



APPLICATION TO OBTAIN A NEW BROADCASTING LICENCE TO CARRY ON A **COMMERCIAL RADIO** PROGRAMMING UNDERTAKING

GENERAL INSTRUCTIONS

LOCATION OF UNDERTAKING: Kitchener-Waterloo, Ontario

1. FILING:

By mail: File one original and five copies at the following address:
Secretary General, CRTC, Ottawa, Ontario, K1A 0N2

By electronic mail at the following address: **procedure@crtc.gc.ca**
(One hard copy version should be mailed to the above-mentioned address.)

This document is available in electronic format at: **www.crtc.gc.ca** under Electronic Filings

This document is also available in alternative format upon request.

2. PROCESS:

- Copies of the Commission's letters requesting further information and copies of the applicant's replies form part of the application and must be available for examination by the public.
- The applicant must ensure that all required sections are fully answered and all necessary information is provided. References to "schedules" throughout this form indicate information that must be attached by the applicant according to instructions in the form.
- The Commission will not process any application if required technical documentation has not been filed with Industry Canada.

3. INSTRUCTIONS:

- The Commission does not require a special or supplementary brief, but if the applicant wishes to submit one to enhance or clarify the application, it should be filed as part of the application as **SCHEDULE 20**.
- Applicants who already own two stations in the market should refer to Public Notice CRTC 1998-41 dated 30 April 1998 and address any ownership issues that this application may raise in a supplementary brief (**SCHEDULE 20**).
- Applicants must submit a summary of the application as **SCHEDULE 21**.
- If the applicant is a corporation or other legal entity or a company to be incorporated, the applicant must file the proposed or duly executed incorporating document(s) or analogous document(s) (e.g. Articles and Certificates of Incorporation, By-Laws, Partnership or Trust Agreements, etc.). If the constituting documents have been filed with the Commission and no changes have occurred since, the applicant can provide reference to the application that contains the most recent documentation along with a statement confirming that there has been no change.

4. ETHNIC PROGRAMMING OR UNDERTAKING

Applicants are reminded to refer to the *Ethnic Broadcasting Policy* in Public Notice CRTC 1999-117, and consequent amendments to the *Radio Regulations*, 1986 set out in Public Notice CRTC 2000-92.

5. CONFIDENTIALITY REQUESTS:

Portions of the application submitted may be treated as confidential (see Circular No. 429 dated 19 August 1998). Section 20 of the CRTC Rules of Procedure reads as follows:

"The Commission may, at the request of an applicant, if in the opinion of the Commission the public interest will best be served by so doing, treat as confidential the following material or information, if such material or information can be separated from the application and is marked "Confidential", namely:

- a) financial statements of an applicant who holds a licence;
- b) evidence of the financial capacity of any person participating in an application; and
- c) the names of prospective employees of an applicant."

Applicants are reminded that the onus is on them to demonstrate how the public interest will best be served by the granting of confidentiality.



Application number

File number

APPLICATION TO OBTAIN A NEW BROADCASTING LICENCE TO CARRY ON A COMMERCIAL RADIO PROGRAMMING UNDERTAKING

AM UNDERTAKING

FM UNDERTAKING

LOCATION OF UNDERTAKING: Kitchener-Waterloo, Ontario

GENERAL INFORMATION

1. IDENTIFICATION OF THE PROPOSED LICENSEE (hereafter the applicant)

INDIVIDUAL COMPANY COMPANY TO BE INCORPORATED OTHER(specify) _____

NAME: Edward F. Bauman & Rae Roe (OBCI)

ADDRESS: 139 Northfield Drive W., Waterloo, Ontario

POSTAL CODE: N2L 5A6

TELEPHONE: (519) 888 -0839

FAX: (519) 888 -6765

E-MAIL: naturesgift@laurelspringswater.com

Identify the person to whom the Commission may direct any questions concerning this application:

NAME: Rae Roe

ADDRESS: 38 Hatton Drive, Ancaster, Ontario

POSTAL CODE: L9G 2H6

TELEPHONE: (905) 304 -9756

FAX: (905) 648 -7661

E-MAIL: raejroe@go.com

2. WHERE APPLICATION CAN BE EXAMINED

Indicate a location within the area to be served where the application may be inspected by the general public.
(If several transmitters, indicate a location within the area to be served for each transmitter.)

