

# NewCap Broadcasting



October 13, 2004

Ms. Diane Rhéaume  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Les Terrasses de la Chaudière  
Centre Building, 5<sup>th</sup> Floor  
1, Promenade du Portage  
Hull, Quebec K1A 0N2

Dear Ms. Rhéaume:

In their letter dated June 29, 2004, we have been advised by the Canadian Broadcasting Corporation that they are planning to construct a new FM broadcasting transmitter facility at Stephenville, NL operating on channel 236B (frequency 95.1 MHz).

As they advise in their brief and correspondence, the proposed CBC station would create heavy interference to our unprotected LP repeater CKXX-FM1 operating on a frequency of 95.3 MHz in Stephenville. Our station would also create interference with the proposed station. In the event CBC receives Industry Canada and the CRTC approvals, it would be necessary for CKXX-FM1 to change its operating frequency.

To prevent any interruption of our service to the people of the Stephenville area, Newcap Broadcasting has retained the services of Broadcasting Engineering Consultant Peter Cahn who has filed the Engineering Brief with Industry Canada for a Change of Facilities for CKXX-FM1.

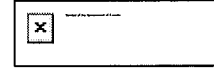
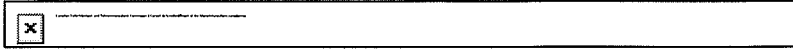
We hereby wish to submit the related CRTC application.

Sincerely,

A handwritten signature in cursive script that reads 'Mark S. Maheu / lae'.

Mark S. Maheu  
President and Chief Operating Officer

Enclosure



# Application for a Technical Amendment to a Broadcasting Licence for an Analog Radio Programming Undertaking

## GENERAL INSTRUCTIONS

### 1. FILING

- Electronically by attaching it to the [Cover Page](#), which is available on our web site under "File or Register". One hard copy version must also be sent to the Secretary General, CRTC, Ottawa, Ontario, K1A 0N2. The onus is on the applicant/licensee to ensure that the electronic version is identical to the hard copy version.
- When filing your application electronically, please ensure that the file name of the electronic documents attached to your application form reflects the ascending order in which they should appear on the public file and that each file name include a brief description of the document content. For example, "Doc1-brief description of document"; "Doc2-brief description of document", and so forth. This will ensure that the application and all related documents are presented in the correct order once they are made available for public viewing.
- If the application is not filed electronically, one original and five copies must be filed with the Commission at the following address: Secretary General, CRTC, Ottawa, Ontario, K1A 0N2.

### 2. INSTRUCTIONS

- The following questionnaire is in HTML format and may be downloaded to the word processing software of your choice. This enables you to complete the downloaded questionnaire by inserting your response immediately following the question. The tables in the questionnaire enable the addition of necessary rows.
- You must file the Application Brief, which includes the questions and responses, and the Book of Supporting Documents, identified as Appendices in the questionnaire.
- The Application Brief, filed electronically or otherwise, must be divided into sections, and include the numbered questions, as set out in the questionnaire, each followed by the corresponding response.
- Where the Application Brief is filed electronically, all available documentation that forms part of the Book of Supporting Documents, except confidential material, must also be filed in electronic format.
- Complete the General Information section and then complete only those sections that relate to the proposed amendment(s).

- If you wish to enhance or clarify your application, such information should be filed as a **Supplementary Brief** identified as **APPENDIX 1A** in the Book of Supporting Documents.
- In the case of a proposal for a conversion from AM to FM, the licensee should obtain and complete application questionnaire CRTC 101-Application To Obtain A New Broadcasting Licence To Carry On A Commercial Radio Programming Undertaking.
- The Commission will not process the application if required technical documentation has not been filed with Industry Canada.

### 3. PUBLIC EXAMINATION FILE

- Copies of the Commission's letters requesting further information and copies of your replies form part of the application and must be available for examination by the public.

### 4. CONFIDENTIALITY REQUESTS

- Portions of the application may be treated as confidential, at your request, pursuant to section 20 of the *CRTC Rules of Procedure*.
- The onus is on the licensee to request confidentiality for the information or material and to clearly demonstrate that the public interest will best be served by treating the information as confidential. For further information, refer to Circular No. 429 dated 19 August 1998.
- The Commission has increased its security with epass authentication. The full security features of epass will be available in Summer 2004. You may choose to submit **CONFIDENTIAL** information using the electronic cover page, on diskette or cd-rom or in hard copy format. All **CONFIDENTIAL** information must clearly be marked as **CONFIDENTIAL**.

