



Broadcasting Decision CRTC 2015-175

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Route reference: 2014-541

Additional reference: 2014-541-2

Ottawa, 4 May 2015

Peach City Community Radio Society
Penticton, British Columbia

Application 2014-0800-8, received 19 August 2014
Public hearing in the National Capital Region
13 January 2015

Low-power community radio station in Penticton

*The Commission **approves** an application for a broadcasting licence to operate a low-power, English-language community FM radio station in Penticton, British Columbia.*

Application

1. Peach City Community Radio Society (Peach City Radio) filed an application to operate a low-power, English-language community FM radio station in Penticton, British Columbia. The Commission received several interventions in support of this application.
2. Peach City Radio is a not-for-profit corporation controlled by its board of directors.
3. The station would operate at 92.9 MHz (channel 225LP) with an effective radiated power of 49.9 watts (non-directional antenna with an effective height of antenna above average terrain of -51.6 metres).¹
4. Peach City Radio indicated that the station would broadcast 106 hours of local programming each broadcast week. The remainder of the programming would principally consist of syndicated programming obtained from the National Campus and Community Radio Association's Program Exchange.
5. Regarding spoken word programming, the applicant proposed to devote 35 minutes per broadcast week to newscasts, including 15 minutes of pure news. A portion of the spoken word programming would also be devoted to issues relating to local

¹ These technical parameters reflect those approved by the Department of Industry.

community groups, including the broadcast of public service announcements from such groups.

6. The station's musical programming would be drawn from a range of selections from content categories 2 (Popular Music) and 3 (Special Interest Music).
7. With respect to the promotion of local talent, the applicant would organize community events and broadcast programs to showcase local talent. Some of the programs proposed include "Caught in the Act," an hour-long program broadcasting performances of local artists in local venues and "Local Musician Spotlight," a one-hour program featuring in-studio performances and interviews from local artists.
8. Regarding the use of volunteers and their training, Peach City Radio indicated that it is operated solely by its volunteers with a goal to continue to encourage and inspire further involvement from community members. The applicant indicated that volunteer training is provided on a regular basis through a session that provides volunteers with a better understanding of the various requirements involved in operating a Canadian community radio station.
9. In addition, Peach City Radio proposed to offer an open-door policy to community members, engage in community outreach and provide mentorship to volunteers on radio program design and development, interview and production techniques and software package use.

Commission's decision

10. The Commission expects community radio stations to provide programming differing in style and substance from that provided by other elements of the broadcasting system, particularly commercial radio stations and the Canadian Broadcasting Corporation. Such programming should consist of music, especially Canadian music, not generally heard on commercial stations (including special interest music, as well as styles of popular music seldom broadcast), in-depth spoken word programming and programming targeted to specific groups within the community.
11. The Commission is satisfied that the application complies with the provisions for community radio stations set out in *Campus and community radio policy*, Broadcasting Regulatory Policy CRTC 2010-499, 22 July 2010. Accordingly, the Commission **approves** the application by Peach City Community Radio Society for a broadcasting licence to operate a low-power, English-language community FM radio programming undertaking in Penticton, British Columbia. The terms and **conditions of licence** are set out in the appendix to this decision.

Secretary General

**This decision is to be appended to the licence.*

Appendix to Broadcasting Decision CRTC 2015-175

Terms, conditions of licence, expectation and encouragement for the low-power, English-language community FM radio programming undertaking in Penticton, British Columbia

Terms

The licence will expire on 31 August 2021.

The station will operate at 92.9 MHz (channel 225LP) with an effective radiated power of 49.9 watts (non-directional antenna with an effective height of antenna above average terrain of -51.6 metres).

The Commission reminds the applicant that pursuant to section 22(1) of the *Broadcasting Act*, no licence may be issued until the Department of Industry notifies the Commission that its technical requirements have been met and that a broadcasting certificate will be issued.

Given that the technical parameters approved in this decision are for a low-power unprotected FM undertaking, the Commission also reminds the applicant that it will have to select another frequency if the Department so requires.

Furthermore, the Commission will only issue a licence for this undertaking once the applicant has informed the Commission in writing that it is prepared to commence operations. The undertaking must be operational at the earliest possible date and in any event no later than 24 months from the date of this decision, unless a request for an extension of time is approved by the Commission before **4 May 2017**. In order to ensure that such a request is processed in a timely manner, it should be submitted at least 60 days before this date.

Conditions of licence

1. The licensee shall adhere to the conditions set out in the broadcasting licence for the undertaking as well as to the conditions set out in *Standard conditions of licence for campus and community radio stations*, Broadcasting Regulatory Policy CRTC 2012-304, 22 May 2012.

Expectation

As set out in *Campus and community radio policy*, Broadcasting Regulatory Policy CRTC 2010-499, 22 July 2010, the Commission expects all community and campus licensees to file yearly updates on the composition of their boards of directors. These annual updates can be submitted at the time of submission of annual returns, following annual board of directors' elections, or at any other time. As noted in Appendix 3 to that policy, such information may be submitted via the Commission's website.

Encouragement

The Commission considers that community radio stations should be particularly sensitive to employment equity issues in order to reflect fully the communities they serve. It encourages the licensee to consider these issues in its hiring practices and in all other aspects of its management of human resources.