



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: Trenton, Ontario **CALL SIGN:** CJTN-FM

1.1 IDENTIFICATION OF LICENSEE

NAME: Bill Morton
ADDRESS: 10 Front St. South, Belleville, Ontario, K8N 2Y3
TELEPHONE: (613)-969-5555
FAX: (613)-969-0374
E-MAIL: billmorton@mix97.com

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

FAX: (613)-969-0374
E-MAIL: billmorton@mix97.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): 31 Quinte St. , Trenton, Ontario or 10 Front St. South, 4th Floor, Belleville, Ontario.

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 ()

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 () Noting that CJTN is now
broadcasting on the FM dial following
CRTC
Broadcast Decision 2004-58.

NO ()

AND I HAVE SIGNED

Name (Printed): Bill Morton
Title: President
Date: November 30, 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
CJTN	1885 Carman Road, Quinte West, Murray Ward, Ontario 44deg. 07' 42" N latitude 77 deg. 39' 42" W longitude.		

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:

Please refer to Appendix 1 : Cultural Diversity

- 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.

Appendix 1

CJTN FM's Contribution to Cultural Diversity

Before providing details for each of the four areas, we believe it is important to outline the nature of the Quinte region. Situated a little more than 160 km east of Toronto and 75 km's west of Kingston, the Quinte region has a relatively homogenous population. Approximately 90% of the population speaks English at home and large part of the population has origins in the British Isles. There are some smaller groups in the area as follows.

- * There is a small French-speaking population in the area of approximately 2,700 people, mostly here because of the presence of CFB Trenton.
- There is a First Nations community just to the East of Trenton/Belleville. Tyendinaga Mohawk Nation has a population of 1,700 persons. It is a lively community with its own radio station. At the same time, residents of the community work, shop and send their children to secondary schools in the Belleville area. There are small populations with ethnic origins other than English, French or Aboriginal. These include a Dutch population in Prince Edward County that immigrated there after the Second World War as well as Italian , Greek and other small populations.
- There are relatively few visible minority residents in the area. During the summer and fall months , there are a significant number of migrant workers from the West Indies who come to work in the agricultural industry but few have stayed to take up residence.

Employment Practices

Quinte Broadcasting has a very stable workforce with many employees having more than 17 years of service with the company. Prior to the flip to FM on CJTN and because of the tough economics of operating two AM radio stations, we actually had downsized our workforce, particularly at CJTN. Since the launch of CJTN-FM we have now actually hired additional employees . We believe that our statistics are as good as or better most stations in markets of our size.

When we are hiring, we make efforts to reach out to the broadcasting program at Loyalist College which is located in our Community. In addition, we have a good relationship with the FM station in Tyendinaga and this relationship has resulted in the hiring of two Aboriginal employees at our stations.

We believe strongly in keeping our workforce up to date. For this reason, many of our staff regularly update the knowledge and skills by taking night courses at Loyalist College and other facilities in the area. This kind of training is financially supported by the company and is open to all employees. We believe that this approach is responsible to a great extent for our ability to attract and retain good employees from all backgrounds, including the four designated groups. This approach towards employees will continue.

News

Quinte Broadcasting has strong roots in the communities we serve . We have been present in Belleville since 1946 and in Trenton since 1979. Our news, information and public service programming provides a good reflection of all the activities of our region.

Some examples:

- CJTN is an active sponsor and provides in-depth coverage of all local festivals. Trenton and Belleville's Summer Festivals include a large multicultural element with food, music and dance by various groups from our area. All of our stations provide coverage and publicity for the activities.**
- Given the large Irish and Scottish population, CJTN plays an important role in covering events in the local communities. We are the media sponsor for the Quinte West Scottish Irish Festival.**
- There are a number of multi-cultural halls in the CJTN listening area and we cover their activities in-depth including interviews during the morning, mid-day and drive shows.**
- We also cover local events from the Tyendinaga Mohawk Nation.**

Music

It is difficult to reflect the multicultural nature of Canada with a Soft Rock format. Given the diversity of Canada's musicians, from coast to coast, our broadcast of Canadian content music provides some reflection. However, there is not a particular emphasis on the music or multicultural or Aboriginal Canadians. In particular, it is difficult for a gold based Adult Contemporary station to play a large role.

Canadian Talent Development

We make a considerable effort to support local talent and other Canadian talent. Now that CJTN is on the FM band we are committed to expand our efforts, by contributions to the music life of Trenton as well as by indirect contributions , including hosting songwriter's evenings and mini-concerts by artists at the station. Given the relative homogeneity of our population , we expect that the majority of those applying will bot come from the four designated groups.

However, with the openness to participation by all , we expect that some new talent from the Aboriginal and multicultural communities will benefit.