

January 18, 2006

**902890 Alberta Ltd (TAG Broadcasting)
5206 – 5th Ave.
Westaskiwin, AB
T9A 0S8**

Ms. Dianne Rheaume
Secretary General
CRTC
Ottawa, ON
K1A 0N2

**RE: Application for Technical Amendment to Broadcasting License Radio
CIHS-FM, Wetaskiwin, AB**

Dear Ms. Rheaume,

Please find attached our application for technical amendments to our transmitting facility for CIHS-FM, Wetaskiwin, Alberta.

Our reasons for requesting the changes are as per below:

The markets directly east and West of Wetaskiwin are important to both listeners and to the market viability of our station. We had thought that our signal, as applied for when converting from LPFM to Class A, would have reached these areas with good reception.

In practice, however, the directional characteristics of our antenna system resulted in poor coverage to the south west and due east of Wetaskiwin. It is our intent to correct this by amending our license to allow for an omni directional pattern rather than the directional pattern as filed and approved in our previous application.

We have had information from listeners that they are experiencing poor reception in these directions and hopefully with the CRTC's approval the technical amendments will rectify this situation allowing better reception to people in these areas.


The population estimates indicate that there will be a slightly larger audience and we have presented this information in the attached application.



Our initial projected sales revenues were based upon obtaining revenues from these areas and as such we have not changed our revenue projections from our original application. In short the revenues will likely be close to as forecast initially. Should our application not be approved we believe it will have a negative effect to the revenue projections as given in our preliminary application and also repeated in this application.

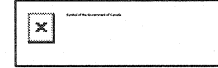
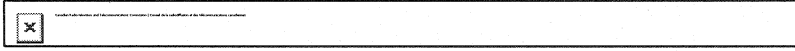
Thanking you in advance.

Yours Sincerely,

A handwritten signature in cursive script that reads "Tony Greengrass".

Tony Greengrass
President
TAG Broadcasting

Att: Application for Technical Amendment, Appendix 1A-Coverage Maps.



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 in **bold letters** immediately following the question. You may add lines to the tables if necessary but do not alter or delete any text from the questionnaire.
- 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**.

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 Wetaskiwin Alberta
CALL SIGN: CIHS-FM

1.1 IDENTIFICATION OF LICENSEE

902890 Alberta Ltd. (TAG Broadcasting)
5206-50th Ave.
Wetaskiwin, AB, T9A OS8
E-MAIL: mail@cihsfm.com
Fax: 1-780-352-2502

CONTACT PERSON REPRESENTING THE LICENSEE
(if there is no appointed agent under question 1.2)

Mr. Tony Greengrass
President
tel: 780-352-2508

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

FAX: 1-780-352-2502
E-MAIL: mail@cihsfm.com

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, Tony Greengrass SOLEMNLY DECLARE THAT:

- a) I am the President (representative/appointed agent) 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: *Tony Greengard*

Date: *Jan. 18/06.*

WITNESSED BY *Christianne Tessier*

Signature:

Name (Printed): *CHRISTIANNE TESSIER*

Date: *Jan. 18/06*

At: *Wetaskiwin, AB.*

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.

TAG Broadcasting

CIHS-FM Studios

5206-50th Avenue

Wetaskiwin, AB

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 ()

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:

	PRESENT OPERATION	PROPOSED OPERATION	NOTE
Frequency	93.5 MHz	93.5 MHz	kHz for AM MHz for FM
Channel and Class	228A	228A	
Transmitter Power (for AM)	Watts	Watts	
MAXIMUM - ERP (for FM) (at beam-tilt angle)	6000 Watts	5120 Watts	ERP = Effective radiated power If no beam-tilt is used, provide ERP in horizontal plane
AVERAGE - ERP (for FM) (at beam-tilt angle)	1700 Watts	5120 Watts	ERP = Effective radiated power If no beam-tilt is used, provide ERP in horizontal plane
EHAAT - Effective Height Above Average Terrain	70.0 metres	70.4 metres	FM only
Antenna and Transmitter Site Coordinates	52° 59' 13" N. 113° 24' 50" W.	52° 59' 13" N. 113° 24' 50" W.	North Latitude West Longitude
Studio Location(s)	Wetaskiwin	Wetaskiwin	City and, where possible street address
Subsidiary Communications (SCMO)/Subsidiary Data	YES () NO (X)	YES () NO (X)	
Programming Feed Method(s)	Telco	Telco	Satellite, microwave, fibre optic cable, other (specify)
For Rebroadcasting Stations, identify station rebroadcast	N/A	N/A	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.
ATTACHED