ADDRESS: 139 Northfield Drive W., Waterloo, Ontario, N2L 5A6 (between 9am - 5pm Mon-Fri)

3. DECLARATION OF APPLICANT

I, Edward F. Bauman / Rae Roe, SOLEMNLY DECLARE THAT:

- a) I am the applicant named in this application form (or I am the _____ of the applicant named in this application form) and as such have knowledge of all matters declared therein.
- b) The statements made in the application, or in any document filed pursuant to Commission letters requesting further information, are (will be) to the best of my knowledge and belief true in all respects.
- c) The opinions and estimates given in the application 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 the application.

AND I HAVE SIGNED: E. F. Bauman
Signature of Applicant

2001 - 07 - 17
Date

WITNESSED BY: Jarrett Bristow
Signature:

Name (Printed): Jarrett Bristow

Date: 2001 - 07 - 17 At: Waterloo, Ontario

4. APPOINTMENT OF AGENT

I, Edward F. Bauman, the undersigned applicant, hereby appoint Rae Roe 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 reply.

Date: 2001 - 07 - 17 At: Waterloo, Ontario

Signature of Applicant: E. F. Bauman

FINANCIAL OPERATIONS

3.1 Complete the following table for the proposed undertaking for each of the first 7 years of operation.

THE FIRST YEAR OF OPERATION WILL BE: 2002

(\$000)

	1st YEAR	2nd YEAR	3rd YEAR	4th YEAR	5th YEAR	6th YEAR	7th YEAR
REVENUE (after agency commissions)							
Network							
National	\$65,000	\$78,000	\$93,600	\$112,320	\$134,784	\$161,741	\$194,089
Local	\$943,320	\$1,131,984	\$1,358,381	\$1,630,057	\$1,956,068	\$2,347,282	\$2,816,738
Other:	\$40,000	\$48,000	\$57,600	\$69,120	\$82,944	\$99,533	\$119,440
TOTAL	\$1,048,320	\$1,257,984	\$1,509,581	\$1,811,497	\$2,173,796	\$2,608,556	\$3,130,267
OPERATING EXPENSES							
Programming	\$270,100	\$297,110	\$326,821	\$359,503	\$395,453	\$434,998	\$478,498
Canadian Talent Development	\$30,000	\$33,000	\$36,300	\$39,930	\$43,923	\$48,315	\$53,147
Technical	\$50,000	\$55,000	\$60,500	\$66,550	\$73,205	\$80,526	\$88,579
Sales, Advertising & Promotion	\$289,664	\$339,597	\$398,716	\$468,779	\$551,887	\$650,552	\$767,778
Administration & General	\$270,000	\$299,097	\$331,523	\$367,694	\$408,087	\$453,244	\$503,786
TOTAL OPERATING	\$909,764	\$1,023,804	\$1,153,860	\$1,302,456	\$1,472,555	\$1,667,635	\$1,891,788
NON-OPERATING EXPENSES							
Depreciation	\$60,000	\$113,000	\$100,400	\$90,320	\$82,256	\$75,805	\$70,644
Interest	\$9,000	\$0	\$0	\$0	\$0	\$0	\$0
Other							
TOTAL NON-OPERATING	\$69,000	\$113,000	\$100,400	\$90,320	\$82,256	\$75,805	\$70,644
TOTAL EXPENSES	\$978,764	\$1,136,804	\$1,254,260	\$1,392,776	\$1,554,811	\$1,743,440	\$1,962,432
Estimated pre-tax income (or loss)	\$69,556	\$121,180	\$255,321	\$418,721	\$618,985	\$865,116	\$1,167,835
Provision for Income	\$29,214	\$50,896	\$107,235	\$175,863	\$259,974	\$363,349	\$490,491
NET INCOME (LOSS) AFTER TAXES (For broadcasting operations only)	\$40,342	\$70,284	\$148,086	\$242,858	\$359,011	\$501,767	\$677,344

- 3.2 If the application is for an FM station to be operated jointly with an existing AM station, please provide the same table for the AM station as well, and attach as **SCHEDULE 10**.
- 3.3 Attach, as **SCHEDULE 11**, a projected statement of pre-operating costs for the period prior to the commencement of operation and a pro forma statement of changes in financial position relating to the proposed station for each of the first seven years of operation.
- 3.4 Provide as **SCHEDULE 12**, a detailed listing of all of the basic underlying assumptions upon which the financial projections above have been based.

