

Application to Obtain a Broadcasting Licence to Operate a Commercial or Ethnic Radio Undertaking (including low-power) - Form 101

General Instructions

Filing

File electronically via [My CRTC Account](#) by attaching the application to the [Cover page](#). **My CRTC Account** allows you to securely submit documents to the Commission with a user ID and password. Therefore, a signature is not required when using **My CRTC Account**. Applicants who file their application in this manner are not required to submit a hard copy of the application and its related documents.

Applicants who cannot send their application electronically with **My CRTC Account** can contact the Commission at 1-877-249-CRTC (2782).

Naming conventions for electronic documents

The following documents should be submitted as separate electronic documents using the naming convention specified below. The document number (Doc#) indicates the ascending order in which the documents should appear on the public file.

Table 1 - Naming convention for the electronic documents	
Document	Electronic file name
The Covering Letter (if any)	Doc1 - Cover Letter
The Application Form	Doc2 - Form 101 "Application to Obtain a Broadcasting Licence to Operate a Commercial or Ethnic Radio Undertaking (including low-power)"
Appendix 1	Doc3 - Appendix 1 - Supplementary Brief
Appendix 2A	Doc4 - Appendix 2A - Ownership Information
Appendix 2B	Doc5 - Appendix 2B - Control Statement and Agreements
Appendix 2C	Doc6 - Appendix 2C - Corporate Documents
Appendix 3	Doc7 - Appendix 3 - Consolidation & Cross-Media
Appendix 4A	Doc8 - Appendix 4A - Proof that technical documents were filed with the Department of Industry
Appendix 4B	Doc9 - Appendix 4B - Map - Conversion from AM to FM
Appendix 4C	Doc10 - Appendix 4C - Map: Low Power AM
Appendix 4D	Doc11 - Appendix 4D - Map: Low Power FM
Appendix 4E	Doc12 - Appendix 4E - Maps Required in Technical Brief
Appendix 4F	Doc13 - Appendix 4F - Map - Realistic Contours

Appendix 4G	Doc14 - Appendix 4G - Documentation - Availability of Proposed Transmitter Site(s)
Appendix 5A	Doc16 - Appendix 5A - Letter of Financing from Third Party Institution
Appendix 5B	Doc17 - Appendix 5B - Statement of Net Worth
Appendix 5C & 5D	Doc18 - Appendix 5C & 5D - Financial Statements
Appendix 8A	Doc19 - Appendix 8A - Description of the proposed CCD initiatives (See details on this Form 101)
Appendix 8B	Doc20 - Appendix 8B - Sample Block Schedule
Appendix 8C	Doc21 - Appendix 8C - Sample Music List
Each confidential document	Not Web - Doc - confidential - "brief description of the document"
Each abridged version of each confidential document	Doc - Abridged version - "same description of document for which confidentiality is requested"

1. General information

Type of station:

AM () **FM (X)** Check here if low-power ()

* A low-power AM undertaking is an undertaking with a transmitter power of less than 100 watts in the 525 - 1705 kHz band. A low-power FM undertaking is an undertaking with a maximum effective radiated power (ERP) of 50 watts and transmitting antenna height of 60 metres in the 88 - 108 MHz band.

Location of undertaking: Sydney, Cape Breton, Nova Scotia

1.1 Provide a brief description of your application:

THE CRTC FM Radio application within this submission is a request to enable and launch the first Christian Music and Interdenominational Religious-Specialty Spoken Word FM Radio station serving the five main communities in the greater Sydney area on Nova Scotia's Cape Breton Island.

This Radio station if approved will be a 'non-commercial' FM station and the first on the Island providing a wide selection of Christian Music and Religious Spoken Word programming from 'various' local sources in the most populous area of Cape Breton Island, the CBRM (The Cape Breton Regional Municipality).

1.2 Identification of applicant

Individual () Company () Company to be incorporated () **Other (X)**

If other, specify: **Church and Radio Board of Directors (Incorporated)**

Name: **Faith Baptist Church**

Address: **10 Davenport Rd**

City: **Sydney, Cape Breton**

Province/Territory: **Nova Scotia**

Postal code: **B1P 6J4**

Telephone: **(902) 270-3430**

Fax: None

Email: **Pastor@faithbaptistsydney.com**

Contact person representing the applicant

(if there is no appointed designated representative under question 1.2)

Name:

Title:

Telephone:

Email:

1.3 Appointment of designated representative

I, **Pastor Rob Jones**, the applicant, hereby designate **David Bannerman** as my designated representative 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: **Sydney, Nova Scotia**

Signature (a signature is not required when submitting electronically):

Address of designated representative:

Title: **Mr. David Bannerman, 124 Etter Rd, Box 124,
Newport, NS B0N2A0**

Telephone: **902-757-1672**

Fax: None

Email: **david@mediavoice.ca**

1.4 Declaration of the applicant or its designated representative

I, **David Bannerman**, solemnly declare that:

- a. I am the designated representative of the applicant named in this application brief and as such have knowledge of all matters declared therein.

- b. The statements made in this application or in any document filed pursuant to any request for further information by the Commission are (will be) to the best of my knowledge and believed to be true in all respects.
- c. The opinions and estimates given in this application or in 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 and policies relevant to this application.

