



Application to obtain a broadcasting licence to operate a campus or community radio undertaking (including low-power) - Form 114

General Instructions

Applicants should consult *Campus and community radio policy*, Broadcasting Regulatory Policy CRTC [2010-499](#), 22 July 2010 (Broadcasting Regulatory Policy 2010-499), and more specifically paragraphs 12 to 17 to take note of campus and community radio definitions and mandates.

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).

Instructions

The following questionnaire is in HTML format and may be [downloaded](#) to the word processing software of your choice. This enables you to complete the downloaded questionnaire by inserting your response in bold letters immediately following the question. You may add lines to the tables if necessary but do not alter or delete any text from the questionnaire.

The application must be divided into sections as set out in the questionnaire and include the numbered questions followed by the corresponding response. Responses must be provided, at a minimum, in a size 10 font.

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	Doc1 - Cover Letter dated August 18, 2014
The Application Form	Doc2 - Form 114 - Peach City Radio
Appendix 1A	Doc3 - Appendix 1A - Supplementary Brief
Appendix 2A	Doc4 - Appendix 2A - Constituting Documents
Appendix 5A	Doc5 - Appendix 5A - Contour Maps
Appendix 5B	Doc6 - Appendix 5B - Documentation - Availability of proposed Transmitter Site
Appendix 6A	Doc7 - Appendix 6A - Block Program Schedule
Appendix 3A	Doc8 - Appendix 3A - Financial Operations Documents
Appendix 7	Doc9 - Appendix 7 - Letters of Support

1. General Information

Type of Station:

AM () FM () Check here if low-power [\(1\)](#) ()
campus () community ()

Location of undertaking: **361 Martin St., Penticton, British Columbia Canada**

Name of the associated post-secondary educational institution: **N/A**

1.1 Identification of applicant

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

If other, specify: **Not-for-profit Society (British Columbia)**

Name: **Peach City Community Radio Society**

Address: **c/o 104 - 4400 McLean Creek Rd**

City: **Okanagan Falls**

Province/Territory: **British Columbia**

Postal code: **V0H 1R6**

Telephone: **250.497.2319 (daytime) 250.486.6506 (evenings)**

Fax: **250.493.1218**

Email: **president@peachcityradio.org**

Contact person representing the applicant

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

Name: **David Del Rizzo**

Title: **President - Peach City Community Radio Society**

Telephone: **250.497.2319 (DAYTIME) 250.486.6506 (EVENINGS)**

Email: **president@peachcityradio.org**

1.2 Appointment of designated representative

I, _____, the applicant, hereby designate _____
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:

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

Address of designated representative:

Title:

Telephone:

Fax:

Email:

1.3 Declaration of the applicant or its designated representative

I, **David Del Rizzo**, 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: **August 18, 2014**

Witnessed by

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

Name: **Craig Henderson**

Date: **August 18, 2014**

At: Example: **Penticton, British Columbia**

1.4 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 ()

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 :

1.5 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.peachcityradio.org

Email: president@peachcityradio.org

2. Ownership

2.1

Complete the following table relating to the directors and officers, including the Chief Executive Officer, of the applicant. Please note that all sections must be completed.

Directors and Officers

Name	Complete Home Address	Canadian (x)	Position Held	Directors' date and terms of appointment
David Del Rizzo	Okanagan Falls BC	X	President	Nov 20, 2012 2 year term
Craig Henderson	Naramata BC	X	Vice President	Nov 20, 2012 2 year term
Andrew Dimma	Penticton BC	X	Treasurer	Nov 5, 2013 2 year term
Lori Pike	Penticton BC	X	Secretary	Nov 5, 2013 2 year term
Jacquelin Del Rizzo	Okanagan Falls BC	X	Communications Director	Nov 5, 2013 2 year term
Timothy Tweed	Penticton BC	X	Membership Director	Nov 20, 2012 2 year term
Cameron Baughen	Penticton BC	X	Director at Large	Nov 20, 2012 2 year term
Ian Mackinder	Penticton BC	X	Director at Large	Nov 20, 2012 2 year term
Jon Pelletier	Penticton BC	X	Director at Large	Nov 5, 2013 2 year term

