

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT
MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2
TÉL. : 514 233-3791 - FAX : 450 963-7229

Toronto, December 12th, 2011

TO : CRTC
c/o Secretary General
Ottawa, Ontario

By fax : (819) 994-0218

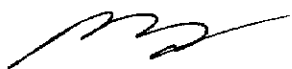
Subject : **Application for a new ethnic local radio service to serve Markham,
Ontario**

Please find enclosed:

- 1) Letter giving me mandate
- 2) Form 101 - Application to obtain a broadcasting license to operate a commercial radio undertaking.
- 3) All the Appendices.

I trust to your satisfaction.

Please do not hesitate to contact me if needed at 1 (514) 233-3791.



Michel Mathieu
Broadcast Consultant

8041393 CANADA INC
720 Tapscott Road Suit 101, Scarborough, Ontario, M1X 1C6
Tel: 416 267 1100 Fax 416 267 7707

Toronto December 1st 2011

TO WHOME IT MAY CONCERN,

This confirm that I have on behalf of my company 8041393 Canada Inc, retained the services of Mr. Michel Mathieu, of communications Michel Mathieu, Broadcast consultant to represent me and 8041393 Canada Inc, in order to obtain an ethnic AM broadcasting licence to serve the Markham market.

I trust you will cooperate fully with Mr. Mathieu, who will act on my behalf.

I trust to you and satisfaction.



Kumarkulasingam Nadarajah
President /CEO

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

GENERAL INSTRUCTIONS

1. Filing

File electronically via Access Key by attaching the application to the Cover page. Access Key allows secure transmissions to the Commission and also authenticates your identity. Therefore, a signature is not required when using Access Key. 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 the Access Key service or who need further information relative to the CRTC processes can contact the Commission at 1-877-249-CRTC (2782).

2. 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 convention for the 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.

- The Covering Letter (if any) - APP - Doc1 - Cover Letter dated _____
- The Application Form - APP - Doc2 - Form 101 "Application to Obtain a Broadcasting Licence to Operate a Commercial Radio Undertaking (including low-power)"
- Appendix 1 - APP - Doc3 - Appendix 1 - Supplementary Brief
- Appendix 2A - APP - Doc4 - Appendix 2A - Ownership Information
- Appendix 2B - APP - Doc5 - Appendix 2B - Control Statement and Agreements
- Appendix 2C - APP - Doc6 - Appendix 2C - Corporate Documents
- Appendix 3 - APP - Doc7 - Appendix 3 - Consolidation & Cross-Media
- Appendix 4A - APP - Doc8 - Appendix 4A - Proof that technical documents were filed with Industry Canada
- Appendix 4B - APP - Doc9 - Appendix 4B - Map - Conversion from AM to FM
- Appendix 4C - APP - Doc10 - Appendix 4C - Map: Low Power AM
- Appendix 4D - APP - Doc11 - Appendix 4D - Map: Low Power FM
- Appendix 4E - APP - Doc12 - Appendix 4E - Maps Required in Technical Brief
- Appendix 4F - APP - Doc13 - Appendix 4F - Map - Realistic Contours
- Appendix 4G - APP - Doc14 - Appendix 4G - Documentation - Availability of Proposed Transmitter Site(s)
- Appendix 4H - APP - Doc15 - Appendix 4H - Documentation - Technical Suitability of Proposed Transmitter Site(s)
- Appendix 5A - APP - Doc16 - Appendix 5A - Letter of Financing from Third Party Institution
- Appendix 5B - APP - Doc17 - Appendix 5B - Statement of Net Worth
- Appendix 5C & 5D - APP - Doc18 - Appendix 5C & 5D - Financial Statements
- Appendix 8A - APP - Doc19 - Appendix 8A - Description of the proposed CCD initiatives
- Appendix 8B - APP - Doc20 - Appendix 8B - Sample Block Schedule
- Appendix 8C - APP - Doc21 - Appendix 8C - Sample Music List
- Each confidential document - NOT WEB - APP - Doc - CONFIDENTIAL - "brief description of the

Application to obtain a broadcasting licence to operate commercial radio undertaking (inc... Page 2 of 18

document"

- Each abridged version of each confidential document - APP - Doc - ABRIDGED VERSION - "same description of document for which confidentiality is requested"

The Commission may return the application if it has not been duly completed or if the required technical documentation has not been filed with Industry Canada. The onus will be on the applicant to submit a clear application that provides all of the relevant information, identifies all regulatory issues raised in the application and provides supporting documentation.