And I have signed

Signature (a signature is not required when submitting electronically):

Date: **Nov 10th/2016..... David A Bannerman**

Witnessed by

Signature (a signature is not required when submitting electronically):

Name: **Lloyd Smith**

Date: **Nov 10th/2016**

At: **Newport, Nova Scotia**

1.5 Procedural request

The *Canadian Radio-television and Telecommunications Commission Rules of Practice and Procedure* (the Rules of Procedure) allow an interested person to request that the Commission exercise a power under the Rules of Procedure or change the Rules of Procedure for a specific proceeding (sections 5 and 7). This is generally called a procedural request. You may consult *Implementation of new Rules of Practice and Procedure, Broadcasting and Telecom Regulatory Policy* CRTC [2010-958](#), 23 December 2010, and *Guidelines on the CRTC Rules of Practice and Procedure, Broadcasting and Telecom Information Bulletin* CRTC [2010-959](#), 23 December 2010, for more information.

Is the applicant requesting that the Commission make an exception to its Rules of Procedure in the treatment of this application?

Yes () **No (X)**

If **yes**, please indicate which section of the Rules of Procedure you wish to vary and provide a detailed rationale as to why this request should be granted :

1.6 Application

The Commission will return the application if it has not been duly completed. The onus will be on the applicant to submit a complete application that provides all of the relevant information, to identify all regulatory issues raised in the application and to provide supporting documentation. Submit a website address or email address where an electronic copy of the application may be requested:

Website: www.FaithBaptistSydney.com

Email: **Pastor@FaithBaptistSydney.com**

1.7

It is mandatory that you file a supplementary brief identified as **Appendix 1**, ensuring that you, at a minimum:

- Indicate the proposed musical format of the station.
- Indicate the demographic group that the service will target.
- Provide information demonstrating market demand.
- Indicate if an alternative frequency has been identified and address the impact it could have on your business plan in the event that you are not granted the frequency you are applying for.
- If proposing an exception to any of the Commission's regulations or policies, provide details, rationale and any other information relevant to such proposal to explain why the proposed exception is warranted in the circumstances.

If the supplementary brief exceeds 10 pages, include an executive summary.

2. Ownership

Ownership information

[Appendix 2A](#) :

All applicants must complete section a) of the appendix but MAY BE exempt from completing section b).

[The applicant](#)

The entity applying to obtain a broadcasting licence to operate a commercial radio undertaking.

[The shareholder corporations](#)

The parent corporation, the corporations which form part of the control chain and all corporations or legal entities listed in a table 2.2 holding directly or indirectly 10% or more of the voting interest of the corporation to which the table 2.2 pertains.

You may be exempt from completing this section if all ownership information for each of the entities that form part of the control chain has been supplied within the last 12 months from the date of this application and accepted as satisfactory by the Commission. You must also ensure that:

- no changes have occurred since the last filing that would be subject to a notification requirement or prior approval by the Commission pursuant to the [Radio Regulations](#), 1986 (the Regulations);
- no amalgamation has occurred; and
- the exemption statement in section a) of Appendix 2A has been completed.

Control statement and agreements

Append as Appendix 2B:

A statement regarding who controls/will control the licensee and by what means. If the control is to be held by a shareholder corporation, also advise who controls/will control it and by what means.

If applicable, attach all related documents, such as Shareholders Agreement, Voting Trust Agreement, Local Management Agreement, Management Agreement, etc. Provide a draft copy where an executed copy is not available.

Corporate documents

Append as Appendix 2C, a copy of all constituting documents (for example, Certificate and Articles of Incorporation, Amendment or Amalgamation, By-Laws, Partnership Agreement, etc.), **that are not already on file with the Commission:**

For the applicant that is; not yet incorporated, provide draft documents.

For the parent corporation and for each corporation or other legal entity listed in table 2.2 of Appendix 2A, holding directly or indirectly 20% or more of the voting interest of the corporation to which the table 2.2 pertains.

3. Industry consolidation and cross-media ownership

3.1

Has the information in 3.2 been submitted to the Commission within the last 12 months?

Yes () **No (X)**

If **yes**, provide the references to the application containing this information:

Application No.: _____ Date filed: _____

If **yes**, proceed to section 4.

If **no**, complete question 3.2.

3.2

Complete the following table by providing a list of all entities involved in any of the areas listed below, for which any investment (equity and/or debt securities) is held by the applicant, its directors, a corporation that directly or indirectly controls the applicant and any shareholder holding 20% or more of the voting interest of the applicant. The table may be appended as **Appendix 3**.

Business classification code:

- a. other CRTC licence holder and exempted undertakings; **NONE**
- b. daily newspaper; **NONE**
- c. non-daily newspaper or other media publisher; **NONE**
- d. production or distribution of programming material; **NONE**
- e. lessor of property, plant or equipment of applicant; **NONE**
- f. telecommunications company regulated under the *Telecommunications Act*; and **NONE**

g. company owning securities in any of categories (a) to (f). **NONE**

Name of security holder	Name of corporation in which securities are held	Business classification code	Type of securities held	Vote (y/n)	% Held compared to number issued
N/A	N/A	N/A	N/A	N/A	N/A

4. Technical information

Applicants are advised to consult with their broadcast engineering consultants when completing this section to ensure that the information provided is consistent with the engineering brief (or the application for a broadcasting certificate) submitted to the Department of Industry.

4.1

Note that all required technical documents must be filed with the Department of Industry prior to submitting your application.

