GORDON RAWLINSON
C.E.O.

January 25, 2005

Secretary General
Canadian radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Secretary General:

Re Decision CRTC 2004-113536, Rawlco (Edmonton) Ltd.

In Decision CRTC 2004-136, Rawlco was approved, in part, for a licence to operate a commercial FM radio station in Edmonton. In that decision, however, we were required to secure an alternate frequency from the 89.3 MHz frequency we applied for.

We are pleased to advise that we have secured the frequency 93.3 MHz (Ch. 257C1).

Enclosed please find new Sections 5 and 6 from the "Application to Obtain a Broadcasting Licence to Operate a Commercial Radio Undertaking", contour maps, and a copy of a letter from CKUA indicating the availability of the transmitter site. We have also enclosed five copies of this package.

A copy of this application is available to the public for viewing from 9:00am-5:00pm, Monday-Friday at: 10832 – 63 Avenue, Edmonton, AB.

In addition, we wish to advise you that the required technical documents will be filed with Industry Canada within the next week by our consultants, DEM Allen and Associates.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

Gordon Rawlinson
CEO

RAWLCO RADIO LTD.

220, 2723 37 AVE NE, CALGARY ALBERTA T1Y 5R8 E GRAWLINSON@RAWLCO.COM T 403 686 9865 ASSISTANT 403 686 9869 F 403 291 0037

5. MARKETING

5.1 As a basis for revenue calculations, please specify the following: **Unchanged from original application**

AVERAGE NUMBER OF COMMERCIAL MINUTES EXPECTED TO BE SOLD PER HOUR IN:	
1st YEAR:	
7th YEAR:	

ESTIMATED TOTAL WEEKLY REACH 1st YEAR, PEOPLE 12 YEARS +	
IN CENTRAL AREA:	
IN FULL COVERAGE AREA:	

ESTIMATED AVERAGE 1/4 HOUR RATINGS, CENTRAL AREA, MON - FRI, 1st YEAR (% Audience)	
06:00 - 10:00	
10:00 - 14:00	
14:00 - 19:00	
19:00 - 24:00	

5.2 Please 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 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	860,965	993,547	860,965
Households	343,121	394,440	343,121

5.3 Please identify the sources from which population data has been obtained.

"Profile of Census Divisions and Subdivisions in Alberta – 2001" published by Statistics Canada

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

Edmonton

5.5 Provide a description of the methodology, along with the detailed calculations, used to arrive at each source of revenue projected.

6. TECHNICAL INFORMATION

Applicants 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.

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

YES ( ) NO (X) **to be filed shortly**

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.

6.2 Please provide the following technical information:

	PROPOSED OPERATION	**NOTE**
Frequency	99.3 MHz	kHz for AM MHz for FM
Channel and Class	257C1	
Transmitter power (for **AM**)	Watts	
MAXIMUM ERP - Effective Radiated Power (at beam-tilt angle) (for **FM**)	100,000 Watts	If no beam-tilt is used, provide ERP in horizontal plane
AVERAGE ERP - Effective Radiated Power (at beam-tilt angle) (for **FM**)	100,000 Watts	If no beam-tilt is used, provide ERP in horizontal plane
EHAAT - Effective Height Above Average Terrain	148.4 metres	FM only
Antenna and Transmitter Site Coordinates	53° 24' 19" N. 113° 20" 38" W.	North Latitude West Longitude
Studio Location(s)	Edmonton	City and, where possible, street address
Subsidiary Communications (SCMO)/ Subsidiary Data	YES (X) NO ( )	
Programming Feed Method(s)	STL	Satellite, microwave, fibre optic cable, other (specify)
For Rebroadcasting Stations, identify station rebroadcast		Call Letters Frequency Location

6.3 Provide the following information regarding capital costs and facilities:

	Cost of Assets to be purchased ($)	Value of Assets to be leased ($)	Annual Lease ($)
Studio Plant	416,000		
Transmitting Plant	499,000		
Contingency Allowance	85,000		
TOTAL	1,000,000		

SUPPORTING DOCUMENTS TO BE APPENDED:

APPENDIX 6A A clearly legible copy of the maps required in the Engineering Brief submitted to Industry Canada, and which show the proposed coverage contours.

In case of proposal for a conversion from AM to FM, provide a comparison of the 5 mV/m AM contour with the 0.5 mV/m FM contour and of the 15 mV/m AM contour with the 3 mV/m FM contour.

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 6B Documentation supporting the availability of the proposed transmitter site(s).

ckua net

January 25, 2005

Rawlco Radio
220, 2723 – 37 Avenue NE
Calgary, Alberta T1Y 5R2

Dear Mr. Don E. Armstrong:

This is just a short letter to acknowledge that CKUA and Rawlco have reached an agreement for Rawlco to lease space at our Edmonton FM site.