OWNERSHIP STRUCTURE

2.1 Attach as **SCHEDULE 1** a table in the format below and containing the same information concerning the directors and officers of the applicant/licensee company. The schedule should reflect the present and the proposed board of directors and officers.

NAME	HOME ADDRESS	CITIZENSHIP	DIRECTORS: DATE OF APPOINTMENT	OFFICERS: POSITION HELD
SAMPLE ONLY				

2.2 Attach, as **SCHEDULE 2**, a statement regarding who controls/will control and by what means: if control is to be held by a shareholder company, also advise who controls/will control it and by what means; if applicable, attach all related documents or agreements (e.g. Shareholder Agreement, Voting Trust Agreement, etc.).

2.3 If applicant has delegated or will delegate by contract any responsibility, attach as **SCHEDULE 3** copies of the contracts (or proposed contracts) and, if applicable, indicate the legislative authority under which the corporation or other legal entity to such contracts are incorporated or otherwise constituted.

2.4 Attach as **SCHEDULE 4** a table in the format below containing the same information for any shareholders holding 10% or more of the applicant/licensee company for each type of security.

Security/Unit	Votes	Authorized	Issued	Holders	No. Held	% Vote	Canadian (X)
SAMPLE ONLY							

NOTE: **SCHEDULE 4** should also provide for each type of securities a breakdown of the shares not captured by the 10% threshold between those being held by Canadians and those being held by non-Canadians.

2.5 Please complete additional 2.1 and 2.4 tables for each corporation or other legal entity holding twenty percent (20%) or more of the voting interests of any class of shares of the applicant and for any corporation or other legal entity which indirectly controls the applicant, and submit as **SCHEDULE 5**. A copy of all the incorporating document(s) or analogous documents (e.g. Articles and Certificate of Incorporation, By-Laws, Partnership or Trust Agreement, etc.) of each applicable corporation or other legal entity, including the applicant, must be attached as **SCHEDULE 6**.

If any of these persons hold public office, by election or appointment, indicate the office held under the name of the person(s).

Canadian as defined in the Direction to the CRTC (Ineligibility of Non-Canadian P.C. 1997-486) as amended by P.C. 1998-1268.


Director as defined in the Direction to the CRTC (Ineligibility of Non-Canadian P.C. 1997-486) as amended by P.C. 1998-1268.

Officers: Those persons designated by the company as Chairman, President, Vice-President, General Manager, Secretary, Assistant-Secretary, Comptroller, Treasurer, Assistant-Treasurer or any others under similar titles.

CONTROL OF LICENSEE

Mr. Edward F. Bauman, a Canadian citizen, will control the licensee company and will own 60% of the company. Mr. Rae Roe, Mrs. Annette Van Duyn, and Mr. Mario Pratola, being Canadian citizens will own 40% of the licensee company. It is Mr. Bauman's and the other shareholders' intent to have additional shareholders who will be offered shares or share options, all of whom will be Canadian citizens, who will in aggregate own no more than 18% of the company. Upon the issuance of equity to these individuals, Edward Bauman will own at least 52% of the company and Rae Roe, Annette Van Duyn, and Mario Pratola will own at least 30% of the company.

DATED AT Waterloo, Ontario THIS 24TH DAY OF JULY 2001.


Edward F. Bauman

MARKETING INFORMATION

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		6
7th YEAR		12
ESTIMATED TOTAL WEEKLY REACH 1st YEAR, PEOPLE 12 YEARS +:		
IN CENTRAL AREA		35,000
IN FULL COVERAGE AREA		45,000
ESTIMATED AVERAGE 1/4 HOUR RATINGS, CENTRAL AREA, MON - FRI, 1st YEAR:		
	%	Audience
06:00 - 10:00	1.2	4,800
10:00 - 14:00	1.0	2,200
14:00 - 19:00	1.0	3,300
19:00 - 24:00	0.3	1,200

4.2 Please 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 directed:

	3 mV/m CONTOUR (FM) 15 mV/m CONTOUR (AM)	0.5 mV/m CONTOUR (FM) 5 mV/m CONTOUR (AM)	PRINCIPAL MARKETING AREA
POPULATION: PRESENT	288,800	451,100	288,800
POPULATION: PROPOSED			
HOUSEHOLDS: PRESENT	107,310	163,930	107,310
HOUSEHOLDS: PROPOSED			

4.3 Please identify the sources from which population data has been obtained.

Stats supplied by Region of Waterloo - Planning / Economic Development Dept.