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For Commission's use

Application number

**Canadian Radio-television and Telecommunications Commission**

## **Application for a Technical Amendment to a Broadcasting Licence for an Analog Radio Programming Undertaking**

### **1. GENERAL INFORMATION**

**LOCATION OF UNDERTAKING:** Stephenville, Newfoundland

**CALL SIGN:** CKXX-FM-1

**1.1 IDENTIFICATION OF LICENSEE**

**NAME:** Newcap Inc.  
**ADDRESS:** 745 Windmill Road, Dartmouth, NS B3B 1C2  
**FAX:** 902-468-5661  
**E-MAIL:** mmaheu@ncc.ca

**CONTACT PERSON REPRESENTING THE LICENSEE**

(if there is no appointed agent under question 1.2)

**NAME:** Mark S. Maheu  
**TITLE:** President and Chief Operating Officer  
**TELEPHONE:** 902-468-7557

**Please indicate the E-Mail address and FAX number that should be specified in a Public Notice.**

**FAX:** 902-468-5661  
**E-MAIL:** mmaheu@ncc.ca

**1.2 APPOINTMENT OF AGENT**

I, \_\_\_\_\_, the licensee, hereby appoint \_\_\_\_\_ as my agent for and on my behalf and in my name to sign, file and complete (if necessary) an application with the Canadian Radio-television and Telecommunications Commission and to sign and file a reply with respect thereto and I do hereby ratify, confirm, and adopt as my own act, such application and all replies made thereto.

**Date:**  
**At:**  
**Signature:**  
**ADDRESS OF AGENT:**  
**TITLE:**  
**TELEPHONE:**  
**FAX:**  
**E-MAIL:**

**1.3 DECLARATION OF LICENSEE OR ITS APPOINTED AGENT**

I, Mark S. Maheu, SOLEMNLY DECLARE THAT:

- a) I am the representative of the licensee named in this Application Brief and as such have knowledge of all matters declared therein.
- b) The statements made in this application, or any document filed pursuant to any request for further information by the Commission, are (will be) to the best of my knowledge and belief true in all respects.
- c) The opinions and estimates given in this application, or any document filed pursuant to any request for further information by the Commission, are (will be) based on facts

as known to me.

- d) I have examined the provisions of the *Broadcasting Act* and the broadcasting regulations relevant to this application.

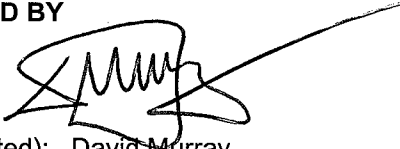
**AND I HAVE SIGNED**

Signature: *Mark S. Mahewlal*

Date: October 13, 2004

**WITNESSED BY**

Signature:



Name (Printed): David Murray

Date: October 13, 2004

At: Dartmouth, Nova Scotia

**1.4 EXAMINATION BY THE PUBLIC**

Indicate a location, within the area to be served, where the application may be examined by the general public. If several transmitters form part of your application, indicate a location within each area to be served.

**ADDRESS(ES):** 60 West Street, Stephenville, NL A2N 1C6

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**2. TECHNICAL INFORMATION**

Licenseses are advised to consult with their broadcast engineering consultants when completing this section, to ensure that it is consistent with the Engineering Brief submitted to Industry Canada.

- 2.1 a) Have all required technical documents been filed with Industry Canada?

YES ( X )

NO ( )

- b) I hereby authorize the Commission to include as part of this application any documents or correspondence filed with Industry Canada with respect to this application.

YES ( X )

NO ( )

If NO, explain.