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

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. *N/A*

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
REVENUE (after agency commissions)					
(\$000)					
Network					
National	14,976	14,976	18,720	18,720	22,464
Local	134,784	134,784	168,480	168,480	202,178
Other (Specify)					
TOTAL	149,780	149,760	187,200	187,200	224,600
OPERATING EXPENSES					
(\$000)					
Programming	51242	51,242	57,752	62,852	74,362
Canadian Talent Development					
Technical	8700	8700	8,900	9,300	9,400
Sales, Advertising and Promotion	23962	23,962	29,952	29,952	35,942
Administration and General	35545	23962	40,034	41,384	50,738
TOTAL OPERATING EXPENSES	118448	118683	136,638	143,488	170443
NON-OPERATING EXPENSES					
(\$000)					
Depreciation	10000	7,500	5,562	4219	2373
Interest	0				
Other (Specify)					
TOTAL NON-OPERATING EXPENSES	10000	7,500	5,625	4219	2373
TOTAL EXPENSES	128448	126,183	142,263	147707	172816
Estimated pre-tax income (loss)	21312	23,577	44,937	39,493	51,824
Provision for Income Taxes	6393	7,073	13,481	11,848	15,547

NET INCOME (LOSS) AFTER TAXES (for broadcasting operations only)	14,918	16,504	31,456	27,645	36,277
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Questions 3.2 to 3.4 are to be completed only where the cost of the technical amendment exceeds \$100,000. (Technical Improvements do not exceed 100,000.00)

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	n/a		
Transmitting Plant	n/a		
Contingency	n/a		
TOTAL	n/a		

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).

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.

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

AVERAGE NUMBER OF COMMERCIAL MINUTES EXPECTED TO BE SOLD PER HOUR IN:	
1st YEAR: 1 Minute	
5th YEAR: 1.5 minutes	
ESTIMATED TOTAL WEEKLY REACH 1st YEAR, PEOPLE 12 YEARS +	
IN CENTRAL AREA:	16,000
IN FULL COVERAGE AREA:	34,000
ESTIMATED AVERAGE 1/4 HOUR RATINGS, CENTRAL AREA, MON - FRI, 1st YEAR (% Audience)	
06:00 - 10:00	70%
10:00 - 14:00	45%
14:00 - 19:00	55%
19:00 - 24:00	20%

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)	PRINCIPAL MARKETING
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		5 mV/m CONTOUR (AM)	AREA
Population: Present	14,000	33,000	Wetaskiwin and Area
Population: Proposed	16,000	34,000	
Households: Present	5,600	12,000	
Households: Proposed	6,400	12,300	

4.3 Please identify the sources from which population data has been obtained. **2001 StatsCan Census**

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

BOOK OF SUPPORTING DOCUMENTS

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

This document is available in alternative format upon request.
CRTC 128 (2005-02-17) - Radio - Technical Amendment (Analog)
version française disponible