2.2 For campus stations only

In Broadcasting Regulatory Policy [2010-499](#), the Commission stated that the mandate for campus radio distinguishes itself from the mandate for community radio in several ways, including the board of directors. The Commission expects that the board of directors for campus stations include campus representatives, including a balanced representation from:

- the student body;
- representation from the administration of the post-secondary institution;
- station volunteers; and
- the community at large.

In light of the above, please provide a detailed description of the means used to ensure that the structure and composition of the board of directors comply with the policy, or alternatively, the reasons for which the policy should not apply to your station.

Supporting Document to be Appended:

Appendix 2A

Copy of all constituting document(s) or analogous documents (for example, Letters Patent, Certificate and Articles of Incorporation, By-Laws, Memorandum, Amendments, etc.) of the applicant.

Please see Appendix 2A (Doc4) for all constituting documents.

3. Financial Operations

Please see Appendix 3A (Doc8) 'Financial Operations Documents' for supporting documentation pertaining to Section 3 of this form.

3.1

In accordance with Generally Accepted Accounting Principles (G.A.A.P.), complete the following summary of the estimated annual revenue and expenses for each 12-month period ending 31 August of the proposed licence term:

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Total
	Revenue (after agency commissions) (\$000)							
Network Payments	-	-	-	-	-	-	-	-
National Advertising	-	-	-	-	-	-	-	-
Local Advertising	10	11.252	20.407	21.815	23.226	24.391	25.559	136.651
Fund-raising Activities	8	13.06	18.121	23.184	23.647	24.12	24.603	134.735
Government Funding	-	-	-	-	-	-	-	-
Non-government Funding (grants and fundraising campaigns, etc...)	3	3.06	3.121	3.184	3.247	3.312	3.378	22.303
Other (Specify): Memberships	2	2.1	2.2	2.3	2.4	2.5	2.6	16.1
TOTAL REVENUE	23	29.472	43.849	50.482	52.521	54.323	56.14	309.788
	Operating Expenses (\$000)							
Programming	1	1.02	1.04	1.061	1.082	1.104	1.126	7.434
Technical	4	4.08	4.162	4.245	4.33	4.416	4.505	29.737
Sales, Advertising and Promotion	2	2.04	8.203	8.667	9.133	9.525	9.92	49.488
Administration and General	8	8.16	33.323	33.99	34.669	35.363	36.07	189.575
TOTAL OPERATING EXPENSES	15	15.3	46.728	47.963	49.214	50.409	51.621	276.235

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Total
	Non-Operating Expenses (\$000)							
Depreciation	2.2	2.7	2.7	2.7	5.7	5.7	5.7	27.4
Interest	-	-	-	-	-	-	-	-
Other Adjustments - Expenses (Income)	-	-	-	-	-	-	-	-
TOTAL NON- OPERATING EXPENSES	2.2	2.7	2.7	2.7	5.7	5.7	5.7	27.4
TOTAL EXPENSES	17.2	18.0	49.428	50.663	54.914	56.109	57.321	303.635
Estimated pre-tax income (loss)	5.8	11.472	(5.579)	(0.18)	(2.303)	(1.785)	(1.181)	6.154
Provision for Income Taxes	-	-	-	-	-	-	-	-
NET INCOME (LOSS) AFTER TAXES (for broadcasting operations only)	5.8	11.472	(5.579)	(0.18)	(2.393)	(1.785)	(1.181)	6.154

For further details, please see Appendix 3A (Doc8) 'Financial Operations Documents'.

3.2

Provide 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.

Please see Appendix 3A (Doc8) 'Financial Operations Documents'.