- a. Indicate the date of filing: **2015-09-15**
- b. You are required to provide a copy of the transmittal communication or courier pick-up receipt of the technical documents filed with the Department of Industry as **Appendix 4A**.
- c. I hereby authorize the Commission to include as part of this application any document or correspondence filed with the Department of Industry with respect to this application.

Yes (X) No ()

If **no**, explain.

4.2

In accordance with paragraphs 138-139 of *Campus and community radio policy*, Broadcasting Regulatory Policy CRTC [2010-499](#), 22 July 2010, please answer the following:

- a. Provide a list of the low-power radio stations that may be affected by this application.
NONE
- b. Have you contacted the community and campus radio stations on this list to inform them that their station may be affected by this application?

Yes () **No (X)**

If **no**, provide a detailed rationale explaining why not.

There are no Low Power FM Stations affected by this application.

4.3

Provide the following information:

	Proposed Operation	Note
Frequency	90.7 Mhz FM	kHz for AM MHz for FM
Channel and Class	Ch 214 Class A	
Transmitter power (for AM)	N/A	
Maximum effective radiated power (ERP) (at beam-tilt angle) (for FM)	3000 Watts	If no beam-tilt is used, provide ERP in horizontal plane
Average ERP (at beam-tilt angle) (for FM)	1863 Watts	If no beam-tilt is used, provide ERP in horizontal plane
Antenna radiation pattern	Non-Directional	Directional/Non-directional Antenna
Effective height above average terrain (EHAAT)	68.7 metres	FM only
Antenna and transmitter site coordinates	40 10' 02" N.	North Latitude
	60 09' 58" W.	West Longitude
Studio location(s)	10 Davenport Rd. Sydney, NS B1P 6J4	City and, where possible, street address
Subsidiary communications (SCMO) / Subsidiary data	Yes () No (X)	
For rebroadcasting transmitters, identify station rebroadcast	N/A	Call Letters
	N/A	Frequency
	N/A	Location

Supporting documents to be appended:

Appendix 4A

A copy of the transmittal communication or courier pick-up receipt of the technical documents were filed with the Department of Industry. **Enclosed**

Appendix 4B

In the case of a proposal for conversion from AM to FM band, provide a copy of a map (in colour if available) comparing the 5 mV/m AM contour with the 0.5 mV/m FM contour and of the 15 mV/m AM contour with the 3 mV/m FM contour. **Not Applicable**

Appendix 4C

In the case of a low-power AM radio station, provide a copy of a map (in colour if available) displaying the proposed 5 mV/m and 15 mV/m coverage contours. **Not Applicable**

Appendix 4D

In the case of a low-power FM radio station, provide a copy of a map (in colour if available) displaying the proposed 0.5 mV/m and 3 mV/m coverage contours. **Not Applicable**

Appendix 4E

In the case of a regular power station, a legible copy (in colour if available) of all maps included in the engineering brief submitted to the Department of Industry, outlining the proposed coverage contours as per the Department of Industry's Broadcasting Procedures and Rules.

You are required to submit your maps in an electronic format (for example, .jpg or .bmp file format). In addition, the Commission encourages you to submit your proposed coverage area contours in a geographical information system (GIS) compatible file format (for example, .mid/.mif or .tab). Moreover, provide the map datum and projection used.

Enclosed in this submission is our detailed P.Eng Report from YRH.

Appendix 4F

If applying for an FM undertaking, provide a map showing the realistic 3 mV/m and 0.5 mV/m contours by using an accepted engineering tool such as the CRC's PREDICT software program.

This information is also enclosed in the detailed P.Eng Report

Appendix 4G

Documentation supporting the availability of the proposed transmitter site(s).

Enclosed as Appendix 4G

5. Cost and funding

5.1

Provide the following information regarding capital costs and facilities: **Enclosed as Appendix 5C & 5D**

	Cost of Assets to be Purchased (\$)	Value (FMV) of Assets to be Leased (\$)	Annual Lease (\$)
Studio plant	See Appendix 5C & 5D	See Appendix 5C & 5D	

Transmitting plant	See Appendix 5C & 5D	See Appendix 5C & 5D	
TOTAL	See Appendix 5C & 5D	See Appendix 5C & 5D	

Questions 5.2 and 5.3 are to be completed only where the cost of the undertaking exceeds \$250,000.

5.2

Specify the funds available to finance the proposed transaction:

Equity: **Not Applicable**

Debt: **Not Applicable**

Total: **Not Applicable**

5.3

- a. Specify the individual sources of financing for the funds identified in question 5.2 (for example, bank loans, share capital or other loans). If any of these persons among the sources hold public office, by election or appointment, indicate the office held under the name of the person(s). **Not Applicable**

Source	\$

- 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

Documentation supporting the availability of each source of financing identified in question 5.3 if the cost of the undertaking exceeds \$250,000. **Not Applicable**

Appendix 5A

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: **Not Applicable**

"We have examined the financial projections of (name of applicant) related to the application(s) before the Commission for a licence(s) to provide (type of service) 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)."

Appendix 5B

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 three (3) months of the filing of the application.

Not Applicable

Appendix 5C

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 (6) months of the filing of the application. **Not Applicable**

Appendix 5D (if applicable)

Where the applicant is already incorporated or otherwise constituted as a legal entity, provide the audited financial statements of the applicant for its most recently completed year of operation and interim financial statements for a period ending within six (6) months of the date of the application.

