



PAP

Dec. 9/04

2004-12-09 10:00:00

Mr. Marcel Touchette  
Assistant Director  
Planning and Reengineering  
Broadcast Operations  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario K1A 0N2

Dear Mr. Touchette,

RE: Licence Renewal CHQX-FM and CHQX-FM-1  
Waskesiu Lake by Rawlco Radio Ltd.

Enclosed please find Rawlco Radio Ltd's application to renew the licence of  
CHQX-FM and CHQX-FM-1.

If you require any further information or explanation please contact myself.

Thank you.

Sincerely,

Jim Scarrow  
Vice President and General Manager  
Rawlco Radio Ltd.

JS/mf



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## 1. GENERAL INFORMATION

LOCATION: Prince Albert, SK CALL SIGN: CHQX-FM

### 1.1 IDENTIFICATION OF LICENSEE

NAME: Rawlco Radio Ltd.  
ADDRESS: 1316 Central Avenue PO Box 900 Prince Albert, SK S6V 7R4  
TELEPHONE: (306)763-7421  
FAX: (306)763-5841  
E-MAIL: jscarrow@rawlco.com

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

FAX: (306)763-5841  
E-MAIL: jscarrow@rawlco.com

### 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): CKBI/Power 99/Mix 101 1316 Central Avenue Prince Albert, SK S6V 7R4

### 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.

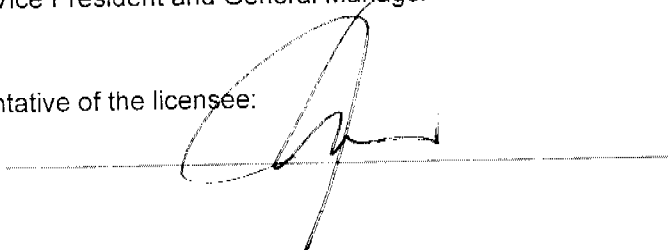
YES ( X )

NO ( )

**AND I HAVE SIGNED**

Name (Printed): Jim Scarrow  
 Title: Vice President and General Manager  
 Date:

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
CHQX-FM	Prince Albert, SK	CHQX-FM-1	Waskesiu Lake, SK

**3. PROGRAMMING****QUESTION 3.1 -- APPLICABLE TO COMMERCIAL RADIO STATIONS ONLY****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\*\*\***

### **Question 3.1 (CHQX-FM)**

Radio Ltd. takes seriously its obligation to reflect cultural diversity in our employment practices, as well as our on-air programming (news, music and promotion of Canadian artists).

#### Employment Practices

The "Employment Equity Guide For Broadcasters", which we purchased from the Canadian Association of Broadcasters, guides our Employment Equity philosophy and strategy. We maintain an ongoing process to identify any employment equity barriers, which may currently exist in our workplace. We have and are continuing to design initiatives which will work to eliminate any barriers identified and will promote equitable employment.

Rawlco Radio is a company that welcomes diversity. We make a particular effort to attract Aboriginal employees and provide them with a welcome place to work and grow into a career. We have reached out to attract Aboriginal employees and have widened our recruiting efforts to ensure we are reaching those who may not be looking for employment through our traditional resources.

We have spent over \$50,000 in planning and hosting internal staff Aboriginal Awareness Seminars in each market in which we operate. These ongoing seminars are designed to educate all our staff on a wide range of issues related to Saskatchewan's Aboriginal population. A first step in creating an atmosphere of acceptance is to have our staff understand and be sensitive to the different needs Aboriginal staff have in the workplace. Cultural differences present unique situations that our staff will be more sensitive to as a result of the cultural awareness training.

Our staff promote and participate in many multicultural events throughout our broadcast area. These events would include Tapestrama in Prince Albert and FolkFest in Saskatoon. The Prince Albert Indian-Metis Friendship Centre, First Nations PowWow's, Prince Albert Tribal Council, Barvenok Dancers; Saskatchewan Ukrainian Dance Festival; Promotion of "Voices Of The North", a First Nations concert series in Prince Albert's Winter Festival of which we are a major Sponsor. Sponsorship and Promotion of two productions by the Saskatchewan Native Theatre Company at the E A Rawlinson Centre; Friend Canadian theatre, dance and music productions at École Valois sponsored by Société Canadienne-Française de Prince Albert. We take an active part in the First Nation's Arts Festival which includes visual and performing arts by First Nation's Schools throughout Northern Saskatchewan.

Our general manager participated in the Metis-First Nations Corporate Circles of Saskatchewan and is a member of the Prince Albert Circle. This initiative encourages employers to provide employment opportunities for Metis-First Nations people.

#### On-air programming

We broadcast "Meeting Ground", a weekly one-hour current affairs program aimed at First Nations' listeners that won the 2003 C.A.B. Gold Ribbon Award for Best Information Program.

We promote and participate in aboriginal music events including the FSIN Pow-Wow. Rawlco Radio has funded Aboriginal Artists through our Canadian Talent Development Funding.

Another on-air endeavour is "Seeds of Success", which highlights First Nation Achievements in Saskatchewan. The Seeds of Success program is designed to reshape the misperceptions held by non-aboriginal people.

Rawlco Radio prides itself on fair presentation of Aboriginal issues in our news. Rawlco Radio News network has reporters who are specifically assigned to cover Aboriginal governance and political affairs in Saskatchewan. In addition to regular provincial and civic government news beats, we have also assigned reporters to cover aboriginal government affairs.

This coverage includes news coverage of the Legislative Assembly of Chiefs of the Federation of Saskatchewan Indian Nations (FSIN). The FSIN represents the 74 Saskatchewan First Nations and their chiefs.

First Nation leaders make regular appearances on our radio stations.

Our stations presented a year round public service campaign on FAS, fetal alcohol syndrome - a major health concern among both First Nations and non First Nations births.

We look for opportunities to play music by First Nations singers and musicians. Doyle Ironstand, Vern Cheechew and Juno nominee Chester Night are artists who receive airplay and promotion on our Prince Albert stations. We are also proud to promote Canadian artists by maintaining a level of 40% Canadian Content on CHQX-FM.