3.3

Provide a detailed listing of all the basic underlying assumptions upon which the financial projections in questions 3.1 and 3.2 above have been prepared, including expected inflation rates and whether the projections have been prepared using current or constant dollars.

Please see Appendix 3A (Doc8) 'Financial Operations Documents'.

3.4 Campus stations only

Have your advertising revenues been calculated in accordance with the advertising limits set out in paragraph 125 of Broadcasting Regulatory Policy [2010-499](#)?

Yes ()

No () **N/A**

If no, explain.

4. Marketing Information

4.1

Please provide audience estimates for the first seven years of operation:

For all persons ages 12+

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Total Weekly Hours of Listening	4	6	10	12	14	15	16
Share of Market Listening Hours (%)	0.5	0.6	0.8	1.0	1.15	1.25	1.5
Reach (000)	0.25	0.3	0.4	0.5	0.57	0.62	0.75

4.2

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:

	3mV/m Contour (FM)	0.5mV/m Contour (FM)
Population	44000	49600
Households	19000	25200

4.3

Identify the sources from which population data has been obtained.

Data obtained from www.bcstats.gov.bc.ca

5. Technical Information

5.1

a. Have all required technical documents been filed with the Department of Industry?

Yes () No ()

b. 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 () No ()

If **no**, explain.

5.2

In accordance with paragraphs 138-139 of Broadcasting Regulatory Policy CRTC [2010-499](#), please answer the following:

a. Provide a list of the low power radio stations that may be affected by this application. **N/A**

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 () **N/A**

If **no**, indicate why not, providing a detailed rationale.

5.3

Provide the following technical information:

	Proposed Operation	Note
Frequency	92.9 MHz	kHz for AM MHz for FM
Channel and Class	Channel 225 Class LPFM	
Transmitter Power (for AM)	N/A Watts	
Maximum ERP - Effective Radiated Power (at beam-tilt angle (for FM))	49.9 Watts	If no beam-tilt is used, provide ERP in horizontal plane
Average ERP - Effective Radiated Power (at beam-tilt angle) (for FM)	49.9 Watts	If no beam-tilt is used, provide ERP in horizontal plane
EHAAT - Effective Height Above Average Terrain	15 metres	FM only
Antenna and Transmitter site coordinates	49° 29' 50" N.	North Latitude
	119° 35' 36" W.	West Longitude
Studio Location	361 Martin Street, Penticton BC	City and, where possible, street address
Subsidiary Communications (SCMO) / Subsidiary Data	Yes () No (X)	If yes, specify
Programming Feed Method(s)	Direct cable link	Satellite, microwave, fibre optic cable, other (specify)
If rebroadcasting other stations(s), identify stations(s) rebroadcast	N/A	Call Letters
	N/A	Frequency
	N/A	Location

Supporting Documents to be Appended:

Appendix 5A

In the case of a regular power station, provide a clearly legible copy of the maps required in the Engineering Brief submitted to the Department of Industry, and which show the proposed coverage contours.

In case of proposal for a conversion from AM to FM, provide a comparison of 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.

In the case of a low-power AM, provide a copy of a map showing the proposed 0.5 mV/m, 5 mV/m and 15 mV/m coverage contours.

In the case of a low-power FM, provide a copy of a map showing the proposed 0.5 mV/m and 3 mV/m coverage contours.

The Commission encourages you to submit your proposed coverage area contours in a geographical information system (GIS) compatible file format (for example, .mid/.mif, .tab, .dxf, .dwg, .e00, .shp, .dgn). Also provide the map datum and projection used.

Appendix 5B

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

6. Programming

The following section relates to the programming obligations set out in Broadcasting Regulatory Policy [2010-499](#).

For details on content categories and subcategories, applicants should refer to *Revised Content Categories and Subcategories for Radio Broadcasting Regulatory Policy* CRTC [2010-819](#), 5 November 2010 (Broadcasting Policy CRTC 2010-819).