6. Marketing

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

There will be no Commercial Revenue..... Not Applicable

For all persons ages 12+							
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Total Weekly Hours of Listening							
Share of Market Listening Hours (%)							

6.2 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 will be 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	57,457	91,435	Cape Breton Regional Municipality
Households	26,163	41,263	Cape Breton Regional Municipality

(for broadcasting operations only)								
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* The basic Canadian content development (CCD) contribution amounts are set out in Section 15 of the [Radio Regulations, 1986](#). Because CCD contributions are based on revenues from the previous broadcast year, the basic contribution for the first year of operation **in the case of a new station** is \$0, given that there is no revenue for the previous broadcast year.

- b. Provide a detailed listing of all supporting financial assumptions and calculations.
See Appendix 5C & 5D

7.2 Since Faith Baptist Church is a not-for profit corporation, we are exempt from the requirement to make direct CCD financial contributions. However, Canadian Content Development will play a significant and strategic role in the programming of this proposed FM station. We have invested upgrades into what is now a large audio-wired stage connected to the radio studios where local talent already appear on a regular basis. Our plans are to record and/or feature 'live' performances from local and Canadian upcoming Christian music artists on a regular basis. We are planning on a number of special events that will be entirely 'local talent based' and we're confident these special local talent appearances will meet the value of emerging Canadian Talent Development that is currently being offered from the existing selection of 'commercial radio operations' in the Sydney area. It is our goal to have a very active ongoing calendar of special local talent appearances and broadcasts that will quickly become a popular local tradition. Cape Breton is a Canadian hot-bed of Music and venues are extremely busy. Our goal is to see our radio ready 'stage' become a regular stop for all Christian Music Artists who tour through eastern Nova Scotia. All appearances by upcoming emerging Canadian talent on the FBC stage will be either aired 'live' or recorded for airplay along with extensive pre-promotion as well as detailed studio and/or stage interviews.

- b. Provide a detailed listing of all supporting financial assumptions and calculations.

7.3

Provide a projected statement of pre-operating costs for the period prior to the commencement of operation.

7.4

For the second year of operation, provide a table showing the potential source of your projected revenues as they pertain to:

- existing radio services;
- new revenues that would be brought into the broadcasting industry from advertisers which do not currently advertise on radio;
- new revenues that would result from increased spending on the proposed services by advertisers which currently advertise on existing radio services; and
- other media.

8. Programming

8.1 Canadian Content Development (CCD)

Basic contributions

Section 15 of the Regulations requires licensees of commercial radio stations to contribute a basic annual CCD contribution based on the station's total revenues for the previous broadcast year. The manner in which these contributions are to be allocated is also detailed in subsection 5(15) of the Regulations.

In the case of a new station, since it would not have broadcast during the previous broadcast year, the basic CCD contribution for the first broadcast year of operations would be \$0.

For more information on how basic annual contribution amounts are allocated, see subsections 15(4) and 15(5) of the Regulations. For more information on parties and initiatives that are eligible for CCD funding, see paragraphs 108 to 110 of *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC [2006-158](#), 15 December 2006 (Broadcasting Public Notice 2006-158), and [Examples of eligible Canadian Content Development parties and initiatives by category](#) as described in Broadcasting Public Notice [2006-158](#), Commercial Radio Policy.

Over-and-above contributions

Please ensure that the over-and-above contributions indicated in section 8.1 a) of the form are the same as the amounts used to calculate your CCD--related operating expenses (section 7.1 a)). The annual amount indicated in 8.1 a) must also be consistent with the information provided in **Appendix 8A** – Description of Proposed CCD Initiatives, which is to be submitted along with your application form.

- a. If the applicant proposes to exceed its basic contributions to CCD as required by subsection 5(15) of the Regulations, the licensee will devote, by condition of licence, a minimum of \$ ___ per year in direct contributions over and above the required basic amount to CCD commencing in the first year of operations of the licence term.
- b. As indicated in paragraph 124 of Broadcasting Public Notice [2006-158](#), a minimum of 20% of the funding commitment that is over and above the basic annual CCD contribution must be allocated to FACTOR or MUSICACTION.

The licensee will allocate, by condition of licence, a minimum of 20% of the funding commitment indicated in item a) to FACTOR or MUSICACTION.

Yes () **No (X) See Appendix 8A**

If **no**, explain.

- c. In Appendix 8A, include a detailed description of the initiatives to which the applicant will allocate the rest of the amount indicated in a).

Licensees are reminded that all contributions other than those allocated to FACTOR or MUSICACTION must qualify according to the definition set out in paragraphs 108-110 of Broadcasting Public Notice [2006-158](#). The Commission will require licensees to demonstrate how the recipients of those CCD funds meet the Commission's definition when filing their annual returns.

AM or FM undertaking

Applicants are reminded 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.

8.2 Language(s) of programming

- a. The principal language of programming will be: **English**
- b. Other languages of programming:

	Minimum per Broadcast Week	
	Hours:Minutes	%
Aboriginal Mik'Maq	30 minutes	.3
FrancoPhone	30 minutes	.3

Gaelic language - For centuries. 'Gaelic' was heard among many people in Cape Breton Island. Gaelic originated in Scotland, and was at one time the mother tongue of most Cape Breton Island settlers. There is a significant number of native Gaelic speakers still living on the Island and there is now a resurgence of interest in the language especially among non-native speakers. Faith Baptist Church is actively pursuing local programming that would be available in Gaelic. At this time we have not yet secured a guaranteed source but the prospects look very good that we will have a supplier very soon with recent announcements of even more Gaelic language development now underway at Nova Scotia's St. Francis Xavier University located in Antigonish. If this comes to fruition, .3% or one half hour a week will be made available for a 'faith based' Gaelic radio program. We believe that offering this publicly will encourage

even more development of the Gaelic language tradition that is deeply rooted here in Cape Breton.