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

Kitchener-Waterloo CMA

4.5 Submit as **SCHEDULE 13**, a description of the methodology, along with the detailed calculations, used to arrive at each source of revenue projected.

4.6 Would you accept as a **CONDITION OF LICENCE** that the undertaking be on air within 12 months of the date of a favourable decision?

Yes No (Please explain)

TECHNICAL INFORMATION

5.1 Have all required technical documents been filed with Industry Canada?

- Yes No

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 No

5.2 Please provide the following technical information:

	PROPOSED OPERATION	NOTE
FREQUENCY	93.9 MHz	KHz for AM MHz for FM
CHANNEL & CLASS	230 A	
POWER	900 Watts	AM = Transmitter Power FM = Effective Radiated Power (ERP) at horizontal plane or at beam angle
EFFECTIVE ANTENNA HEIGHT (EHAAT)	257.1 M	
ANTENNA & TRANSMITTER SITE COORDINATES	Lat: 43° 27' 00" N. Lon: 80° 36' 08" W.	
STUDIO LOCATION(S)	695 Belmont Ave. Kitchener, Ontario	City and street address where possible
SUBSIDIARY COMMUNICATIONS (SCMO) SUBSIDIARY DATA	<input type="radio"/> Yes <input checked="" type="radio"/> No	
PROGRAMMING FEED METHOD(S)	Bell Lines or Fibre Optics	Satellite, Microwave, Fibre Optic Cable, Other
FOR REBROADCASTING STATIONS, IDENTIFY STATION REBROADCAST	N/A	Call Letters Frequency Location

5.3 Provide the following information regarding capital costs and facilities:

	Cost of Assets to be purchased \$	Value of assets to be leased \$	Annual lease
STUDIO PLANT	\$125,000		
TRANSMITTING PLANT	\$50,000		
CONTINGENCY	\$425,000		
TOTAL	\$600,000	\$0	\$0

5.4 Attach as **SCHEDULE 14** a clearly legible copy of the maps required in the Engineering Brief submitted to Industry Canada, and which show the proposed coverage contours.

In the case of a proposal for a conversion from AM to FM provide a comparison of the 5 mV/m AM contour with the 0.5mV/m FM contour and of the 15 mV/m AM contour with the 3 mV/m FM contour.

5.5 Attach as **SCHEDULE 15** documentation supporting the availability of the proposed transmitter site(s).

PROGRAMMING AM OR FM UNDERTAKINGS

6.1 LANGUAGE(S) OF PROGRAMMING

BY CONDITION OF LICENCE, the principal language of broadcast will be English

	Minimum per Broadcast Week	
	Hours: Minutes	%
Aboriginal Canadian Languages		
Other Languages		

If the station will devote 15% or more of the broadcast week to **ethnic programming**, complete questions 6.8 to 6.11.

6.2 CANADIAN TALENT DEVELOPMENT

The applicant undertakes to accept, as a **CONDITION OF LICENCE**, to participate in the Canadian Talent Development Plan created by the Canadian Association of Broadcasters as set out in Public Notice CRTC 1995-196 dated 17 November 1995, or as amended from time to time and approved by the Commission.

Yes No

If NO, or if it is proposed to exceed the minimum requirements of the Plan, the applicant undertakes to accept as a **CONDITION OF LICENCE**, to devote a minimum of \$30,000 /year in direct contributions to the development of Canadian talent. Details of the initiatives proposed should be attached as **SCHEDULE 16**.

6.3 INDUSTRY CODES:

The applicant undertakes, during all hours of broadcast, to accept as **CONDITIONS OF LICENCE**:

a) To adhere to the Broadcasting Code for Advertising to Children (Public Notice CRTC 1993-99 dated 30 June 1993), as amended from time to time and approved by the Commission.