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

For the purpose of answering the following section, applicants are reminded that, in accordance with the regulations, 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.

6.1 Conditions of licence

Campus and Community radio stations

The licensee shall adhere to all conditions of licence set out in Broadcasting Policy [2012-304](#), 22 May 2012.

Yes () No ()

If no, please indicate any proposed amendments, along with the reasons why they are being sought.

6.2 Total broadcast hours (Maximum 126 hours, i.e. one broadcast week)

The applicant shall broadcast **126** hours per broadcast week.

Campus stations only

Please indicate the times of the year during which you will not be broadcasting.

6.3 Language(s) of programming of spoken word programming

a. The principal language of programming is: **English**

b. Other languages of programming: **French**

Languages	Per Broadcast Week		
	Hours	Minutes	% of total programming
Other official language (maximum)	5	0	3.9%
Languages of Aboriginal Canadians (minimum)	0	0	0%
Third-language programming (minimum)	0	0	0%

- c. The applicant proposes to devote **0:35** (hours:minutes) per broadcast week to the broadcast of newscasts. Of this amount, how many hours:minutes will consist of “pure news,” which excludes weather and sports bulletins: **0:15**.

Peach City Radio proposes to develop programming containing local news content, preferably on a daily basis. We aim to provide 5 minutes of local news 7 days per week, including a proportionate amount of “pure news” in each newscast.

- d. The applicant undertakes to devote, during each broadcast week, a minimum percentage of news time to the following:

Local News	70%
Regional News	30%

- e. Please provide a list of communities that you consider “local” in terms of local news.

Penticton, Summerland, Okanagan Falls, Naramata, Kaleden (BC), as well as adjacent communities in the surrounding Regional District of Okanagan-Similkameen (RDOS).

6.4 Sources of programming

Note: The total number of hours of local programming (6.4(a)) and wrap-around programming (6.4(b)) must be equal to the total number of broadcast hours (6.2) per broadcast week.

Local programming (maximum 126 hours, i.e. one broadcast week).

- a. The applicant shall broadcast, during each broadcast week, a minimum of **106:00** (hours:minutes) of local programming.[\(3\)](#)

b. **Wrap-around programming**

Specify the number of hours of programming obtained from another station (or other stations) **20:00** (hours:minutes) that the licensee will offer in each broadcast week during the licence term.

c. Is the applicant proposing to operate as part of a network?

Yes () No (**X**)

If yes, specify the name(s) of the network(s), the number of hours per broadcast day (6 a.m. to midnight) and the type of programming to be broadcast per week.

Name	Hours:minutes	Type
N/A	N/A	N/A

Note: Type of programming delivered by network (for example, sports, talk, entertainment, etc.)

d. Is the applicant proposing to broadcast programming originating from another station?

Yes () No (**X**)

If yes, specify originating station (call letters and location):

e. If you answered yes to question 6.4(c) and/or 6.4(d), please indicate how these network or acquired programs will complement local programs without replacing them.

6.5 Breakdown of music categories

Please indicate the minimum percentage of each subcategory to be broadcast. The total percentage can be less than, but not more than, 100%.

Music Sub-category Breakdown - Specialty Formats

Music Sub-category	Description	Minimum % of Total Music
21	Pop, Rock and Dance	20% (maximum 80%)
22	Country and Country-Oriented	5%
23	Acoustic	5%

Music Sub-category	Description	Minimum % of Total Music
24	Easy Listening	0.5%
31	Concert	2%
32	Folk and Folk-Oriented	2%
33	World Beat and International	0.5%
34	Jazz and Blues	5%
35	Non-classic Religious	0%
36	Experimental Music	0%

6.6 Local Talent Development

Please provide plans for the licence term with respect to the development of local talent in the fields of music and spoken word, such as projects to promote and feature music and spoken word creations by new Canadian artists, local artists and artists whose music is seldom heard on other stations.