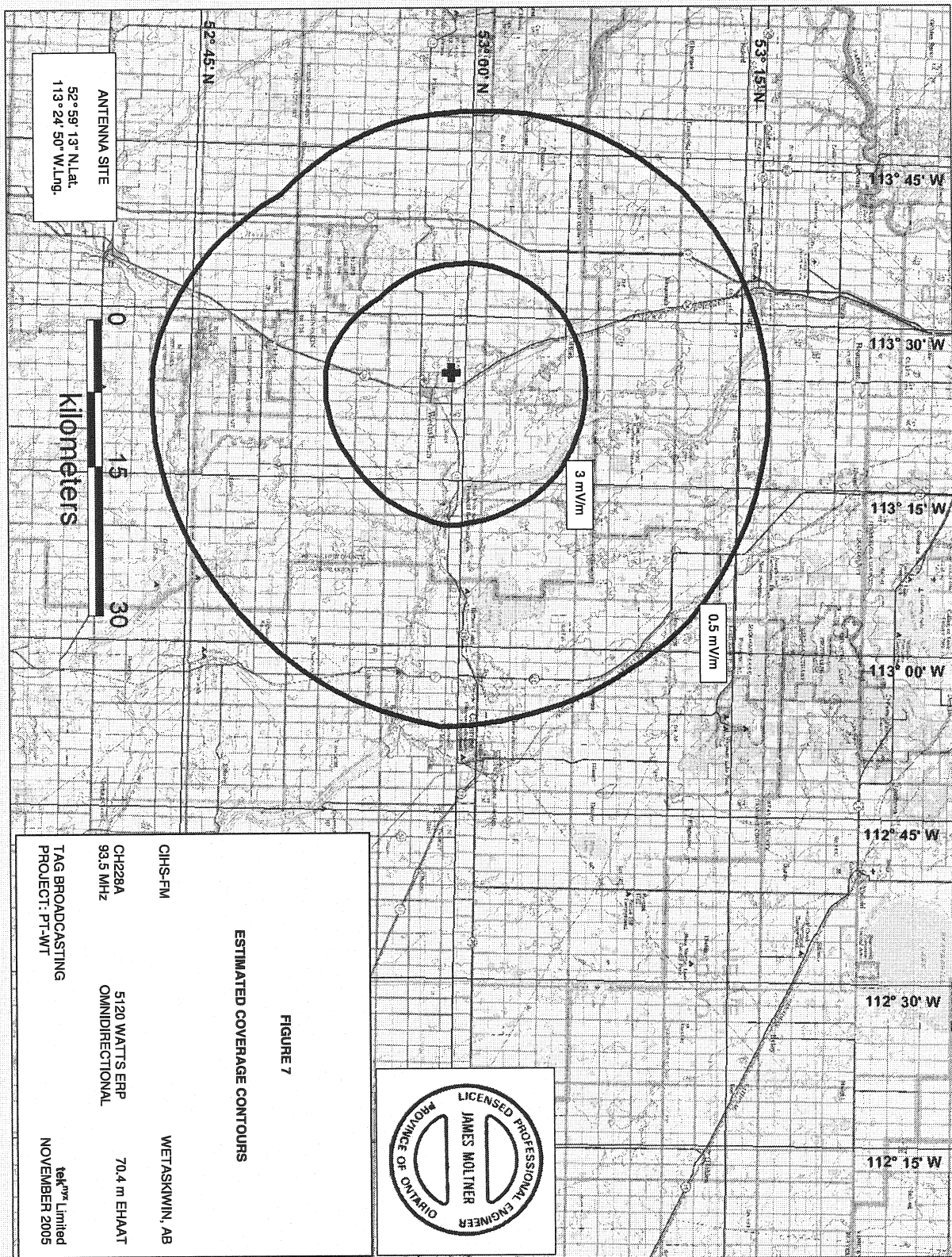
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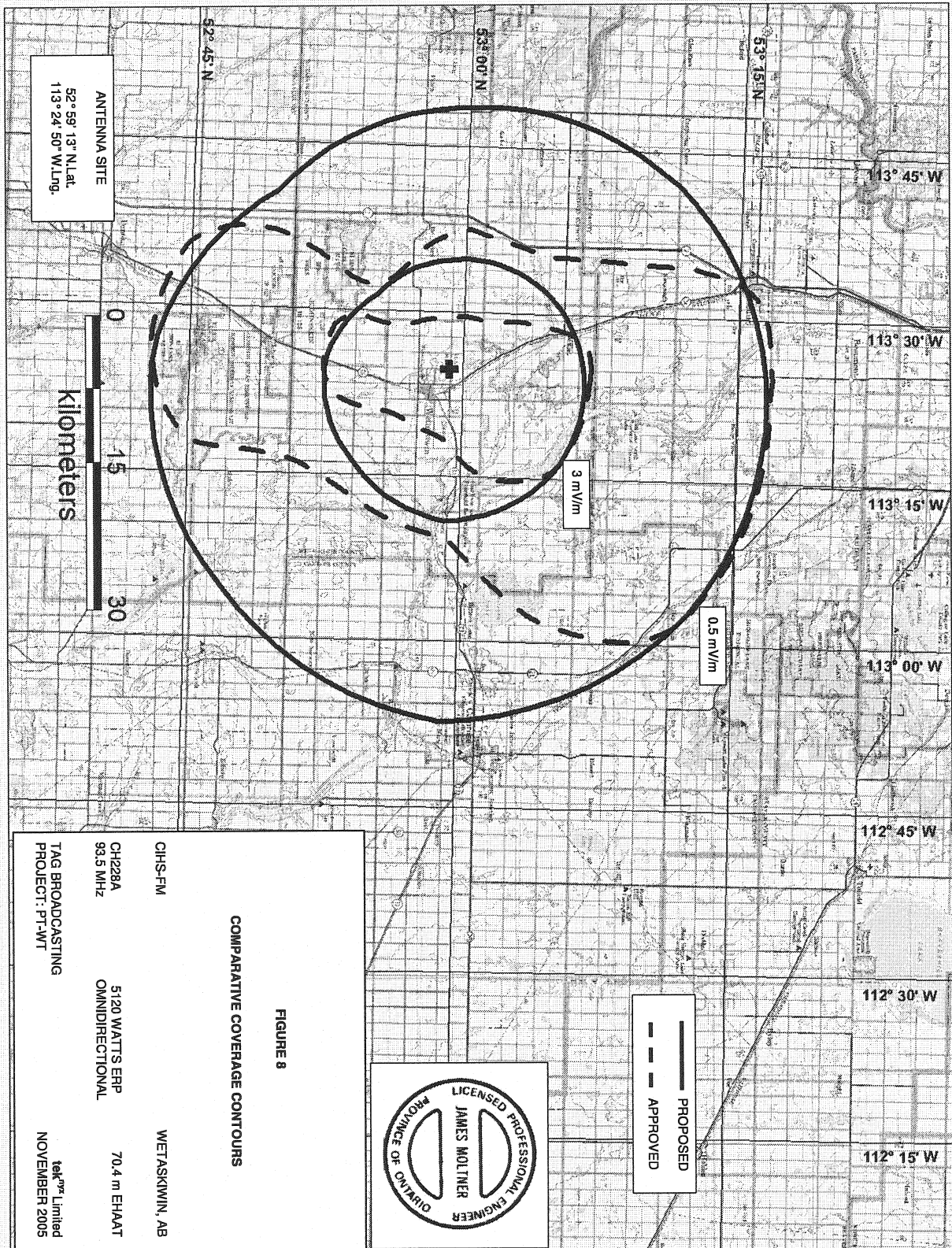
Appendix 1A

Coverage Maps:

Figure 7- Estimated coverage contours.

Figure 8- Comparitive Coverage Contours.





ANTENNA SITE
 52° 59' 13" N.Lat.
 113° 24' 50" W.Long.

0 15 30
 kilometers

— PROPOSED
 - - - APPROVED

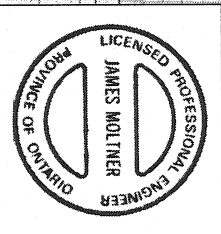


FIGURE 8
COMPARATIVE COVERAGE CONTOURS

CHS-FM	WETASKIWIN, AB
CH228A	5120 WATTS ERP
93.5 MHz	OMNIDIRECTIONAL
TAG BROADCASTING	70.4 m EHAAT
PROJECT: PT-WT	

tek^{pro} Limited
 NOVEMBER 2005