



## Broadcasting Decision CRTC 2015-106

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Route reference: 2014-472

Ottawa, 27 March 2015

**Thunder Bay Information Radio Inc.**  
Thunder Bay, Ontario

*Application 2014-0630-7, received 4 July 2014*  
*Public hearing in the National Capital Region*  
*12 November 2014*

### English-language tourist information FM radio station in Thunder Bay

1. The Commission **approves** the application by Thunder Bay Information Radio Inc. (Thunder Bay Information Radio) for a broadcasting licence to operate an English-language tourist information FM radio programming undertaking in Thunder Bay. The terms and **conditions of licence** are set out in the appendix to this decision. The Commission did not receive any interventions regarding this application.
2. Thunder Bay Information Radio Inc. is controlled by its sole shareholder and director Mr. Robert Seed.
3. Thunder Bay Information Radio currently operates an exempted low-power tourist information station in Thunder Bay. The licensed station will use the frequency currently used by the exempted undertaking (90.5 MHz) and will continue to offer a tourist information service consisting of pre-recorded messages informing residents and visitors of weather and road conditions, community events and emergencies, as well as attractions and services in the Thunder Bay area. It will broadcast 126 hours of local programming each broadcast week.
4. The parameters of the station will change from those of a low-power unprotected radio station to those of a protected Class A1 station with an effective radiated power of 250 watts. Consequently, the service will provide local reflection and programming diversity through its spoken word offering to a greater share of the population of Thunder Bay and visitors to the area.
5. The Commission notes that Thunder Bay Information Radio proposed to broadcast no more than 15 minutes of advertising per hour. However, given the niche programming of the service and the fact that exempted services of this type are not limited with respect to advertising, the Commission is of the view that it is not

necessary to impose a limit on the level of advertising that may be broadcast as a condition of licence.

Secretary General

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

## Appendix to Broadcasting Decision CRTC 2015-106

### Terms, conditions of licence and encouragement for the English-language tourist information FM radio programming undertaking in Thunder Bay

#### Terms

The licence will expire 31 August 2021.

The station will operate at 90.5 MHz (channel 213A1) with an effective radiated power of 250 watts (non-directional antenna with an effective height above average terrain of 27 meters).

Pursuant to section 22(1) of the *Broadcasting Act*, no licence will be issued until the Department of Industry notifies the Commission that its technical requirements have been met and that a broadcasting certificate will be issued.

Further, 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 **27 March 2017**. In order to ensure that such a request is processed in a timely manner, it should be submitted in writing at least 60 days before this date.

#### Conditions of licence

1. The licensee shall use the station solely to broadcast pre-recorded tourist information and messages informing residents and visitors of weather and road conditions, community events and emergencies, as well as attractions and services in the Thunder Bay area.
2. The licensee shall not broadcast musical selections, except as incidental background music.

#### Encouragement

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.