A key goal of the Peach City Community Radio Society is to facilitate the creation of programming featuring local artists. The Society will achieve this by helping to organize and run events within the community showcasing local talent, encouraging volunteers to create programming that includes local musicians, and creating playlists featuring local musicians during highly accessible schedule times. Already, our Society volunteer programmers have created, and continue to create a number of programs featuring local artists. These shows are featured in our online archive for on-demand listening. The shows are also regularly rebroadcast to our online stream. Examples of these shows include:

- 'Caught in the Act' which records local artists playing live in local venues for rebroadcast. In addition, the Society plans to invite local and travelling artists into the Peach City Radio studio to facilitate live performances direct to air.

- 'The Andromedan Perspective' is a show created by award winning local artist Michael Musclow featuring unique musical pieces developed specifically for broadcast. The Society plans to encourage other local artists to make similar content.

- 'Peach City Speakers' is a collaborative effort led by Peach City Radio where volunteers are encouraged to record local authors and community members during public speaking events in and around Penticton.

Future proposed programs include 'Local Musician Spotlight', which is envisioned as a collectively hosted weekly show where local artists are featured in studio performing and discussing their projects and collaborations. 'Audio Book' is a proposed weekly show where time is set aside for local authors and poets to share their work.

As a companion to our fundraising efforts, Peach City Radio has implemented as part of an incentivized individual donor/sponsorship program, a music download card to be produced annually with exclusively local content. This provides local artists with a vehicle for greater exposure within the community, as well as among the large number of campus and community stations across Canada to which the cards have been distributed.

Programs have been developed at Peach City Radio which featuring new and emerging artists who currently do not receive airplay on stations local to the area. Some examples of these types of shows can be found in our web archive for on-demand listening, and include: 'Left Off the Dial', 'Craft Club Radio One' and 'Bag of Beats'.

6.7 Volunteer Participation

- a. Please describe your current and proposed measures to facilitate access and participation by volunteers (as well as students in the case of campus stations) from the community to programming, production, broadcasting and station management activities.

The Society is operated solely by volunteers, and our goal is to continue to encourage and inspire community members to become involved in Peach City Radio. We provide training on a regular basis, for both members and non-members within the community. The training we provide is usually free, or of limited cost to participants. Sessions focus on educating volunteers on the community radio sector, and aspects of creating programming.

Society membership is open to any community member. The Board may waive membership fees for members that apply due to financial hardship. Our present membership is greater than 70. Hundreds more community members have expressed an interest in joining our Society once we begin broadcasting. Several of our members already produce content on a regular basis. The Peach City Radio membership form asks new members to identify their key interests, and works to connect new members to committees that may interest them.

The Society currently has five standing committees comprising Finance, Programming, Promotions, Community Support and Technical. The Society also strikes ad hoc committees as required for events or other purposes. Committees are open to all Society members. The five standing committees encompass the major elements of an operating community radio station. Participants in these committees are directly engaged in the workings of Peach City Radio. Committees develop policies that will guide our Society and determine how our station will operate. They are encouraged to establish relationships with other campus/community stations in the area in an effort to learn, adapt and apply policies and procedures from other stations. Committee and Board Member descriptions are available to anyone within our community via our website.

Community members are encouraged to participate in several ways. Our presence at a variety of regular events, such as our local Farmer's Market, allow us to interact with the public at a personal level. To encourage participation, we hold regular information sessions and our Board often gives presentations to community groups. We regularly send out electronic newsletters, keep active social media profiles and issue new releases inviting participation. Our Volunteer Coordinator works with new and existing volunteers to ensure that they are getting the most out of their experience with Peach City Radio.

Peach City Radio feels that having engaged members, who are educated in the subtleties of the Campus/Community radio sector, and the relationship between our station and the CRTC, is paramount to facilitating the smooth and efficient operation of a broadcasting community radio station.

Once our studio is established, we will offer an open-door policy, encouraging interested community members to visit and learn about what we do, and how we operate our station.