CKUA is looking forward to a long and mutually beneficial working relationship with Rawlco.

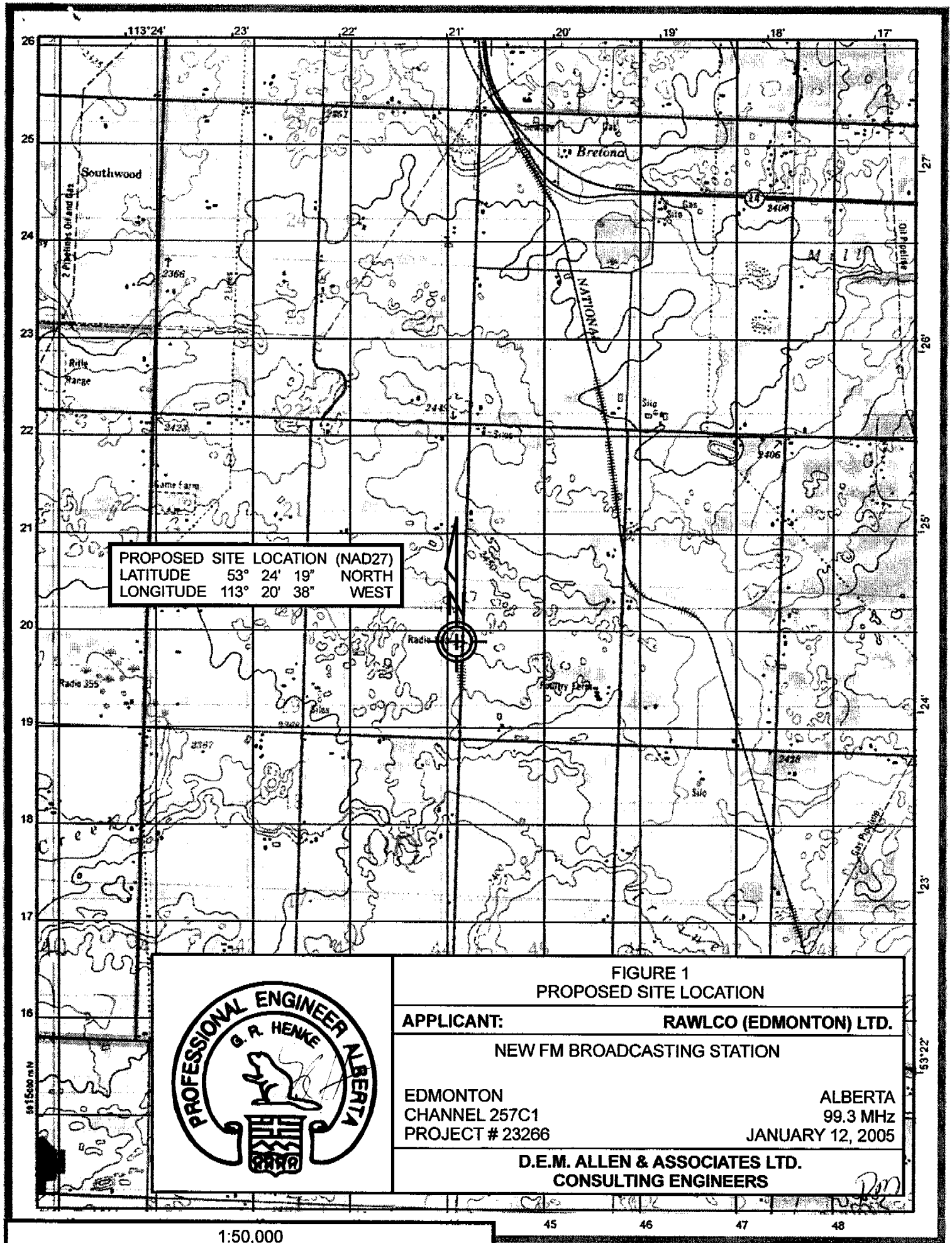
N R Lutes

Neil Lutes, Manager of
Technical Operations, CKUA.