Yes No

b) To adhere to the Industry Code on Gender Portrayal (Public Notice CRTC 1990-99 dated 26 October 1990), as amended from time to time and approved by the Commission. (The application of this condition will be suspended as long as the *licensee is a member in good standing of the Canadian Broadcast Standards Council*.)

Yes No

AM UNDERTAKING

6.4 LOCAL PROGRAMMING

a) Minimum level of LOCAL PROGRAMMING: _____ hrs. _____ min. each broadcast week.

b) As outlined in the Local Programming Policy*, please describe the manner in which spoken word material of direct and particular relevance will be provided to the community served. Details should be attached as **SCHEDULE 17**.

(*The definition of "local programming" shall be as set out on page 8 of Public Notice CRTC 1993-38 (19 April 1993), or as amended from time to time by the Commission.)

FM UNDERTAKINGS

6.5 LOCAL PROGRAMMING

a) Is the (proposed) station located in a single station market as defined in Public Notice CRTC 1993-121 dated 17 August 1993?

Yes No

If NO, the applicant undertakes, by **CONDITION OF LICENCE**, to refrain from soliciting or accepting local advertising for broadcast during any broadcast week when less than one third of the programming aired is "local".

Yes No

If NO, provide justification as **SCHEDULE 17**.

b) As outlined in the Local Programming Policy*, please describe the manner in which spoken word material of direct and particular relevance will be offered to the community served. Details should be attached as **SCHEDULE 17**.

(*The definition of "local programming" shall be as set out on page 8 of Public Notice CRTC 1993-38 (19 April 1993), or as amended from time to time by the Commission.)

6.6 STATION FORMAT

The applicant undertakes, by **CONDITION OF LICENCE**, to operate within the specialty format, as defined in Public Notice CRTC 1995-60 dated 21 April 1995, or as amended from time to time by the Commission.

Yes No

A private commercial FM station is considered as operating in the Specialty format if it meets one or more of the following criteria. If response to the above is YES, please indicate the Specialty format proposed:

- the language of broadcast is neither English nor French;
- more than 50% of the broadcast week is devoted to Spoken Word;
- less than 70% of the music broadcast is from Category 2 (Popular Music) as defined in Public Notice CRTC 2000-14 dated 28 January 2000. In this case, the applicant undertakes, by **CONDITION OF LICENCE**, to broadcast the following:

MUSIC CATEGORY BREAKDOWN - SPECIALTY FORMATS		
MUSIC CATEGORY	DESCRIPTION	MINIMUM % OF TOTAL MUSIC
21	Pop, Rock and Dance	
22	Country and Country Oriented	
23	Acoustic	
24	Easy Listening	
31	Concert	
32	Folk and Folk Oriented	
33	World Beat and International	
34	Jazz and Blues	
35	Non-classic Religious	

6.7 HIT MUSICAL SELECTIONS (ENGLISH LANGUAGE STATIONS ONLY)

The applicant undertakes, by **CONDITION OF LICENCE**, to broadcast a maximum level of 49.0, each broadcast week of HIT MATERIAL, as defined in Public Notice CRTC 1997-42 dated 23 April 1997, or as amended from time to time by the Commission.

ETHNIC PROGRAMMING OR UNDERTAKINGS

Applicants proposing to devote 15% or more of the broadcast week to ethnic programming must complete questions 6.8 to 6.11.

In the *Ethnic Broadcasting Policy* set out in Public Notice CRTC 1999-117 (Public Notice 1999-117) dated July 16, 1999 the Commission established a number of policy objectives and programming expectations that ethnic broadcasting undertakings must meet.

Applicants are reminded that, except where the Commission has provided otherwise in a condition of licence, licensees must comply with the regulatory requirements set out in the *Radio Regulations, 1986* (the regulations), as amended from time to time.

In this regard, the Commission has recently set out for public comment in Public Notice CRTC 2000-37 dated March 10, 2000 proposed amendments to the regulations to reflect the new Ethnic Broadcasting Policy. In particular, while the current requirement that ethnic stations devote not less than 60% of their broadcast week to ethnic programs is being maintained, the proposed regulations provide that not less than 50% of a broadcast week must be devoted to third-language programs. Applicants should consult Public Notice CRTC 2000-37 for more information on the proposed

Applicants who wish to be relieved, in whole or in part, of any obligations outlined in the following sections or in the regulations must provide their proposal and justification for the proposed exception in **SCHEDULE 20**. Applicants must demonstrate that the proposed exception is justified in the circumstances.