Canadian Radio-television and Telecommunications Commission

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

1. GENERAL INFORMATION

TYPE OF STATION: AM (X) FM () Check here if low-power* ()

* 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.

LOCATION OF UNDERTAKING: MARKHAM, ONTARIO.

1.1 Provide a brief description of your application: TO PROVIDE A LOCAL MULTIETHNIC RADIO SERVICE TO THE MARKHAM AREA. BY USING TWO AM FREQUENCIES 1480 KHZ, 1KW DAYTIME 1490 KHZ 0.5KW NIGHTTIME OMNIDIRECTIONAL ANTENNA-

1.2 List all the documents you request be treated as confidential: NONE -

1.3 IDENTIFICATION OF PROPOSED LICENSEE (hereinafter the applicant)

Individual ()

Company to be incorporated ()

Company (X)

Other () Specify: _____

NAME: 8041393 CANADA, INC.

ADDRESS: 233 RIVERWALK DRIVE, MARKHAM, ONTARIO, L6B0G9-

Facsimile: 450-963-7229-

Email: LOURS.2003@VIDAOTRON.CA-

CONTACT PERSON REPRESENTING THE APPLICANT
(if there is no designated representative under question 1.4)

NAME: MICHEL MATHIEU-

TITLE: BROADCAST CONSULTANT-

TELEPHONE: 514-233-3791-

Please indicate the email address and facsimile number that should be specified in a Public Notice.

Application to obtain a broadcasting licence to operate commercial radio undertaking (inc... Page 3 of 18

Facsimile: 450-963-7229-

Email: LOURS2003@VIDEOTRON.CA-

1.4 Appointment of designated representative
KUMARALASINGAM

I, NADARAJAH, the applicant, hereby appoint MICHEL MATHIEU as my designated representative for and on my behalf and in my name to sign, file and complete 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: DEC 12 - 2011-

At: TORONTO, ONTARIO-

Signature (not required if submitting electronically):

Address of designated representative: 5640 PAVARD, LAVAL, QUEBEC, CANADA, H7K1C2

TITLE: BROADCAST CONSULTANT-

TELEPHONE: 514-233-3791-

Facsimile: 450-963-7229-

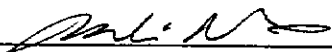
Email: LOURS2003@VIDEOTRON.CA-

1.5 DECLARATION OF APPLICANT or its designated representative

I, MICHEL MATHIEU SOLEMNLY DECLARE THAT:

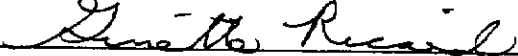
- a) I am the designated representative of the applicant named in this Application Brief and as such have knowledge of all matters declared therein.
- b) The statements made in this application, or any document filed pursuant to any request for further information by the Commission, are (will be) to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

AND I HAVE SIGNED

Signature (not required if submitting electronically): 

Date: DEC - 12 - 2011-

WITNESSED BY

Signature (not required if submitting electronically): 

Name (Printed): GINETTE RICCIO

Date: DEC 12 - 2011-

At: MARKHAM, ONTARIO-

1.6 Location(s) where the application may be examined

Set out the applicant's website address or, if the application is not posted on their website, the email address where an electronic copy of the application may be requested:

Website: W.W.W. GEETHAVANI.COM -

Example: www.mycompany.com

Email: LOURS2003@VIDEOTRON.CA -

Example: no-reply@no-reply.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 the service will target
- Provide information demonstrating market demand.
- Indicate if an alternative frequency has been identified and address the impact it might 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 regulations or Commission 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 is more than 10 pages, include an executive summary.

