



Broadcasting Decision CRTC 2007-55

Ottawa, 2 February 2007

C.J.S.D. Inc.

Thunder Bay, Ontario

Application 2006-0882-0

Public Hearing in the National Capital Region

14 November 2006

CKPR Thunder Bay – Conversion to FM band

1. The Commission **approves** the application by C.J.S.D. Inc. (C.J.S.D) for a broadcasting licence to operate a new English-language FM radio programming undertaking at Thunder Bay to replace its AM station CKPR.
2. The applicant is also the licensee of CJSD-FM Thunder Bay. C.J.S.D. is ultimately controlled by H.F. Dougall, which through its personal holdings also owns and operates the two commercial television stations in Thunder Bay, CHFD-TV and CKPR-TV.
3. C.J.S.D. stated that it will maintain its Adult Contemporary music format and will continue to provide local reflection on its new FM station. The news, information and other spoken word programming will directly serve to address concerns and issues in the local community.
4. The station will operate at 91.5 MHz (channel 218C) with an effective radiated power of 100,000 watts.
5. In *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006 (Public Notice 2006-158), the Commission set out a new approach to the development and promotion of Canadian artists, which is expected to be implemented on 1 September 2007. In order to reflect a new emphasis on development initiatives that lead to the creation of audio content for broadcast using Canadian resources, the Commission will replace the expression “Canadian talent development” (CTD) with “Canadian content development” (CCD). Each radio station holding a commercial radio licence will be required to make a basic annual CCD contribution based on its revenues in the previous broadcast year.
6. The Commission notes that C.J.S.D. indicated in its application that it would contribute \$3,000 annually to CTD, which is the amount identified for that market in the plan developed by the Canadian Association of Broadcasters.
7. The Commission received one intervention in support of this application.

8. The licence will expire on 31 August 2013 and 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. 5. The licence will also be subject to the following **condition**:

The licensee shall make an annual contribution to Canadian content development of \$3,000.

Amounts required under this condition of licence may be deducted from the amounts that will be required under the new basic CCD contribution.

9. The Commission reminds the applicant that all development initiatives should 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 Public Notice 2006-158.
10. The licensee is further authorized, by **condition of licence**, to simulcast the programming of the new FM station on CKPR 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* (the Act), and consistent with the licensee's request, the Commission **revokes** the licence for CKPR effective at the end of the simulcast period.

Issuance of the licence

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 licensee that, pursuant to section 22(1) of the 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 licensee 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 2 February 2009. 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. 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>