6.8 In Public Notice CRTC 1999-117, the Commission expressed the view that the primary responsibility of over-the-air ethnic radio and television stations should be to serve and reflect their local community and stated that "ethnic broadcasters would be expected, at the time of licensing and renewal, to provide plans on how they will reflect local issues and concerns during the terms of their licences."

Please provide your plans relating to the above and indicate how you will subsequently evaluate your progress.

6.9 As set out in Public Notice CRTC 1999-117, the Commission will set, by condition of licence, the minimum number of ethnic groups that each ethnic radio and television station must serve and the minimum number of languages in which it must provide programming. The minimum number of distinct groups that a station must serve is established on the basis of the demographics of the community, the services already available and the degree of support shown by local community organizations. In addition, the Commission stated that it will also weigh the ability of ethnic stations to provide appropriate amounts of quality programming to these groups and that it will evaluate how this broad service requirement is met in light of the ethnic programming available from all stations in the market. Having regard to this policy, please provide your commitments in this area which will be imposed as conditions of licence.

6.10 The policy set out in Public Notice CRTC 1999-117 also noted that in the area of Canadian talent development (CTD), the Canadian Association of Ethnic Broadcasters (CAEB) made a commitment that each of its member ethnic radio stations would contribute \$3,000 per year per station for three years to establish a catalogue of Canadian ethnic recordings. Please outline your plans in this area and whether this contribution should be in addition to or in part of your station's annual CTD condition of licence.

6.11 Please complete the following table relating to the broadcasting of ethnic and third-language programming.

Please note that a "broadcast week" refers to the total number of hours devoted to broadcasting during the 126 hour period extending from 6:00 a.m. to midnight, for seven consecutive days beginning on Sunday. Percentages should be based on the total number of hours of programming broadcast by the station in a broadcast week (i.e. the total number of hours of programming by the station in a broadcast week may be less than or equal to 126 hours).

Please note that ethnic programming means programming provided in any language, that is specifically directed to any culturally or racially distinct group other than one that is Aboriginal Canadian or from France or the British Isles. Ethnic programming may be in English, French, a third-language or a combination of languages. Third-language programming means ethnic programming in languages other than French, English or those of Aboriginal Canadians.

In determining the language of ethnic programming, DO NOT consider: music, advertising, station contests and community and emergency messages during a particular ethnic program. However, in calculating the actual duration of each program, those elements must be counted.

Applicants must provide the following information with respect to all ethnic programming, including third-language programming.

Language in which ethnic programming is provided	Ethnic group to which it is directed	Total duration of this programming per broadcast week (hrs:mins)	% of the total programming provided during each broadcast week that is devoted to this type of programming
% of the total programming provided during the broadcast week that is devoted to ETHNIC PROGRAMMING			
% of the total programming provided during the broadcast week that is devoted to THIRD-LANGUAGE PROGRAMMING			

QUESTIONS 7.5 TO 7.7 ARE FOR APPLICANTS WITH BETWEEN 25 AND 99 EMPLOYEES ONLY:

7.5 How do you or will you communicate details of your employment equity policies to managers and staff?

7.6 Have you assigned or will you assign a senior level person to be responsible for tracking progress and monitoring results?

Yes No

If YES, what authority does or will that person have to ensure goals are achieved?

7.7 What financial resources have you or will you put in place to promote employment equity in the workplace (e.g. funds for daycare, access for persons with disabilities, etc.)?

QUESTIONS 7.8 AND 7.9 ARE ONLY FOR APPLICANTS WHO ANSWERED "NO" TO QUESTION 7.2

7.8 To what extent will the proposed undertaking address the equitable representation of the four designated groups (women, aboriginal persons, disabled persons and members of visible minorities)?

The applicant will endeavour to have equitable representation from each of the four designated groups in its workforce.

7.9 Does the proposed undertaking have an employment equity (EE) plan?

Yes

If YES, please describe the principal measures proposed to recruit and assist members of the four designated groups (e.g., work arrangements, apprenticeship or training programs, career counselling, etc.).

