



PAP

Box 1460 • North Battleford • Saskatchewan • S9A 2Z5

December 8, 2004

Diane Rheaume, Secretary General
CRTC
Ottawa, Ontario
K1A 0N2

Q98 12-11-05 10050104

Dear Ms. Rheaume

Please find enclosed one original and three copies of an application from Northwestern Radio Partnership to renew the broadcast licence for CJCQ-FM North Battleford, Saskatchewan.

If you require any further information, please don't hesitate to contact me at (306) 445-2477 or via e-mail at: ddekker@rawlco.com.

Thank you!

Yours truly,

A handwritten signature in black ink, appearing to read 'David Dekker'.

David Dekker
Vice-President and General Manager
Northwestern Radio Partnership

1. GENERAL INFORMATION

LOCATION: North Battleford, SK CALL SIGN: CJCQ-FM

1.1 IDENTIFICATION OF LICENSEE

NAME: Northwestern Radio Partnership
ADDRESS: 1711 – 100th Street, PO Box 1460, North Battleford, SK S9A 2Z5
TELEPHONE: (306)445-2477
FAX: (306)446-2508
E-MAIL: ddekker@rawlco.com

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

FAX: (306)446-2508
E-MAIL: ddekker@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): CJNB/Q98 Radio 1711 – 100th Street North Battleford, SK

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

- . 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*****

. 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): David Dekker
Title: Vice President and General Manager
Date: DEC 8, 2004

Signature of representative of the licensee:

David Dekker DECEMBER 8, 2004

2. TRANSMITTERS

2.1 If applicable, provide a list of transmitters with their corresponding location.

CALL SIGN	LOCATION	CALL SIGN	LOCATION
CJQC - FM	North Battleford, 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

Question 3.1 (CJCQ-FM)

Rawlco Radio Ltd. (under whose umbrella the Northwestern Radio Partnership falls) takes seriously its obligation to reflect the 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.

We actively participate in (and encourage our staff to take part in) and promote cultural events throughout the region we serve. These events promote cultural diversity in both our community and workplace. Examples of organizations/events we support include: First Nation Pow-wows and cultural celebrations, Battlefords Tribal Council, Meadow Lake Tribal Council, Battlefords District Multicultural Council, Sons of Norway, Highland Dancers, Knights of Columbus, Battlefords Ukrainian Seniors' Society, Battlefords Indian Metis Friendship Centre, Sakewew High School and Francophone School.

Our general manager has attended an Indian and Northern Affairs Canada AWPI Seminar entitled: "Making Aboriginal Employment Work for You." Our company is also a major supporter of the Battlefords Chamber of Commerce workplace initiative entitled: "Building Bridges ... Building Futures". We send management personnel to attend Career Days at area First Nation high schools and provide advice and information to students.

On-air programming

In recognition of the support provided by the radio station to First Nations, the late Harry Dekker Sr. (former General Manager, morning show host and ownership partner) was named Honourary Chief of the Cree First Nation (Chief Good Morning Voice).

We produce, promote and air a weekly one-hour aboriginal program hosted by a respected local member of our First Nations' community. Now in its tenth year, "Cree Ways" remains the only third-language program offered by commercial radio in Canada specifically directed at the aboriginal community. Hosted by Roger Fox, "Cree Ways" also provides important exposure for native musicians and singers and strives to promote cross-cultural harmony and understanding. "Cree Ways" was honoured as a Gold Ribbon Award finalist for Best Information Program at the Canadian Association of Broadcasters' convention in Ottawa in November 2004.

We also carry "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.

We are also proud to promote Canadian artists by maintaining a level of 40% Canadian Content on CJCQ-FM.

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.

We also carry a weekly half-hour German-language program.

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.