If the station will devote 15% or more of the broadcast week to **ethnic programming**, complete questions 8.11 to 8.13.

8.3 Total programming hours

The station will broadcast a total of 126 hours per broadcast week.

If you indicated less than 126 hours, please explain.

8.4 Local programming

The definition of local programming is set out in paragraphs 207 to 208 of Broadcasting Public Notice [2006-158](#), as amended from time to time. The key elements that must be reflected in the definition of local programming are set out in that notice.

Provide a commitment to a minimum level of **Local programming: 87 hours weekly**

8.5 Wrap-around programming

- a. If the number of hours: minutes indicated in section 8.4 differs from the total broadcast hours indicated in section 8.3, indicate your source(s) of wrap-around programming.

See Appendix 8B for a comprehensive list of wrap-around programming.

- b. Referring to paragraphs 206 and 207 of Broadcasting Public Notice [2006-158](#), describe how the service would meet the particular needs and interests of the communities you propose to serve. **See Appendix 8B for a comprehensive list of our community driven programming strategies.**

Include details concerning:

- i. Spoken word content, including news, weather, sports, promotion of local events, public affairs, documentaries, radio plays and dramas, programs of public debate including talk shows and open lines.
 - ii. Musical selections and music-oriented programs, including pre-recorded and live material.
- c. **Specify how many hours: minutes per broadcast week will be devoted to newscasts: 6 hrs and 6 minutes (246 minutes)**
 - d. Please provide a breakdown of the number of hours: minutes per broadcast week dedicated to local, national and international news.

Type of newscast	Hours: minutes / broadcast week
i) Local and regional news	5:50 hours/minutes a week
ii) National news	0:36 minutes a week

iii) International news	0:20 minutes a week
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- e. Note: The sum of the hours indicated in i), ii) and iii) must be equal the total number of hours: minutes dedicated to newscasts indicated in c).

8.6 Emerging artists

Paragraph 92 of Public Notice [2006-158](#), states that the Commission will ask applicants for new licences to make specific commitments to provide airplay for and to promote emerging Canadian artists and their music. In *Definition of emerging Canadian artists on commercial radio*, Broadcasting Regulatory Policy CRTC [2011-316](#), 12 May 2011, the Commission established definitions for emerging English and French-language Canadian artists.

- i. What total percentage of musical selections aired in each broadcast week would be devoted to Canadian emerging artists?
- ii. **According to the CRTC definition, almost 50% of the Canadian artists we will play would fit the 'emerging artist' definition. We are applying for a condition of licence that will promise 25% of our (category 35 Religious non-classic) musical selections meet Canadian Content obligations. We're very confident that we will easily and regularly exceed this minimum requirement every week. Therefore it would be fair to say that we will devote a minimum of 13% of our musical selections to new emerging Category 35 Canadian faith-based musical artists. "New and Canadian" will become a hallmark at CICB.**
- iii. If the Commission decides to impose a commitment relating to Canadian emerging artists and their music as conditions of licence, confirm that the licensee will adhere to its commitment in i) by condition of licence.

Yes (X) No ()

If **no**, explain.

Beyond the provision of airplay, how do you intend to promote emerging artists?

Over the years, our large Sanctuary Stage has been a busy musical venue featuring appearances from a long list of upcoming Canadian Christian and Gospel musical artists. CICB has recently wired our stage into the adjacent Studio Plant area. This was done so that we can record and air 'live' appearances on our CICB stage.

As most Canadian Musical Industry participants are aware, Cape Breton is a cultural hot bed for new artists in Canada and we intend to insure that our sanctuary stage evolves into a venue that's a regular stopping place for all 'faith based musical artists' as well as all emerging 'touring' artists who regularly pass through Sydney. Any appearance on our stage will also include detailed interviews either 'live' or recorded for playback for all who entertain here.

Our stage in the years to come will grow and become even busier as it takes its place amongst Cape Breton stages as a 'must appear' venue for local and touring 'emerging' musical artists within the Christian and Gospel music genre. We plan to grow the prominence of our CICB stage and down the road we hope to not only feature many 'live' performances, but that all recordings made here can be made available to cycle through not only CICB but will also productions that we can pass on to other 'Faith based' Radio Stations throughout Atlantic Canada.

8.7 Target audience

Please indicate the specific target audience (age group, gender and characteristics) for the proposed service:

As easy as it would be to say that CICB's target will be predominantly 44+, it should be noted that already, local 'faith based' youth groups in Sydney have expressed a keen interest in getting involved with this proposed new radio station. CICB has already committed daily air time Mon-Fri for the youth in this region. Already, a local youth group has expressed interest to joining our volunteer staff for a new program called 'Youth Alive' on weeknights. While realistically it can be expected that the largest demographic will be an even mix of male and females aged 44+ , we expect an increasing number of younger listeners in the 18-34 demographic will join our prospective radio audience in the years ahead. For that reason, a high degree of our programming is being designed to be all-age encompassing and family oriented. In the most recent 2012 Statscan survey, over 90% of Cape Breton residents described themselves as having faith based Christian beliefs. With no station currently in this region area providing uplifting Christian faith-based religious musical and spoken word content, CICB will do its utmost to serve this demographic and to serve it extremely well.