No

If NO, please provide a statement indicative of your commitment to develop and implement an effective EE plan.

The applicant is a new entity with a planned workforce of approximately 20 full-time & part time employees. We take very seriously our commitment to provide employment opportunities to qualified applicants from the 4 groups as well as to reflecting their interests in on-air presentation.

ON-AIR PRESENCE

In Public Notice CRTC 1994-69, as amended in Public Notice CRTC 1995-98 and reiterated in Public Notice CRTC 1997-34, the Commission announced its policy regarding on-air presence of, and voice-overs using, members of the four designated groups. The policy requires radio and television licensees with 25 or more employees (at all of the undertakings for which it holds licences in aggregate) to provide their plans and policies in this area. Radio and television licensees with 100 or more employees (at all of the undertakings for which it holds licences in aggregate) are to submit information on the use of members of the designated groups on-air or for voice-overs.

APPLICANTS WITH 25 OR MORE EMPLOYEES ONLY:

8.1 If the undertaking is approved, would the licence be held by a licensee that already holds one or more broadcasting licence(s)?

Yes (Please proceed to question 8.2)

No

8.2 Has the applicant replied to the questions in this section within the last twelve months?

Yes, in Application # _____ relating to _____
(name of undertaking)

(Please proceed to questions 8.4 and 8.5, if applicable)

No (Please proceed to questions 8.3 to 8.5, if applicable. Please answer these questions on behalf of the licensee company as a whole, and with reference to employees at all undertakings for which the licensee holds the licence.)

8.3 Please provide as **SCHEDULE 19** an outline of policies and procedures in place, or plans in this regard, to ensure the representation of members of the four designated groups in on-air positions, including voice-overs where applicable. These policies, procedures and plans should include references to programs produced by the applicant, as well as to acquired programming and advertising.

APPLICANTS WITH 100 OR MORE EMPLOYEES ONLY:

8.4 Please provide the total number of employees (full-time, part-time and temporary) from each designated group, as well as the total number of employees, who were employed in the last year in which reports were submitted to Human Resources Development Canada (HRDC) in the on-air categories described in Public Notice CRTC 1994-69. Please use the same classification system (SOC or NOC) used in the reports submitted to HRDC.

You are not required to provide a breakdown for each category, but rather an aggregate total for all the categories.

Number of On-Air Employees that are	
Women	
Aboriginal Peoples	
Disabled Persons	
Visible Minorities	
Total Number of all On-Air Employees	0

8.5 Please describe in **SCHEDULE 19** the specific initiatives to be undertaken that are designed to improve the on-air representation of members of the four designated groups, with respect to both employees and free-lancers.

For example, have you:

- identified specific target areas as subjects for research and as areas in which change will be measured?
- devised a method for assessing progress, such as periodic sample content analyses of station-produced or acquired programming?
- helped to increase awareness of the issue through educational efforts, such as seminars and workshops?
- met with organizations representing the designated groups in order to help develop resources for on-air positions?
- tracked the number of free-lancers contracted on an annual basis and the number of those from designated groups (based on self-identification)?

LIST OF DOCUMENTS ENCLOSED BY APPLICANT

SCHEDULES

- 1 List of Directors and Officers
- 2 Statement on the Control by the Applicant
- 3 Document on Delegation of Responsibility by Contract
- 4 List of Shareholders holding 10% or more of the Applicant Company
- 5 List of Shareholders holding 20% or more of the Applicant Company
- 6 Incorporating Documents (Certificate, Articles of Incorporation, By-Laws) for each entity holding 20% or more of the Applicant Company.
- 7 List of Proposed Debt Holders
- 8 Document Supporting the Availability of Source of Funds
- 9 List of Corporations in Broadcast-related Fields
- 10 Financial Table for AM Station
- 11 Projected Statement of Pre-operating Costs
- 12 Basic Underlying Assumptions for Financial Projections
- 13 Description of Methodology and Detailed Calculations for source of revenue
- 14 Contour Maps
- 15 Documentation in Support of Availability of Transmitter Site(s)
- 16 Canadian Talent Development Initiatives
- 17 Details and/or Request for Exemption concerning Local Programming
- 18 Employment Equity (EE) Initiatives
- 19 On-Air Representation Initiatives
- 20 Supplementary Brief
- 21 Summary of Application