- 2.2 Please provide the following technical information:

	<b>PRESENT OPERATION</b>	<b>PROPOSED OPERATION</b>	<b>NOTE</b>
Frequency	95.3 MHz	95.9 MHz	kHz for AM MHz for FM
Channel and Class	237 LP	240 AI	
Transmitter Power (for <b>AM</b> )	Watts	Watts	
<b>MAXIMUM - ERP (for FM)</b> (at beam-tilt angle)	12 Watts	234 Watts	<b>ERP</b> = Effective radiated power If no beam-tilt is used, provide ERP in horizontal plane
<b>AVERAGE - ERP (for FM)</b> (at beam-tilt angle)	12 Watts	234 Watts	<b>ERP</b> = Effective radiated power If no beam-tilt is used, provide ERP in horizontal plane
<b>EHAAT - Effective Height Above Average Terrain</b>	118.2 metres	103.4 metres	FM only
Antenna and Transmitter Site Coordinates	48°31 38N. 58°29 22W.	48°31 38N. 58°29 22W.	North Latitude West Longitude
Studio Location(s)	Corner Brook	Corner Brook	City and, where possible street address
Subsidiary Communications (SCMO)/Subsidiary Data	YES ( ) NO ( )	YES ( ) NO ( )	
Programming Feed Method(s)	Off air	Off air	Satellite, microwave, fibre optic cable, other (specify)
For Rebroadcasting Stations, identify station rebroadcast	CKXX-FM	CKXX-FM	Call Letters Frequency Location

**SUPPORTING DOCUMENT TO BE APPENDED:**

**APPENDIX 2A** A clearly legible copy of the maps required in the Engineering Brief submitted to Industry Canada, and which show the proposed coverage contours.

Additional maps must be submitted comparing the service contours of both the present and proposed operations.

In addition to the originals, the Commission encourages you to submit your proposed coverage area contours in a geographical information system (GIS) compatible file format (for example, .mid./mif, .tab, .dxf, .dwg, .e00, .shp, .dgn). Also provide the map datum and projection used. This file can be submitted electronically or on a diskette.

**APPENDIX 2B** Documentation supporting the availability of the proposed transmitter site(s), if new site(s) involved.

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### 3. FINANCIAL OPERATIONS

**This section is applicable if the proposed technical amendment results in an  
INCREASED COVERAGE AREA.**

**3.1** Complete the following table for each of the first 5 years of operation under the existing and the proposed scenario.

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<b>REVENUE (after agency commissions)</b>					
<b>(\$000)</b>					
Network					
National					
Local					
Other (Specify)					
<b>TOTAL</b>					
<b>OPERATING EXPENSES</b>					
<b>(\$000)</b>					
Programming					
Canadian Talent Development					
Technical					
Sales, Advertising and Promotion					
Administration and General					
<b>TOTAL OPERATING EXPENSES</b>					
<b>NON-OPERATING EXPENSES</b>					
<b>(\$000)</b>					
Depreciation					
Interest					
Other (Specify)					
<b>TOTAL NON-OPERATING EXPENSES</b>					
<b>TOTAL EXPENSES</b>					
Estimated pre-tax income (loss)					
Provision for Income Taxes					
<b>NET INCOME (LOSS) AFTER TAXES</b> (for broadcasting operations only)					

**Questions 3.2 to 3.4 are to be completed only where the cost of the technical amendment exceeds \$100,000.**

**3.2** Provide the following information regarding capital costs and facilities:

	Costs of Assets to be purchased	Value of Assets to be leased	Annual lease payment

	(\$)	(\$)	(\$)
Studio Plant			
Transmitting Plant			
Contingency			
TOTAL			

**3.3** Specify the funds available to finance the proposed transaction:

**Equity:**

**Debt:**

**Total:**

**3.4** a) Specify the individual sources of financing for the funds identified in question 3.3 (for example, Bank loans, share capital, other loans).

SOURCE	\$

b) Where financing is to be provided, in whole or in part, through debt securities, provide the list of proposed debt holders, including names, citizenship or jurisdiction of incorporation (or other form of constitution), designation and description of debt securities held, and the principal amount of each one.

**SUPPORTING DOCUMENTS TO BE APPENDED:**

**APPENDIX 3A** Documentation supporting the availability of each source of financing identified in question 3.4 if the cost of the technical amendment exceeds \$100,000. (NOTE:

a) Where funds are to be provided, directly or indirectly, by a third party institution such as a bank, credit union, etc., submit a signed letter on the institution's stationery containing the following information:

"We have examined the financial projections of (Name of licensee) related to the application(s) before the Commission for a (type of application) to (location(s)) and we would be prepared to provide financing in the amount of (\$) under the following terms and conditions (specify ALL the terms and conditions), subsequent to a favorable decision by the Commission, for the purpose of providing capital and operating funds related to the undertaking(s)."

b) Where funds are to be provided by an individual(s) whether for the purchase of share capital and/or the provision of debt securities, submit a signed statement of net worth from each individual, prepared and notarized within 3 months of the filing of the application.