FM undertaking

8.8 Station format

The applicant will operate, by condition of licence, within the Specialty format, as defined in A *Review of Certain Matters Concerning Radio*, Public Notice CRTC [1995-60](#), 21 April 1995 and amended in *Revised content categories and subcategories for radio*, Broadcasting Regulatory Policy CRTC [2010-819](#), 5 November 2010 (Broadcasting Regulatory Policy [2010-819](#)) as amended from time to time.

Yes (X) No ()

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

- () the language of broadcast is neither English nor French;
- () more than 50% of the broadcast week is devoted to spoken word programming;
- **(X)** less than 70% of the music broadcast is drawn from category 2 (Popular Music) as defined in Broadcasting Regulatory Policy [2010-819](#). In this case, the licensee will, by condition of licence, broadcast the following:

Sub-category breakdown for radio - specialty formats		
Music subcategory⁽⁴⁾	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	95%
36	Experimental music	

- If more than 50% of the broadcast week is devoted to spoken word programming, provide a sample block schedule, including a brief description of programming as **Appendix 8B**.
- Provide, as **Appendix 8C**, a sample music list that is representative of the proposed musical format including one hour during the morning drive, one hour during the afternoon drive and one hour during the non-peak period.
- If applying for a Specialty format, identify the subcategory of music in the sample music list. **This list is enclosed as Appendix 8C and it represents a two hour sample of what would be a typical daily music playlist, all from Category 35 Non-Classic Religious.**

8.9 Hits (English-language station in the bilingual markets of Montréal and Ottawa-Gatineau only) Not Applicable

The applicant will broadcast, by condition of licence, a maximum of _____ % of hits (max. allowed of 49.9%) in each broadcast week, as defined in *Policy regarding the broadcast of hits by English-language FM radio stations*, Broadcasting Regulatory Policy CRTC [2009-61](#), 11 February 2009.

AM or FM undertaking

8.10

Where the applicant proposes to offer religious programming, or in the case of a Specialty (religious) format where the licensee undertakes to broadcast **30% or more** of its music from subcategory 35 Non-classic Religious, the applicant will, by condition of licence, adhere to the following: Where the licensee broadcasts religious programming as defined in the *Religious Broadcasting Policy*, Public Notice CRTC [1993-78](#), 3 June 1993, the licensee shall adhere to the guidelines set out in section III.B.2.a) and IV of that public notice with respect to the provision of balance and ethics in religious programming, as amended from time to time.

Yes (X) No ()

Ethnic programming or undertaking

- Applicants proposing to devote 15% or more of the broadcast week to ethnic programming must answer questions 8.11 to 8.13. **Not Applicable**
- Applicants proposing to operate an ethnic station must also answer those questions.
- 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.
- Applicants are reminded to refer to *Ethnic Broadcasting Policy*, Public Notice CRTC [1999-117](#), 16 July 1999 (Public Notice 1997-117) and consequent amendments to the *Regulations set out in Regulatory amendments to implement the Ethnic Broadcasting Policy and new television content categories*, Public Notice CRTC [2000-92](#), 30 June 2000.

8.11

In Public Notice [1999-117](#), the Commission stated 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."

Provide your plans relating to the above and indicate how you will subsequently evaluate your progress. **Not Applicable**

8.12

As set out in Public Notice [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.

The licensee will, by condition of licence, in each broadcast week, broadcast its programming in a minimum of _____ different languages and targeted to a minimum of _____ cultural groups. **Not Applicable**

8.13 Not Applicable

Complete the following table relating to the broadcasting of ethnic and third-language programming.

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).

In determining the languages 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.

Not Applicable

Language in which ethnic programming is provided	Ethnic group to which it is directed	Total duration of this programming per broadcast week (hours: minutes)	% of the total programming provided during each broadcast week that is devoted to this type of programming
Not Applicable	Not Applicable	Not Applicable	Not Applicable
% of the total programming provided during the broadcast week that is devoted to ethnic programming			Not Applicable
% of the total programming provided during the broadcast week that is devoted to third-language programming			Not Applicable

8.14 Industry codes

The licensee will adhere to the following codes by **conditions of licence** during all hours of broadcast:

- a. The Canadian Association of Broadcasters' (the CAB) [Broadcast Code for Advertising to Children and Revised Broadcast Code for Advertising to Children](#), public notice CRTC [1993-99](#), 30 June 1993, as amended from time to time and approved by the Commission.

Yes (X) No ()

If **no**, provide reasons.

- b. The [Canadian Association of Broadcasters' Equitable Portrayal Code and Equitable Portrayal Code](#), broadcasting public notice CRTC [2008-23](#), 17 March 2008, as amended from time to time and approved by the Commission (not applicable as long as the licensee is a member in good standing of the Canadian Broadcast Standards Council).

Yes (X) No ()

If **no**, explain.

In the case of a conversion from the AM band to the FM band only:

(Not applicable)

8.15

I hereby request authority to simulcast the programming of my new FM station on my existing AM station for a transition period of three (3) months following implementation.

Yes () No (X)

() **Check here if applicable**

Should the proposed FM station be approved and a new licence be issued, and a simulcast period be granted, I hereby request that the Commission revoke, pursuant to Sections 9(1)e) and 24(1) of the *Broadcasting Act*, the licence issued to my AM station at the end of the approved simulcast period.

