



***Abridged* Application to Renew a Radio Programming Undertaking Licence**

GENERAL FILING INSTRUCTIONS

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 three copies must be filed with the Commission at the following address: Secretary General, CRTC, Ottawa, Ontario, K1A 0N2.

1. GENERAL INFORMATION

LOCATION: St. John's, NL **CALL SIGN:** CJYQ

1.1 IDENTIFICATION OF LICENSEE

NAME: Newcap Inc.
ADDRESS: 745 Windmill Road, Dartmouth, NS B3B 1C2
TELEPHONE: 902-468-7557
FAX: 902-468-5661
E-MAIL: mmaheu@ncc.ca

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 EXAMINATION BY THE PUBLIC

Indicate a location, within the area served, where the application may be examined by the general public. If several transmitters are in use, indicate a location within the area served by each transmitter.

ADDRESS(ES): 391 Kenmount Road, St. John's, NL A1B 3P5

1.3 COMPLIANCE

The undertaking is being operated in compliance with the provisions of its licence, the *Broadcasting Act*, and all applicable regulations of the CRTC.

YES (X)

NO ()

1.4 SAME TERMS AND CONDITIONS

Refer to the following public notices for conditions of licence applicable to all radio stations:

- . Commercial radio stations - Public Notice CRTC 1999-137
- . Campus radio stations - Public Notice CRTC 2000-156
- . Community radio stations - Public Notice CRTC 2000-157
- . Native radio stations - Public Notice CRTC 2001-70

The licensee hereby requests the renewal of its licence under the same terms and conditions as the current licence as well as those stipulated in the above applicable public notices.

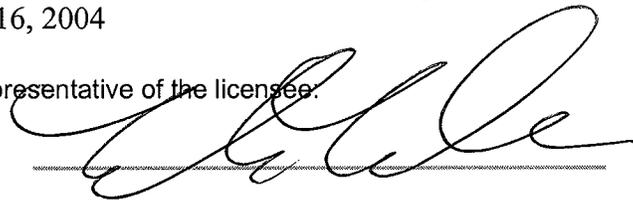
YES (X)

NO ()

AND I HAVE SIGNED

Name (Printed): Mark S. Maheu
Title: Executive Vice President and Chief Operating Officer
Date: August 16, 2004

Signature of representative of the licensee:



2. TRANSMITTERS

2.1 If applicable, provide a list of transmitters with their corresponding location.

CALL SIGN	LOCATION	CALL SIGN	LOCATION
CJYQ	St. John's, NL		

3. PROGRAMMING

QUESTION 3.1 -- APPLICABLE TO COMMERCIAL RADIO STATIONS ONLY

SEE ATTACHED APPENDIX 3.1

3.1 CULTURAL DIVERSITY

The Commercial Radio Policy (1998-41) "encourages broadcasters to reflect the cultural diversity of Canada in their programming and employment practices, especially with respect to news, music and promotion of Canadian artists."

Recognizing that the means to address issues related to cultural diversity in radio will be highly dependent on a station's particular format, describe measures you have taken, as well as those you will be taking, to incorporate and reflect the reality of Canada's cultural, ethnic, racial and Aboriginal diversity, in the following areas:

- . employment practices
- . news
- . music
- . promotion of Canadian artists

QUESTIONS 3.2 AND 3.3 -- APPLICABLE TO COMMUNITY AND CAMPUS RADIO STATIONS ONLY

- 3.2** Outline plans with respect to development of local talent, in particular, projects to promote and feature music by new Canadian artists, local artists, and artists whose music is seldom heard on other stations.
- 3.3** Outline measures to facilitate community access, and to promote and provide training to members of the community wishing to participate in the programming of the station.

This document is available in alternative format upon request.
 CRTC 108 (2004-04-19) - Radio Renewal (Abridged version)
 version française disponible

End of Document

Appendix 3.1

Application to Renew CJYQ-AM, St. John's, NL

Newcap Inc.

Cultural Diversity

The Commercial Radio Policy (1998-41) “encourages broadcasters to reflect the cultural diversity of Canada in their programming and employment practices, especially with respect to news, music and the promotion of Canadian artists.”

Newcap fully appreciates the strategic and social importance of an effective human resources strategy. Since its inception, Newcap has actively and aggressively implemented an employment equity strategy dedicated to increasing representation of women, visible minorities, persons with disabilities and Aboriginal peoples.

This, we believe, is sound business practice in an industry where success depends heavily on how effectively we reflect the communities we are licenced to serve.

It is a policy that has served us well. Thanks in no small part to our employment equity policy and other minority friendly initiatives we have pursued in all of our stations, we enjoy great success in all of the markets we serve. In our view, drawing on the talent found in the designated groups is a key factor in achieving financial success. Our stations tend to be superior performers because of our ability to capitalize on the talent found within each of the designated groups.

Employment practices – We are in the process of conducting seminars on Recruitment and Selection as it pertains to employment equity. Employment Equity is kept at the forefront of the decision making process of hiring new employees. We continue to identify our organization as an employer that “**values diversity in its work force and is committed to Employment Equity**” when reaching out for new employees. Newcap has formed Employment Equity committees in each major center and the heads of these committees form a National Employment Equity committee to communication of Employment Equity policies and practices.

Appendix 3.1

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Cultural Diversity

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We have developed a workshop on diversity and respect in the workplace based on the film "Meet on Common Ground". This will be given to all staff. A section of Newcap's Policy Manual is dedicated to Employment Equity. A copy of the manual is available at all station locations and is accessible by all employees in paper form and also on our Human Resources website at hr.ncc.ca. All policies are available in alternative formats such as audio cassettes, large print, diskette, Braille or other upon request.

Policies on harassment and accommodation including an application for accommodation are available at every location and included on our website.

News – Our News staff focus their stories to reflect the reality of Canada's cultural, ethnic, racial and aboriginal diversity. In addition we will report on news that is important to the community as a whole, being sensitive to the cultural nuances of the cross-section of the local population. Our reporting reflects the interests of all the residents. Our employment equity plan will enable us to improve the diversity of our news staff as opportunities arise.

Music – Through our minimum 35 percent Canadian content our diverse staff is encouraged to play music that reflects Canada. Our relationship with AVRN gives us ready access to emerging Aboriginal artists and music.

Promotion of Canadian artists – We accept as a condition of license to participate in the Canadian Talent Development Plan created by the Canadian Association of Broadcasters (CAB) as set out in Public Notice CRTC 1995-196. Some of these funds are used to contribute to the Kiwanis Music Festival each year to promote emerging artists. We also contribute to FACTOR. We generously promote new artists on-air by playing their music and also by promoting local concerts.