



Broadcasting Decision CRTC 2011-618

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Route reference: 2011-188

Ottawa, 26 September 2011

Bhupinder Bola, on behalf of a corporation to be incorporated Across Canada

*Applications 2010-1910-0 and 2010-1911-7, received 20 December 2010
Public hearing in the National Capital Region
17 May 2011*

Worktalk (English) and Worktalk (French) – Specialty audio services

*The Commission **approves** an application for a national, English- and third-language specialty audio service and an application for a national, French- and other language specialty audio service.*

The application

1. The Commission received applications by Bhupinder Bola, on behalf of a corporation to be incorporated (Bhupinder Bola (OBCI)), for broadcasting licences to operate a national, English- and third-language specialty audio service to be known as Worktalk (English) and a national, French- and other language specialty audio service to be known as Worktalk (French). The Commission did not receive any interventions in connection with these applications.
2. Bhupinder Bola (OBCI) will be owned and controlled by its sole shareholder and sole director Mr. Bhupinder Bola.
3. The applicant proposed that both services would broadcast spoken word content that would provide a national perspective on the workplace in Canada. It further indicated that programming would consist of talk shows on workplace issues, training, health, developments, policies, trade, safety issues, industry news and local events. Approximately 30 hours per broadcast week would be devoted to foreign programming.
4. Bhupinder Bola (OBCI) stated that it would develop and rely on Canadian talent to produce news and information programs related to work, for both undertakings, by creating co-productions with local radio stations.

5. Worktalk (English) would broadcast, in each broadcast week, not less than 60% of the programming in the English language and no more than 40% in other languages, including Hindi, Punjabi, Tamil, Mandarin and Cantonese.
6. Worktalk (French) would broadcast, in each broadcast week, not less than 60% of the programming in the French language and no more than 40% in English and in other languages, including Hindi, Punjabi, Tamil, Mandarin and Cantonese.

Commission's decision

7. The Commission is satisfied that these applications comply with all applicable terms and conditions announced in *New licensing framework for specialty audio programming services*, Broadcasting Public Notice CRTC 2002-53, 12 September 2002. Accordingly, the Commission **approves** the applications by Bhupinder Bola, on behalf of a corporation to be incorporated for a broadcasting licence to operate the English- and third-language specialty audio programming undertaking Worktalk (English) and the French- and other language specialty audio programming undertaking Worktalk (French).
8. The licence for Worktalk (English) will be subject to the terms, **conditions of licence** and encouragement set out in Appendix 1 to this decision. The licence for Worktalk (French) will be subject to the terms, **conditions of licence** and encouragement set out in Appendix 2 to this decision.

Secretary General

**This decision and the appropriate appendix are to be appended to each licence.*

Appendix 1 to Broadcasting Decision CRTC 2011-618

Terms, conditions of licence and encouragement for the specialty audio programming undertaking Worktalk (English)

Terms

The licence will expire 31 August 2018.

The Commission will issue the licence once the applicant has satisfied the Commission, with supporting documentation, that the following requirements have been met:

- an eligible Canadian corporation has been incorporated in accordance with the application in all material respects;
- the applicant has entered into a distribution agreement with at least one licensed distributor; and
- 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 **26 September 2013**. 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 licence will be subject to the conditions of licence and the licensing framework for specialty audio programming services set out in Appendix 1 to *New licensing framework for specialty audio programming services*, Broadcasting Public Notice CRTC 2002-53, 12 September 2002.
2. The licensee shall provide a national, English- and third-language specialty audio service that broadcast spoken word content that would provide a national perspective on the workplace in Canada.
3. No less than 60% of the programming broadcast in each broadcast week shall be in the English language and not more than 40% of the programming shall be in third languages, including Hindi, Punjabi, Tamil, Mandarin and Cantonese.
4. The licensee shall adhere to the *Broadcast code for advertising to children* and the *Equitable Portrayal Code*, as amended from time to time and approved by the Commission.
5. The licensee shall adhere to sections 2.2, 3, 4, 6, 7, 8, 9(2) and 11 of the *Radio Regulations, 1986*.

6. The licensee shall adhere to the *Broadcasting Licence Fee Regulations, 1997* if its revenues derived from broadcasting activities exceed the threshold amount of \$2 million.

For the purposes of the conditions of this licence, *broadcast day* and *broadcast week* shall have the same meaning as that set out in the *Radio Regulations, 1986*.

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.

Appendix 2 to Broadcasting Decision CRTC 2011-618

Terms, conditions of licence and encouragement for the specialty audio programming undertaking Worktalk (French)

Terms

The licence will expire 31 August 2018.

The Commission will issue the licence once the applicant has satisfied the Commission, with supporting documentation, that the following requirements have been met:

- an eligible Canadian corporation has been incorporated in accordance with the application in all material respects;
- the applicant has entered into a distribution agreement with at least one licensed distributor; and
- 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 **26 September 2013**. 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 licence will be subject to the conditions of licence and the licensing framework for specialty audio programming services set out in Appendix 1 to *New licensing framework for specialty audio programming services*, Broadcasting Public Notice CRTC 2002-53, 12 September 2002.
2. The licensee shall provide a national, French- and other language specialty audio service that broadcasts spoken word content that would provide a national perspective on the workplace in Canada..
3. No less than 60% of the programming broadcast in each broadcast week shall be in the French language and not more than 40% of the programming shall be English or in a third language, including Hindi, Punjabi, Tamil, Mandarin and Cantonese.
4. The licensee shall adhere to the *Broadcast code for advertising to children* and the *Equitable Portrayal Code*, as amended from time to time and approved by the Commission.
5. The licensee shall adhere to sections 2.2, 3, 4, 6, 7, 8, 9(2) and 11 of the *Radio Regulations, 1986*.

6. The licensee shall adhere to the *Broadcasting Licence Fee Regulations, 1997* if its revenues derived from broadcasting activities exceed the threshold amount of \$2 million.

For the purposes of the conditions of this licence, *broadcast day* and *broadcast week* shall have the same meaning as that set out in the *Radio Regulations, 1986*.

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