() **Check here if applicable**

Should the proposed FM station be approved and a new licence be issued, and no simulcast period be required, I hereby request that the Commission revoke, pursuant to Sections 9(1)e) and 24(1) of the *Broadcasting Act*, the licence issued to my AM station following implementation on the new FM station.

Supporting documents to be appended:

Appendix 8A

Description of the proposed CCD initiatives

Appendix 8B

Sample Block Schedule and additional Programming Information

Appendix 8C

Sample music List from Music Category 35

9. Inclusion of designated groups

Employment equity

Information relating to employment equity is available in *Implementation of an employment equity policy*, Public Notice CRTC [1992-59](#), 1 September 1992 and *Amendments to the Commission's Employment Equity Policy*, Public Notice CRTC [1997-34](#), 2 April 1997.

9.1

If the proposed undertaking is approved, would the licensee be subject to the *1996 Employment Equity Act* (applicable to federally-regulated employers with 100 or more employees)?

Yes () **No (X) CICB will be a Community 'Faith Based' Volunteer Radio Station and as such, our staff which numbers much lower than 100 employees/volunteers already encompasses and will continue to encourage diversity and equity in all our day to day operations. Equity and diversity is a hallmark of the proposed license holder, the Faith Baptist Church of Sydney Cape Breton.**

If **yes**, proceed to question 9.9, "On-air Presence".

If **no**, proceed to question 9.2.

9.2

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

Yes () **No (X) Faith Baptist Church holds no other broadcast licenses.**

If **yes**, proceed to question 9.3.

If **no**, proceed to question 9.7.

9.3

Provide examples of any measures (including hiring and training, apprenticeship programs, work arrangements, etc.) that you have or will put in place for the designated groups (women, Aboriginal peoples, persons with disabilities and visible minorities).

As a faith based organization, Faith Baptist Church Radio is totally committed to promote the dignity and the equal opportunity for all people including women and minorities including indigenous peoples and as well as persons with any disability. At present, as we prepare plans for the potential of signing on a new local Religious FM station in the greater Sydney area, two of our three employed church administrators are women. Our commitment to diversity and accessibility is inherent in all our policies.

Our church building, all rooms and as well even the future radio studio's were designed with complete disability access including expanding the width of all our doorways, the design of counters, the installation of ramps to the main building and the installation of special bathrooms designed for anyone with a physical disability. Over half our early volunteer on-air presenters are women and we are developing our programming grid with time slots to feature both local indigenous Aboriginal and Francophone voices. We're even actively searching for representation on air from Gaelic speaking presenters as well as Gaelic produced program features.

We have also approached the local Membertou and Eskasoni First Nations communities offering to provide them with free airtime to present their own faith based programs and local indigenous on air hosts. As a local faith based group, our desire is for our volunteer and any employed workers and our ministry to reflect the demographics of the local community in which we serve. As a result, we will actively promote equality, diversity and inclusion for all our volunteer positions as well as for any future potential employment positions from within our 5 local communities which comprise the greater Cape Breton Municipality here Cape Breton Island, NS. Faith Baptist Church also has a number of different policies designed to protect workers and volunteers and to promote equality, diversity and inclusion.

Questions 9.4 to 9.6 - Applicable if between 25 and 99 employees only:

9.4

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

All policies for our employment and volunteer equity policies will be communicated to all new staff members in our CICB Faith Baptist Church Orientation materials kit. This material will be distributed and discussed at all future meetings as new personnel join our Radio staff as either an employee or as a volunteer.

9.5

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

Yes **(X)** No ()

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

The senior level CICB representative that will be chosen to be responsible for tracking progress and monitoring results will report directly to the Faith Baptist Church Radio Society's Board of directors. He or she will also have direct input towards implementation of any and all Employment Equity policies.

9.6

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

Questions 9.7 and 9.8 - Applicable if response to question 9.2 is "no"

9.7

To what extent will the proposed undertaking address the equitable representation of the four designated groups (women, Aboriginal peoples, persons with disabilities and visible minorities)?

The Faith Baptist Church is 100% committed to employment equity. It has been embedded in our operations for many years and in our few employment positions that exist, it is visibly evident. We work with members of the four designated groups in our community on a regular weekly basis and community members of the 2 local indigenous communities are also regular participants here at FBC for ongoing and special events. As part of our commitment to equitable representation of the four designated groups, the Faith Baptist Church Board of Directors will recognize and discuss the applicants progress for equitable representation on a regular basis, as well as recognize a senior level representative who will be deemed responsible for tracking and promoting equitable representation.

9.8

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

Yes () **No (X)**

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

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

The Faith Baptist Church is 100% committed to employment equity. It has been embedded in our operations for many years and in our few employment positions that exist, it is visibly evident. We work with members of the four designated groups in our community on a regular weekly basis and members of the 2 local indigenous communities are no strangers here at FBC. In fact they are represented at most of our public functions both with specific invitations.. and with their presence. It is our plan however to maintain and pursue even more service measures that fall under an EE plan and further discussion of this will be added to the agenda at (CICB) FBC Radio Board of Directors meeting.

On-air presence

Information relating to on-air presence and voice-overs is available in *Consultations Regarding On-air Job Categories to be Included in the Employment Equity Plans of Broadcasters*, Public Notice CRTC [1994-69](#), 10 June 1994, and *Amendment to Reporting Requirements for Employment Equity in On-air Positions*, Public Notice CRTC [1995-98](#), 19 June 1995.