- c) Where funds are to be provided, directly or indirectly, by a corporation or other legal entity other than the applicant or institutions in (a) or (b) above, submit the audited financial statement of the entity for its most recently completed year of operation, and interim financial statements for the period ending within six months of the filing of the application.)

## 4. MARKETING

**This section is applicable if the proposed technical amendment results in an INCREASED COVERAGE AREA.**

**Not Applicable**

- 4.1 As a basis for revenue calculations, please specify the following:

<b>AVERAGE NUMBER OF COMMERCIAL MINUTES EXPECTED TO BE SOLD PER HOUR IN:</b>	
1st YEAR:	
5th YEAR:	
<b>ESTIMATED TOTAL WEEKLY REACH 1st YEAR, PEOPLE 12 YEARS +</b>	
IN CENTRAL AREA:	
IN FULL COVERAGE AREA:	
<b>ESTIMATED AVERAGE 1/4 HOUR RATINGS, CENTRAL AREA, MON - FRI, 1st YEAR (% Audience)</b>	
06:00 - 10:00	
10:00 - 14:00	
14:00 - 19:00	
19:00 - 24:00	

- 4.2 Provide quantitative estimates of the population within the service contours, as well as an estimate of the population within the area to which the station's principal marketing activities are/will be directed:

	3 mV/m CONTOUR (FM) 15 mV/m CONTOUR (AM)	0.5 mV/m CONTOUR (FM) 5 mV/m CONTOUR (AM)	PRINCIPAL MARKETING AREA
Population: Present	25	4,400	4,000
Population: Proposed	6,553	7,281	6,500
Households: Present	8	1,725	1,568
Households: Proposed	2,781	3,903	2,765

- 4.3 Please identify the sources from which population data has been obtained. Statistics Canada: Year of census: 2001

- 4.4 Indicate to which of the communities the station's principal marketing activities will be directed.

