

Appendix 1

Supplementary Brief for a new FM Radio undertaking within the **Specialty-Religious** category to be located in Sydney, Cape Breton, NS

The Application:

In this application, Faith Baptist Church in Sydney, Cape Breton, Nova Scotia is applying for a new '**Specialty-Religious**' FM license to serve the greater Sydney region with Christian Music and Religious Spoken Word programming. The station will have **no commercial advertising**. Although we believe this new station will have wide universal age appeal, the targeted demographic will be 44+. This application if approved will serve the 5 populous areas within the CBRM (Cape Breton Regional Municipality) including: Sydney, North Sydney, Sydney Mines, New Waterford & Glace Bay. For decades and still today in 2016, there is no full-time source of local Christian Radio programming on Nova Scotia's Cape Breton Island.

The Evolution of the Local Radio Market

While there have been only a few additions to the radio market within the greater Sydney Area within the past decade...any new signals have been of a commercial nature along with an Aboriginal radio service (C99) based on the nearby Membertou First Nation Reserve. There remains however a large notable 'void' on the local airwaves and an equally large 'demand' for Christian Music and interdenominational religious spoken word programming on Cape Breton Island. If successful, this FM application will fill that void across the most densely populated area on Cape Breton Island.

Rationale

As an active partner in the wider faith community here on Cape Breton Island, we recognize the great value of local community spirit and the need to continually develop this through good communication, encouragement and support. We believe an important part of any community is its **spiritual life** and Cape Breton Island in Nova Scotia is no different.

- 1) In the last Statistics Canada 2012 National Household survey, over 90% of Cape Breton Islanders expressed some form of Christian faith and yet there is no radio station serving this demographic within the largest area of densely populated local communities. That void translates into no 'faith based' radio programming and no Christian music including familiar traditional hymns and songs plus the ever growing variety of new Christian/Gospel especially music featuring emerging local and provincial Christian music artists.
- 2) Many local pastors including the pastor from Faith Baptist Church have shown a dedicated commitment through visits to many retirement homes supporting the pastoral needs of the elderly. An important part of this support is meeting their spiritual needs by conducting services. Through these weekly visits over the past decade, there has been a growing call from many of the elderly repeatedly expressing how much they'd love to have traditional Hymns and Gospel music played on the radio. Equally as important is the important fact there are so many housebound seniors who are simply too fragile to get out to church in our local region.
- 3) We've been hearing these requests for many years. Particularly over the past 5 years, there has been a steady call for a 'faith based radio station' in the Sydney area that could play religious music, provide uplifting positive messages, family-centric programming, 'live' and pre-recorded church services, relevant inter-denomination based religious programming and local news about community events and the daily happenings of interest to everyone in the greater Sydney area.

4) The population according to the most recent 2012 census is as follows:

Population of Cape Breton - 134,535

Population of Cape Breton Regional Municipality* - 97,398

*The Population of the Cape Breton Regional Municipality best represents the catchment area of this proposed applicants FM signal footprint.

The only available data on Religion make up of Cape Breton Island according to the last census was as follows:

90,000 people classify themselves as Christian (Catholic)

30,000 people classify themselves as Christian Protestant

Just under 400 as Christian Orthodox, approximately 250 as Jewish

And just over 120 as Muslim

If those numbers are pro-rated for the greater Sydney Area, which in essence is the 'Cape Breton Regional Municipality' then the actual breakdown numbers should look like this:

64,800 people classify themselves as Christian (Catholic)

21,600 people classify themselves as Christian (Protestant)

Just under 300 as Christian Orthodox, Approximately 180 as Jewish and just under 90 as Muslim

Aside from the countless comments we've heard over the last five years, these numbers also speak for themselves. We firmly believe that a 'faith based' interdenominational Christian Radio Station for the most populous area of Cape Breton is long overdue and that it can also be fully sustainable for many years to come.

5) Cape Breton has equal to or more than its share of active 'faith' groups for any Canadian region of our size. These community based active faith groups save the local and provincial governments tens of thousands of dollars annually by providing social supports for the needs of the local community. Examples of these here in Sydney alone include: Youth and Children's clubs, Parenting classes, Parent and Toddler groups, Summer Vacation camps, Fun days for the family, 50+ Luncheons, Keep Fit Clubs for the elderly, Community breakfasts, Food

banks, Homeless shelters, Concert events, Counseling & Listening services as well as extremely important Substance Abuse and Family support work. All of this and more is done by the 'faith' community, financed by the local community and staffed by predominantly volunteers. A faith based radio station here in CBRM would "have a mandate" to actively promote the availability of all these valuable services in our local community, raising the profile of this much needed work and especially encouraging the morale of those who are serving in this challenging community sector by actively promoting them on a daily and weekly basis.