For further information, please refer to Appendix 1A (Doc3) '*Supplementary Brief*'.

- b. Please describe your current and proposed measures to promote the availability of training throughout the community.

Peach City Radio provides ongoing training open to any community member, which we call 'Radio 101'. The booklet provided for this session is based on the NCRA Regulatory Support Guide, and is supplemented with content provided from other community radio stations. The goal of 'Radio 101' is to ensure volunteers

understand the various requirements of operating a community radio station in Canada. Volunteers learn why they have to fill in logs, play Canadian Content and stick to the genres they agree to play on their shows. This course is currently offered free of charge bi-monthly, and is a requirement for anyone considering becoming a programmer or producer for Peach City Radio.

From our current core of volunteers, Peach City Radio will provide mentorship on radio program design and development, and on production techniques and software package use. We envision further training on interview techniques and program development.

Peach City Radio works diligently to interact with the community at every possible opportunity. Our volunteers regularly represent Peach City Radio at community market tables and other information booth opportunities such as Literacy Day, Sunshine Cabaret, Peach Festival and other community gatherings. We talk directly to community members, informing them of the amazing potential of community radio in Penticton and the training we provide. Our weekly electronic newsletter, social media updates and regular news releases provide community members with information about our training programs and seminars, encouraging them to get involved.

Specific messages encouraging community members to get involved currently air on our online stream. This will continue once we are broadcasting.

For further information, please refer to Appendix 1A (Doc3) '*Supplementary Brief*'.

- c. Please describe your current and proposed methods for training and supervising those within the community who wish to participate in programming, as well as to ensure that programming obligations are met throughout the licence term.

Peach City Radio is currently managed and run entirely by volunteers. The Board of Directors is composed of 9 members, and is ultimately responsible for all aspects of the station. The Programming Committee allows the details of programming-related topics and issues to be dealt with by an arms-length committee, which reports to the Board of Directors. Our financial plan calls for the establishment of a Station Manager position in year 3, after which time the operation details will fall to this position, overseen by the Board, with the continuing assistance and involvement of a well-established Programming Committee.

The Society currently has a well developed Programming Committee populated by volunteers, each of which has committed to becoming educated in the CRTC policies and regulations. The committee meets twice monthly, with a portion of the meeting devoted to review of CRTC policies. The Programming Committee has worked diligently over two years in drafting and adopting several policies and procedures with regards to the creation and maintenance of programming at Peach City Radio. We feel that the operation of the Programming Committee allows us to assist the volunteer programmers in development of programs for Peach City Radio.

The Programming Committee accepts applications for shows which are submitted by prospective programmers and producers. These applicants are required to be members of the Society in good standing, and are also required to have attended a Radio 101 training session prior to submitting a show application. The committee provides feedback to prospective applicants, along with mentoring on program design and sustainability. We encourage mentorship amongst volunteers to develop good programming techniques and habits. The committee is also charged with ensuring that programming maintains the flavour of its original intention, and as such, programs are reviewed periodically by the committee.

The Programming Committee also administers a peer evaluation program, where all programmers are required to periodically review an episode of another program on Peach City Radio. These reviews are submitted back to the Committee, and then distributed to the original programmer. The review process allows programmers to develop a critical ear for both technical issues related to program creation, as well as subjective notions of what makes a good program.

The Programming Committee is responsible for training members in the technical aspects of creating programs. We provide periodic workshops for our members, where volunteers are trained on the use of various software programs used in audio production.

The Programming Committee currently oversees a 3-member sub-committee which is charged with handling complaints against programs/programmers from the public. The committee consists of one Board member, one Programming Committee member, and one volunteer at large. Upon receipt of a complaint, the sub-committee meets to discuss the submission. The committee then schedules a meeting with the programmer to whom the complaint is directed, in order to allow an opportunity for the programmer to address the complaint. Upon further deliberation, a report is submitted to the Board of Directors for review and implementation.

