



Broadcasting Decision CRTC 2010-394

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Route reference: 2010-72

Additional references: 2009-632, 2009-632-2, 2010-72-2

Ottawa, 18 June 2010

Douglas George Edwards
Innisfil, Ontario

Application 2009-1116-6, received 6 August 2009
Public Hearing in the National Capital Region
14 April 2010

Very low-power tourist FM radio station in Innisfil

1. The Commission **approves** the application by Douglas George Edwards for a broadcasting licence to operate a non-commercial, very low-power, English-language tourist FM radio programming undertaking in Innisfil, Ontario. The terms and **conditions of licence** are set out in the appendix to this decision. The Commission did not receive any interventions in connection with this application.
2. The new station will operate on frequency 96.9 MHz (channel 245VLP) with an effective radiated power of 0.57 watts (non-directional antenna with an effective height of the antenna above average terrain of 4 metres).
3. The new station will broadcast information on local tourist attractions and upcoming events in the Innisfil area. The station will devote 100% of its weekly schedule to spoken word programming composed of pre-recorded messages. The applicant indicated that a maximum of 63 minutes of the broadcast week will be devoted to sponsor identification advertising. A **condition of licence** to that effect is set out in the appendix to this decision.

Secretary General

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

Appendix to Broadcasting Decision CRTC 2010-394

Terms, conditions of licence and encouragement

Terms

Issuance of the broadcasting licence to operate a non-commercial, very low-power, English-language tourist FM radio programming undertaking in Innisfil, Ontario

The licence will expire 31 August 2016.

The station will operate at 96.9 MHz (channel 245VLP) with an effective radiated power of 0.57 watts.

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.

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.

Given that the technical parameters approved in this decision are for a low-power unprotected FM service, the Commission also reminds the applicant that it will have to select another frequency if the Department so requires.

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 18 June 2012. 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. The licensee shall use the station solely for the purpose of providing pre-recorded tourist information pertaining to local attractions and upcoming events in the Innisfil area.
2. The licensee shall not broadcast more than 63 minutes of advertising material per broadcast week, which will consist solely of sponsor identification.
3. The licensee shall not broadcast musical selections, except as incidental background music.

Encouragement

Employment equity

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.