4th floor 10526 Jasper Ave. Edmonton AB T5J 1Z7
T 780.428.7595 F 780.428.7624

c/o Epcor Centre 205 8th Ave. S.E. Calgary AB T2G 0K9
T 403.266.5566 F 403.262.3645

www.ckua.com



PROFESSIONAL ENGINEER ALBERTA
G. R. HENKE

FIGURE 1
PROPOSED SITE LOCATION

APPLICANT: **RAWLCO (EDMONTON) LTD.**

NEW FM BROADCASTING STATION

EDMONTON
CHANNEL 257C1
PROJECT # 23266

ALBERTA
99.3 MHz
JANUARY 12, 2005

D.E.M. ALLEN & ASSOCIATES LTD.
CONSULTING ENGINEERS

1:50,000

KILOMETRES 1 0 1 2 3

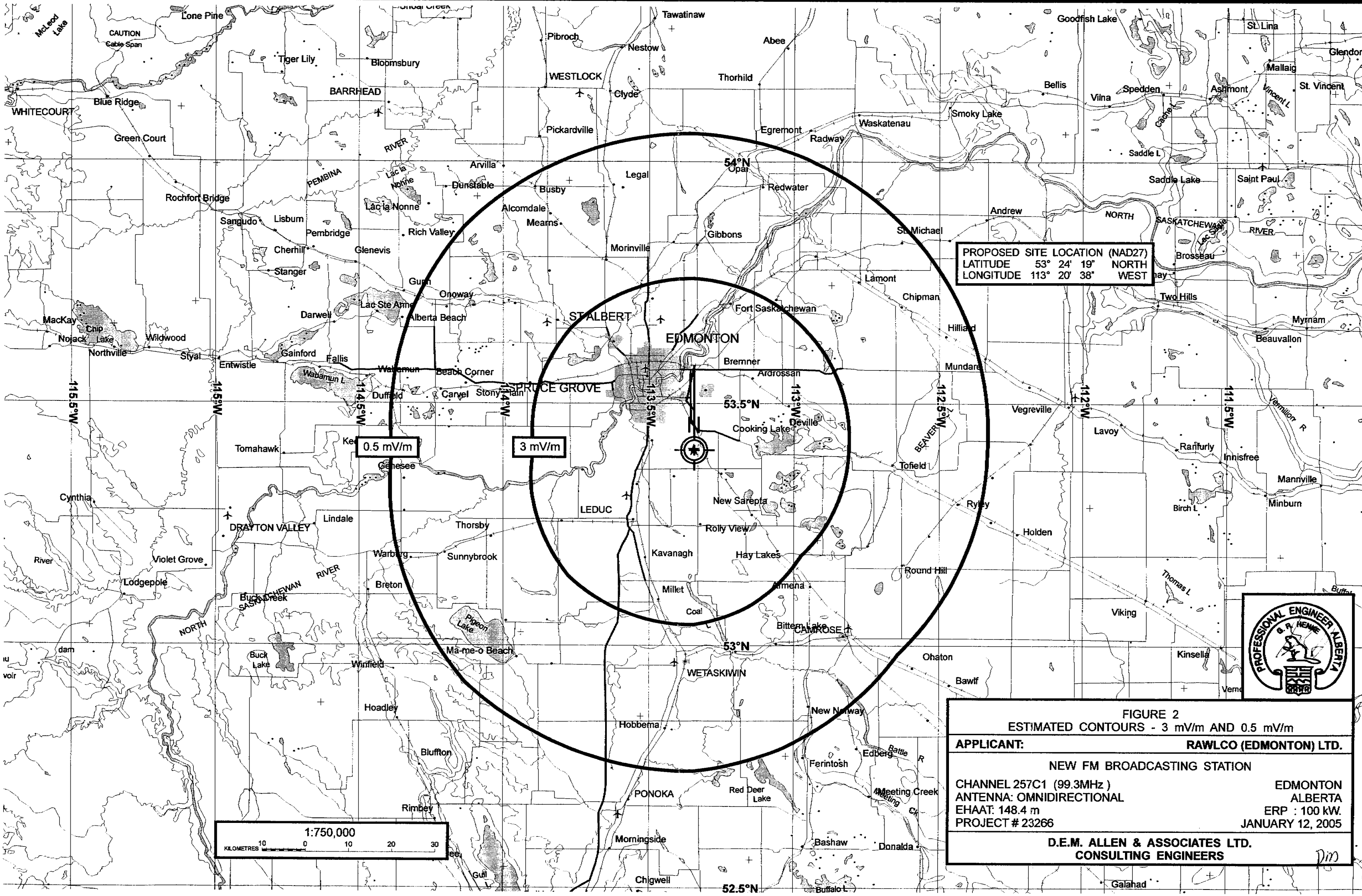


FIGURE 2
ESTIMATED CONTOURS - 3 mV/m AND 0.5 mV/m

APPLICANT: **RAWLCO (EDMONTON) LTD.**

NEW FM BROADCASTING STATION

CHANNEL 257C1 (99.3MHz)
ANTENNA: OMNIDIRECTIONAL
EHAAT: 148.4 m
PROJECT # 23266

EDMONTON
ALBERTA
ERP : 100 kW.
JANUARY 12, 2005

D.E.M. ALLEN & ASSOCIATES LTD.
CONSULTING ENGINEERS