6) As a full service Christian radio station, with a variety of Christian music, local and syndicated faith based programming, we also plan to present local and provincial news, to broadcast weather regularly 24 hours a day and to actively promote all relevant local events. If it's important to our local Cape Breton Island community, it will be heard on CICB. We also plan to feature regular guest slots for interviews of local citizens and as well during elections, the opportunity to interview local candidates running for political office. This radio station will enable local representatives of the faith community on the island to share valuable information on what is happening in our area and actively input into the 'spiritual life' of Cape Breton Island. There are **NO future plans** to make this broadcast undertaking a commercial entity. It will remain a non-commercial FM Religious Specialty Music Service & Spoken Word undertaking with locally produced and syndicated faith based programming for the planned long life of the Radio Station.

7) Cape Breton is one of the richest musical regions of Canada. It has a deep heritage of both Celtic music and multi-genre performers, particularly Christian/Gospel artists and it's our plan to open up our station for local faith based artists to enter the studio, be interviewed, play their songs on-air and to share the meaning behind what they have written. This would be a first for most faith based artists on Cape Breton Island. This would mean an entirely new avenue of promotion of local Canadian Talent Development as well as providing inspiration to upcoming emerging Island artists to develop their talents and allow us to showcase them also on air. We're also integrating our large Sanctuary Stage to feed 'live sound' directly into the

CICB Radio studios, providing a fully functioning live local concert venue for faith based artists, groups and many guest speakers.

8) In case of any serious emergency or disaster in the greater Sydney area (i.e. The recent Thanksgiving Day/16 floods that displaced hundreds of Sydney residents and destroyed tens of homes), we have already met with local officials and offered to turn over our radio facilities of this planned station to be used as an emergency channel by local Sydney and Area EMO, and for First Responders. These arrangements which were agreed to in principle months ago would be formalized immediately upon receiving an approval of this new Radio Station's CRTC license application.

9) Finally, another key component of CICB's proposed mandate is to provide an avenue for youth in the Sydney area to gain a voice and to play an important role on CICB. To that end, when you note the Programming Grid enclosed in this application.. One of the key new programs is dedicated time devoted to Sydney and area youth each weekday evening. There has been a tremendous level of support so far to directly involve CBRM youth to air their own programs weekday evenings. Youth related issues are a big issue on the island and as a radio station we will have a tremendous platform for youth themselves to discuss and shine a spotlight on important youth related issues. We've already received interest and support from some youth groups in Sydney and they have agreed to play an integral role on -air on CICB. This is a first we believe for this region. To our knowledge, we are proposing to launch the first radio station that will feature Sydney and area youth playing contemporary Christian Music and discussing critical and important issues facing young adults in this region.

Unprecedented Support from Area churches

CICB represents a unique and exciting new development. Something that's never happened before. We've encountered such a high level of support from numerous churches in the CBRM, that we've talked often that this may possibly an 'ideal' model for future Specialty-Religious Radio applications. Prospective church partners representing multiple denominations throughout the Cape Breton Regional Municipality and each of them financial supporters for CICB are stepping forward at a rate of 2 churches a month so far. Not only have they have committed financial support to sustain and grow the station, several have a high degree of interest to contribute actual audio

programming to CICB-FM. This is something they have never had the opportunity to do before.

Sydney Area Churches Radio Partnership

The following churches have expressed strong interest in forming a support network for this proposed FM non-commercial religious specialty radio station. They also sent leadership representatives to attend our Radio 'Vision' Launch and have offered **Human Resources and Finances** to help the Radio Station, beginning with our planned start-up launch phase. These local churches have also committed support and long term interest in contributing pre-produced and future 'live' local programming for this radio station. Here is the growing list of CICB local church partners so far:

Cape Breton Christian Fellowship Church

Denomination - Charismatic
Sherwood Park Education Centre
500 Terrace Street
Cape Breton, NS

Sydney Community Church

Denomination-Salvation Army
55 Inglis Street
P.O. Box 902 STN A
Sydney, Nova Scotia,