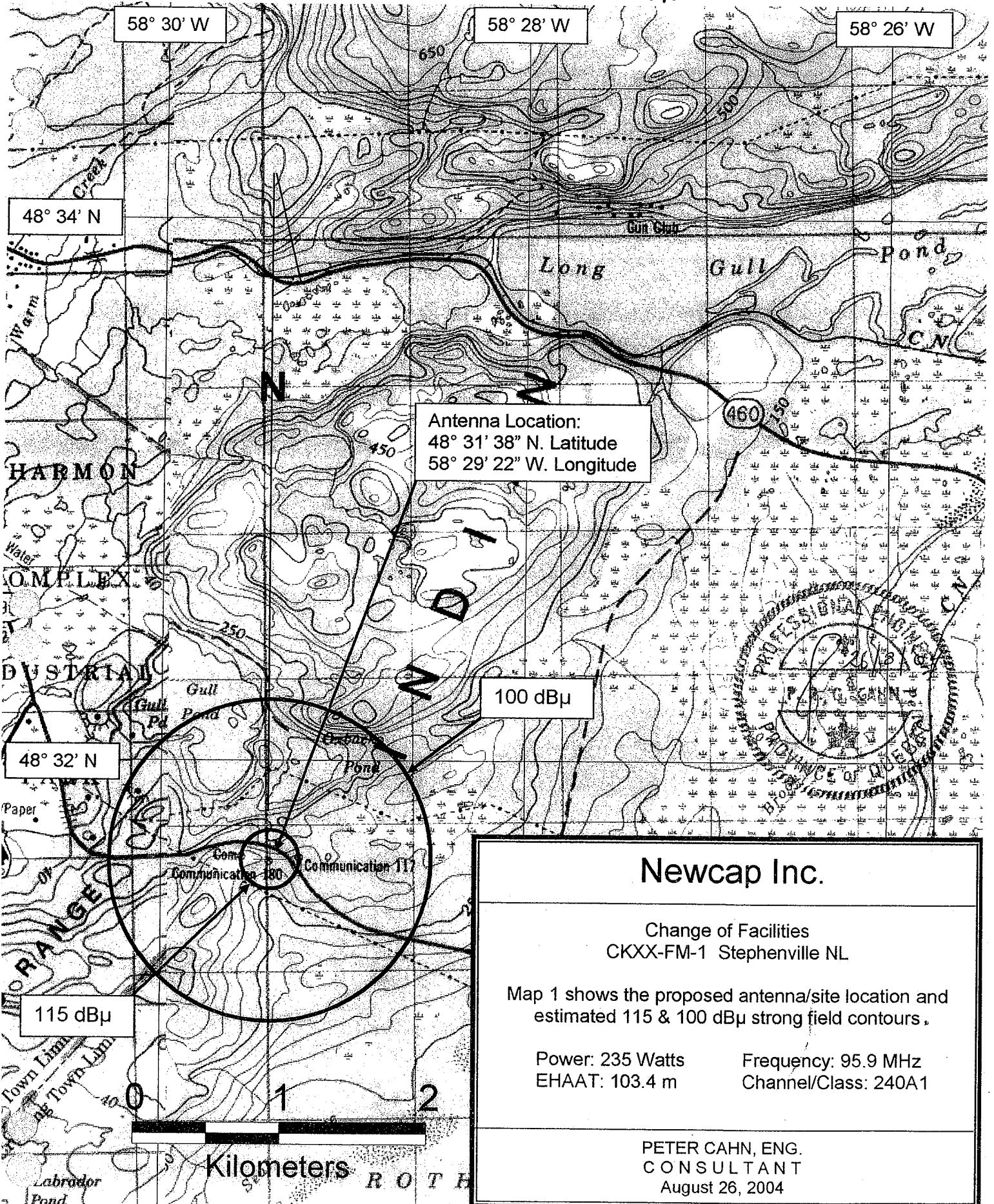
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## BOOK OF SUPPORTING DOCUMENTS

APPENDIX NUMBER AND NAME		APPENDED (Yes or No)	E-FILED (Yes or No)
<b>SECTION 1: GENERAL INFORMATION</b>			
1A	Supplementary Brief	No	No
<b>SECTION 2: TECHNICAL INFORMATION</b>			
2A	Maps - Proposed Coverage Contours	Yes	Yes
2B	Documentation Supporting the Availability of the Proposed Transmitter Site(s)	No	No
<b>SECTION 3: FINANCIAL OPERATIONS</b>			
3A	Documentation Supporting Availability of each Source of Financing	No	No

This document is available in alternative format upon request.  
CRTC 128 (2004-04-19) - Radio - Technical Amendment (Analog)  
version française disponible