The Programming Committee is charged with overseeing the compilation of log files. The Committee regularly reviews weekly totals for relevant content categories pertaining to the license requirements. Currently, Peach City Radio online stream operates under self-imposed requirements meeting the CRTC Policy for Community Radio. We are in development of software and procedures allowing these tasks to be mostly automated, requiring little time of our volunteers in order to complete them.

For further information, please refer to Appendix 1A (Doc3) 'Supplementary Brief'.

6.8 Industry Codes

The licensee will accept, as conditions of licence, to adhere to the following codes during all hours of broadcast:

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

Yes () No ()

If **no**, provide reasons.

- b. The *Canadian Association of Broadcasters' Equitable Portrayal Code* (Broadcasting Public Notice CRTC [2008-23](#), *Equitable Portrayal Code*, dated 17 March 2008), as amended from time to time and approved by the Commission (to be suspended as long as the licensee is a member in good standing of the Canadian Broadcast Standards Council).

Yes () No ()

If **no**, provide reasons.

6.9 Ethnic Programming

For more information on ethnic programming, applicants should consult Public Notice CRTC [1999-117](#) entitled *Ethnic Broadcasting Policy*, and consequent amendments to the *Radio Regulations, 1986*, set out in Public Notice [2000-92](#).

- a. **Market with a local ethnic radio station**

Will the applicant operate in a market served by an ethnic radio station?

Yes () No ()

- b. **Ethnic programming by linguistic category**

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 (that is, 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 programming in languages other than French, English or those of Aboriginal Canadians. 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.

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
% 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			

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

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

Yes () No ()

() 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 Document to be Appended:

Appendix 6A

A copy of the proposed station's weekly programming schedule, as a sample of the type of programming to be broadcast. This schedule must identify the title of the program, a brief description, the number of the relevant content category (Broadcasting Regulatory Policy CRTC [2010-819](#)) and the origin of the program (a sample of a block schedule is as follows).

Sample of a Block Schedule Format

Applicant: _____

Location: _____

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat					
Hour								Hour				
06:00								06:00				
07:00												
												08:00
												08:30
09:00		Sample						09:00				
10:30												
12:00								12:00				
13:00												
15:00								15:00				
												16:00
17:00												
18:00												18:00
21:00								21:00				
24:00												24:00

Total hours of station-produced programming: _____

Note: a legend may be used to facilitate the entries made in the various blocks.

7. 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.

7.1 Request for documents to be designated as confidential

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

Yes () No ()

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

Appendix Number and Name	Appended (Yes or No)	E-filed (Yes or No)
Section 1: General Information		
1A - Supplementary Brief	YES	YES
Section 2: Ownership		
2A - Constituting Documents (or drafts)	YES	YES
Section 5: Technical Information		
5A - Contour Maps	YES	YES
5B - Documentation - Availability of proposed Transmitter Site	YES	YES
Section 6: Programming		
6A - Block Program Schedule	YES	YES

Notes:

(1) Low-power AM is an undertaking with a transmitter power of less than 100 watts in the 525 - 1705 kHz band. Low-power FM 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.

(2) Designates programs in languages other than English or French or those of Aboriginal Canadians. Applicants who broadcast ethnic programming must answer questions 6.9 a) and 6.9 b) (Ethnic programming).

(3) Local programming includes programming that originates with the station or is produced separately and exclusively for the station. It does not include programming received from another station and rebroadcast simultaneously or at a later time, nor does it include network or syndicated programming that is five minutes or longer unless it is produced either by the station or in the local community by arrangement with the station. In their local programming, licensees must incorporate spoken word material of direct and particular relevance to the community served. This must include

local news, weather, sports coverage, and the promotion of local events and activities.

(4) For more information on music subcategories, please refer to Broadcasting Policy CRTC 2010-819 of 5 November entitled *Revised content categories and subcategories for radio*.

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End of Document