Sydney Pentecostal Church

Denomination - Pentecostal
20 Victoria Road Sydney
Nova Scotia,

Grace Fellowship Church

Denomination - Presbyterian
3 Meadowbrook Drive
Sydney Mines, NS,

Carmen United Church

Denomination - United
24 Huron Ave
Sydney Mines, NS

Island Business Ministries

Inter Denominational
628 Kings Road
Sydney, Nova Scotia,

The Mighty Fortress Church of God

Denomination - Pentecostal
7437 Main Street, Louisburg,
Nova Scotia,

Westminster Bible Presbyterian

221 Herbert Street, Sydney
Nova Scotia

Bethel Presbyterian Church

9 Brookland St, Sydney, NS

Christian Community Church

14044 ChetiCamp, Cabot Trail,
Nova Scotia

Highland Church Sydney

88 Laurier St, Whitney Pier, NS

Wide and Growing Financial Support for 'CICB'

This radio station will NOT solicit any revenue from commercial advertisers and will be fully funded by the Faith Baptist Church, its parishioners along with the growing list of local churches and donors who have agreed to commit funds on a monthly basis to sustain this planned undertaking. This kind of local support along with a commitment from multiple churches of other denominations **is truly unprecedented**. Monthly costs will be quite reasonable as many are already covered under the existing infrastructure of the Faith Baptist Church.

As you will see from our enclosed financial projections, this new planned operation is in an exceptional position due to the wide and strong local financial support that has been growing for this type of service for several years. Phase 1 of fund-raising to pay for the construction and equipment for the Studio Plant was raised in less than 60 days from parishioners and many local community donors.

Phase 2 which will fully fund and pay for the FM Transmitter site, the Transmitter plant and all associated costs has already been committed in principle from several local sources including area churches. Should an approval for this application be granted, Phase 2 funds will reach our fully funded target quickly, allowing a prompt and smooth completion to expedite on-air readiness for technical transmitter testing under the direction of Industry Canada. With strong interest already from many local churches, many parishioners, local residents, retired broadcasters and even students from the NSCC Radio TV Journalism program, we're confident we'll have an abundance of local volunteers to complete their orientation and to operate this 'Specialty' Religious FM undertaking indefinitely into the future.

Technical Issues

To date there have been no unexpected technical issues. Earlier, we received our detailed report from YRH Engineering in Montreal (also delivered to Industry Canada) and a copy is enclosed. The FM dial in the Sydney area is not congested, and in our enclosed P Eng. report, no issues with the existing chosen frequency on Channel 214 were identified. If the planned frequency

of Channel 214 (90.7 MHz) were to suddenly become unavailable, we would simply request another analysis of local data and if required, move to an alternate frequency which would have no detrimental effect on this application.

Programming and local Market demand

Under the **Specialty Religious** format, with NO commercial advertising, we plan to air a combination of both locally produced programs and a selection of interdenominational Syndicated Religious Spoken Word programs. The emphasis where possible for all programming will be LOCAL.

Of the music we wish to play, a minimum of 95% falls under CRTC sub-category 35, **Non-Classic Religious**. We plan to exceed the CanCon regulations for Specialty-Religious with a minimum level of 25% Canadian Content. Due to a strong community support and the very 'vocal' demand for Christian Music and Religious programming on Cape Breton Island, we're highly confident our programming will be popular not only with younger listeners but also strong in the older 44+, 54+ & 65+ demographics. As our programming will be new and is not available on a full time basis anywhere on Cape Breton, we do not expect any detrimental effect whatsoever on other local broadcasters in this area. We support a healthy, vibrant and diverse radio community in Cape Breton and if this application is approved, we will simply fill a current and historical void as the only local source for Christian Music and inter-denominational religious programming seven days a week.

Finally....We'd like to thank the CRTC for receiving and considering this new FM application. The time is right and the support is nothing short of unprecedented. We've heard from so many here in the greater Sydney area who feel it's time for a local and full time **Specialty-Religious** FM Radio station to serve the CBRM. We sincerely hope the CRTC will grant us the approval to make that happen. Thank you also on behalf of the hundreds of local Cape Breton residents who have already spoken out in support of this idea and application. Many have already become involved in providing the level of support required to make this station a reality and to see it become a positive and sustainable source of faith-based radio programming and inspiration in Cape Breton for many years to come.