\*\*\*End of Document\*\*\*



Antenna Location:  
 48° 31' 38" N. Latitude  
 58° 29' 22" W. Longitude

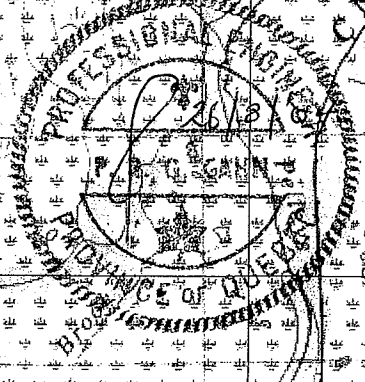
100 dBμ

48° 32' N

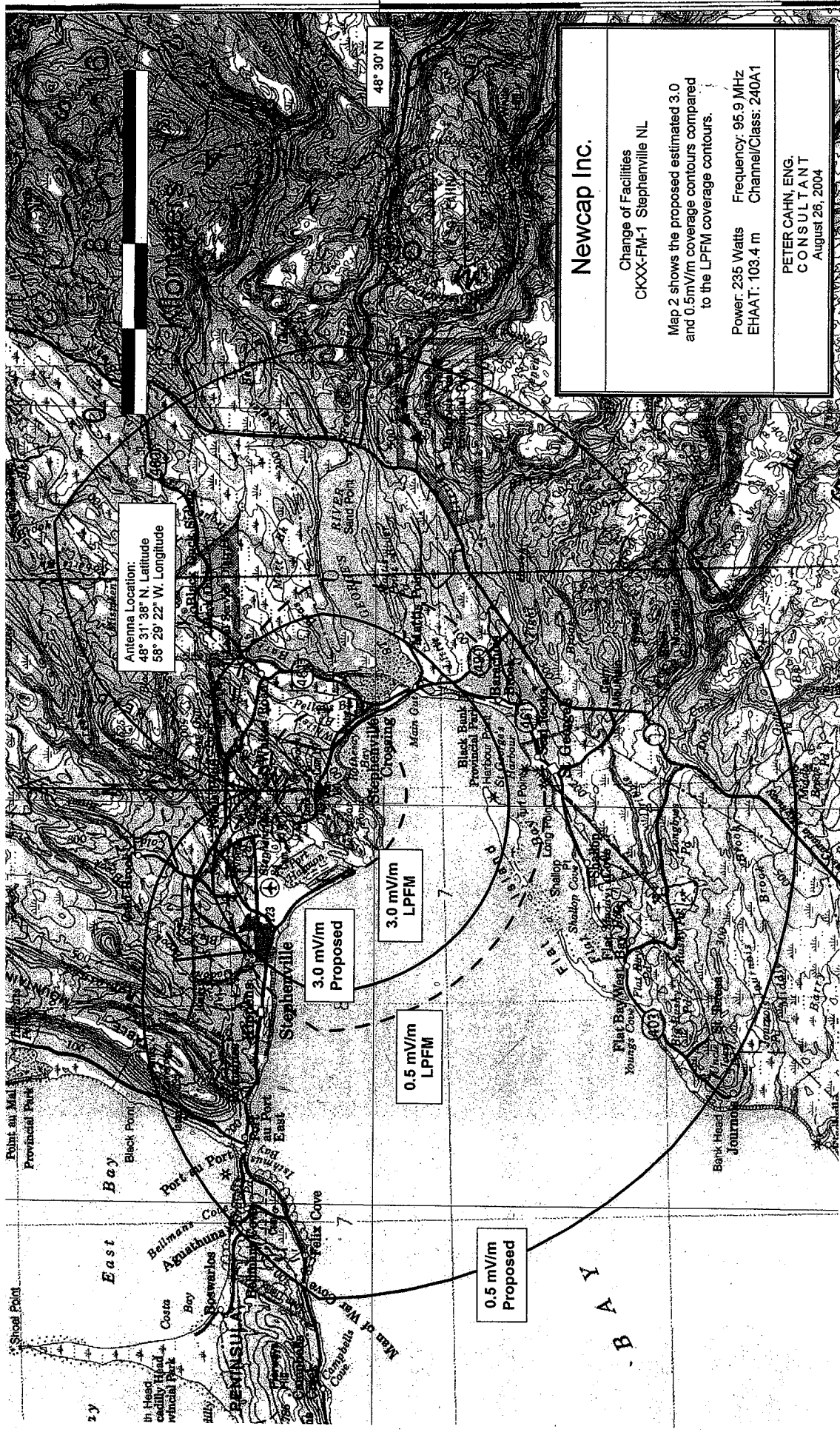
115 dBμ



Kilometers



<b>Newcap Inc.</b>	
Change of Facilities CKXX-FM-1 Stephenville NL	
Map 1 shows the proposed antenna/site location and estimated 115 & 100 dBμ strong field contours.	
Power: 235 Watts	Frequency: 95.9 MHz
EHAAT: 103.4 m	Channel/Class: 240A1
PETER CAHN, ENG. CONSULTANT August 26, 2004	



Antenna Location:  
 48° 31' 38" N. Latitude  
 58° 29' 22" W. Longitude

<b>Newcap Inc.</b>	
Change of Facilities CKXX-FM-1 Stephenville NL	
Map 2 shows the proposed estimated 3.0 and 0.5mV/m coverage contours compared to the LPPFM coverage contours.	
Power: 235 Watts	Frequency: 95.9 MHz
EHAAT: 103.4 m	Channel/Class: 240A1
PETER CAHN, ENG. CONSULTANT August 26, 2004	

3.0 mV/m Proposed

3.0 mV/m LPPFM

0.5 mV/m LPPFM

0.5 mV/m Proposed