

## **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: BARRIE      CALL SIGN: CJLF-FM**

#### **1.1 IDENTIFICATION OF LICENSEE**

**NAME: TRUST COMMUNICATIONS MINISTRIES**  
**ADDRESS: 115 BELL FARM ROAD, SUITE 111, BARRIE, ON L4M 5G1**  
**TELEPHONE: 705-735-3370**  
**FAX: 705-735-3301**  
**E-MAIL: [scott@christianlamethrower.com](mailto:scott@christianlamethrower.com)**

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

FAX: 705-735-3301

E-MAIL: [scott@christianflamethrower.com](mailto:scott@christianflamethrower.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):

115 Bell Farm Road, Suite 111, Barrie, ON L4M 5G1

1527 Westbrook Drive, Peterborough, ON L9J 6R5

124 Mariner's Court, RR#1 Thornbury, ON N0H 2P0

**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 (XX)

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 (XX)

NO ( )

**AND I HAVE SIGNED**

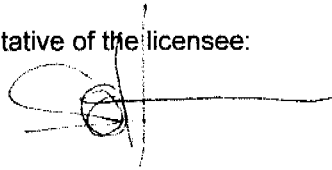
Scott Jackson

Name (Printed): Scott Jackson

Title: Station Manager

Date: March 9, 2005

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
CJLF-FM	Barrie	CJLF-FM-1	Owen Sound
CJLF-FM-2	Peterborough		

### 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:

1. EMPLOYMENT PRACTICES - Our hiring policy is simple - the best person gets the job. We have hired an African Canadian, we have had Aboriginal volunteers and 4 of our 11 fulltime staff are women. Three of these women are in Managerial positions.
2. NEWS - We cover all major stories, regardless of culture or race and they are portrayed in a manner that reflects our community. Locally, our newsroom is on the mailing list with the Native Friendship Centre in Barrie.
3. MUSIC - Women is one of the minority groups identified and 30% of our music, features women bands or singers. Out of Eden and Michael Tait are probably the best known black artists that we play regularly. We also play hispanic artists Jaci Valesquez and the Katinas.
4. PROMOTION OF CANADIAN ARTISTS - We are eager to find Canadian music that fits the sound of our station. Bevacqua, Hawk Nelson, Thousand Foot Krutch, Starfield, Carried Away, Matt Brouwer and Greg Sczebel are the most prominent Canadian performers. We partner with Kingdom Bound in an annual talent search with on air promotion requesting audition tapes. The qualifiers are showcased in the semi-finals in both Barrie and Peterborough. This summer we plan another talent search called "Karoke Superstar" showcased in five local cities and the winner receives studio recording time and cd distribution to every Christian radio station in

Canada. This is open to residents within the CJLF service area.

**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

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