25 or more employees only: Not applicable

9.9

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

Yes () **No (X) Faith Baptist Church does not hold any other broadcast licenses**

9.10 Outline 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 licensee, as well as to acquired programming and advertising.

All future calls and invitations both 'online' and 'in print' for new community volunteers to join us as on-air hosts and contributors for on air features etc for 'CIBC' Radio (Faith Baptist Church) will include specific wording to invite and hilite the representation of members of the four designated groups in on-air positions, including voice-overs where applicable.

9.11

When the Commission refers to cultural diversity, it is referring to the inclusion of groups that have been traditionally under-represented in broadcasting, such as: ethnocultural minorities, Aboriginal peoples, and persons with disabilities. Such under-representation includes these groups' presence and portrayal on the air and their participation in the industry.

As set out in Broadcasting Public Notice [2006-158](#), the Commission expects all radio broadcasters to follow the *Canadian Association of Broadcasters' Best Practices for Diversity in Radio* in order to incorporate and reflect the reality of Canada's ethnocultural minorities, Aboriginal peoples, and persons with disabilities in their programming. Describe what steps you propose to take to implement these best practices over the licence term.

If CICB is successful in obtaining a broadcast license from the CRTC, we will be implementing an ongoing program both in print and on-air to promote our accessibility and to invite new personnel to join us from within the local residents of the 5 main communities that comprise the Cape Breton Regional Municipality. Already, we have radio programs planned that are of interest and that are specifically targeted towards members of these groups that have been traditionally under-represented on Radio. Cultural diversity is inherent in all operations of the Faith Baptist Church and this will be directly reflected within any on-air promos designed to grow our numbers of local volunteers, on-air hosts and/or producers.

10. Request for documents to be designated as confidential

Sections 30 to 34 of the *Rules of Procedure* set out a process by which parties to Commission proceedings may file information on the record of a public proceeding in confidence.

A party filing information can "designate" it as confidential at the time it is filed with the Commission (section 31) if it falls into one of the following categories:

- a. Information that is a trade secret;
- b. Financial, commercial, scientific or technical information that is confidential and that is treated consistently in a confidential manner by the person who submitted it; or
- c. Information the disclosure of which could reasonably be expected :
 - i. to result in material financial loss or gain to any person;
 - ii. to prejudice the competitive position of any person; or
 - iii. to affect contractual or other negotiations of any person.

At the time that the party files the information it designates as confidential, it must provide an abridged version of the document along with an explanation of how the information falls into a category of information listed in section 31. The party must provide a detailed rationale to explain why the disclosure of the information is not in the public interest (section 32(1)).

The confidential version of the document must be filed separately and must be marked "confidential" on each page. If the document is filed electronically, each file containing confidential information must include "confidential" in the file name.

The abridged version of the document and the reasons for the designation of information as confidential will be placed on the public record of the proceeding.

Please consult *Implementation of new Rules of Practice and Procedure*, Broadcasting and Telecom Regulatory Policy CRTC [2010-958](#), 23 December 2010, and *Procedures for filing confidential information and requesting its disclosure in Commission proceedings*, Broadcasting and Telecom Information Bulletin CRTC [2010-961](#), 23 December 2010, for the complete process for filing confidential information.

10.1 Request for documents to be designated as confidential

Are you requesting for some information to be designated as confidential?

Yes () **No (X)**

If **yes**, you must provide a detailed rationale to explain why the disclosure of the information is not in the public interest:

Book of supporting documents

Documents should be submitted in an accessible format ([Broadcasting and Telecom Information Bulletin CRTC 2015-242](#))

Appendix Number and Name	Appended (Yes or No)	E-filed (Yes or No)
Section 1: General Information		
1A - Supplementary Brief (mandatory)	Yes	Yes
Section 2: Ownership		
2A - Ownership Information	YES	Yes
2B - Control Statement and Agreements		
2C - Corporate Documents	Yes	Yes
Section 3: Industry consolidation and cross-media ownership		
3A - Consolidation & Cross-Media	No	No
Section 4: Technical information		
4A - Proof that technical documents were filed with the Department of Industry	Yes	Yes
4B - Map - Conversion from AM to FM	No	No
4C - Map - Low Power AM	No	No
4D - Map - Low Power FM	No	No
4E - Maps Required in Technical Brief	Yes	Yes
4F - Map - Realistic Contours	Yes	Yes

4G - Documentation - Availability of Proposed Transmitter Site(s)	Yes	Yes
Section 5: Cost & Funding		
5A - Letter of Financing from Third Party Institution	No	No
5B - Statement of Net Worth	No	No
5C & 5D - Financial Statements	Yes	Yes
Section 8: Programming		
8A - Description of the proposed CCD initiatives	Yes	Yes
8B - Sample Block Schedule	Yes	Yes
8C - Sample Music List	Yes	Yes

- ⁽¹⁾ Basic contributions are calculated based on total revenues projected for the previous broadcast year - see subsection 15 (2) of the *Radio Regulations, 1986*
- ⁽²⁾ On a voluntary basis, as outlined in section 8.1 (a) of the form
- ⁽³⁾ Designates programs in languages other than English, French or of languages of Aboriginal Canadians.
- ⁽⁴⁾ See *Revised content categories and subcategories for radio*, Regulatory Policy CRTC [2010-819](#), 5 November 2010.

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*** End of Document ***