision CRTC 2000-73, 13 March 2000 (Decision 2000-73). In that decision, the Commission imposed a condition of licence requiring the licensee to devote \$1,000,000 over the licence term in direct expenditures to Canadian talent development (CTD). The licensee indicated that the expenditures would be distributed as cash grants to local musical groups.
3. In reviewing CJMK-FM's licence renewal application, the Commission found that, to date, the licensee has expended \$824,254.70. Accordingly, \$175,745.30 of its initial commitment to CTD, which was imposed as a condition of licence, remains outstanding.
4. In response to the Commission's questions about this shortfall, the licensee confirmed that it would expend the remaining \$175,745.30 on eligible CTD initiatives by no later than March 2008, or seven years from the time the station began operations. The licensee also made a commitment that, over the next seven years, it would devote \$3,000 annually in direct expenditures to eligible third parties for CTD. This amount represents the minimum contribution for markets the size of Saskatoon under the Canadian Association of Broadcasters' CTD plan outlined in *Contributions by radio stations to Canadian talent development – A new approach*, Public Notice CRTC 1995-196, 17 November 1995.

Intervention

5. The Commission received an intervention in connection with this application by the Canadian Independent Record Production Association (CIRPA). In CIRPA's view, the licensee's CTD expenditures would be more beneficial if they were devoted to an appropriate provincial music association, such as the Saskatchewan Recording Industry Association, rather than to independent and station-based CTD initiatives.
6. The licensee did not reply to CIRPA's intervention.

Commission's analysis and determinations

7. With respect to the concerns raised by CIRPA, the Commission notes that contributions to CTD are deemed valid direct expenditures provided that they meet the requirements set out in Appendix 1 to *An FM policy for the nineties*, Public Notice CRTC 1990-111, 17 December 1990. Accordingly, a licensee may choose how to allocate its CTD expenditures on the condition that they meet the Commission's generally accepted direct expenditure guidelines. In this case, the Commission determines that it would be appropriate for the licensee to continue allocating its CTD expenditures to local musical groups.
8. In light of the above, the Commission **renews** the broadcasting licence for the English-language, commercial radio programming undertaking CJMK-FM Saskatoon, from 1 September 2006 to 31 August 2013.
9. 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.
10. The Commission directs the licensee to expend, by no later than 31 March 2008, the remaining \$175,745.30 of its initial CTD commitment, which was imposed by condition of licence in Decision 2000-73.

Employment equity

11. 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.

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>