1.8 Procedural request

The *Canadian Radio-television and Telecommunications Commission Rules of Practice and 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 the *Implementation of new Rules of Practice and Procedure*, Broadcasting and Telecom Regulatory Policy CRTC 2010-958, 23 December 2010, and the *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 :

2. OWNERSHIP

OWNERSHIP INFORMATION

Appendix 2A : All applicants must complete section a) of the appendix but MAY BE exempt from completing section b). APPENDIX 2A - INCLUDED -

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 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: APPENDIX 2B - INCLUDED -

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: APPENDIX 2C INCLUDED -

For the applicant; if 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 reference 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, 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 which 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**. SEE APPENDIX 3 -

Business Classification Code:

- a) other CRTC licence holder and exempted undertakings; N/A
- b) daily newspaper; N/A
- c) non-daily newspaper or other media publisher; N/A
- d) production or distribution of programming material; SEE APPENDIX 3 - INCLUDED -
- e) lessor of property, plant or equipment of applicant; N/A
- f) telecommunications company regulated under the *Telecommunications Act*; and N/A
- g) company owning securities in any of categories (a) to (f). N/A

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
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4. TECHNICAL INFORMATION

Applicants are advised to consult with their broadcast engineering consultants when completing this section, to ensure that that the information provided is consistent with the Engineering Brief submitted to Industry Canada.

4.1 a) Have all required technical documents been filed with Industry Canada?

YES (X)

NO ()

- b) If YES, indicate the date of filing: 2011-04-07- (YYYY-MM-DD)

You are required to provide a copy of the transmittal communication or courier pick-up receipt of the technical documents filed with Industry Canada as **APPENDIX 4A**. INCLUDED APPENDIX 4A.

- c) I hereby authorize the Commission to include as part of this application any documents or correspondence filed with Industry Canada with respect to this application.

YES (✓)

NO ()

If NO, explain.

- 4.2 In accordance with paragraphs 138-139 of Broadcasting Regulatory Policy CRTC 2010-499, *Campus and community radio policy*, dated 22 July 2010, please answer the following: NO STATIONS WILL BE AFFECTED.

a) Provide a list of the low power radio stations that may be affected by this application.

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 (✓)

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

- 4.3 Provide the following information:

- DAYTIME OPERATION -

	PROPOSED OPERATION	NOTE
Frequency	<u>1480 KHz</u>	KHz for AM MHz for FM
Channel and Class	<u>- C -</u>	
Transmitter power (for AM)	<u>1000</u> watts	
MAXIMUM ERP - Effective Radiated Power (at beam-tilt angle) (for FM)	<u>N/A</u> watts	If no beam-tilt is used, provide ERP in horizontal plane
AVERAGE ERP - Effective Radiated Power (at beam-tilt angle) (for FM)	<u>N/A</u> watts	If no beam-tilt is used, provide ERP in horizontal plane
Antenna Radiation Pattern	<u>OMNI-DIR-</u>	Directional/Non-directional Antenna
EHAAT - Effective Height Above Average Terrain	<u>N/A</u> metres	FM only <u>AM</u>
Antenna and Transmitter Site Coordinates	<u>43° 53' 34" N.</u> <u>79° 16' 06" W.</u>	North Latitude West Longitude
Studio Location(s)	<u>MARKHAM</u> <u>ONTARIO</u>	City and, where possible, street address(es)
Subsidiary Communications (SCMO)/ Subsidiary Data	YES () NO (<u>✓</u>)	
For rebroadcasting stations, identify station rebroadcast	<u>N/A -</u>	Call Letters Frequency Location

SUPPORTING DOCUMENTS TO BE APPENDED:

APPENDIX 4A

A copy of the transmittal communication or courier pick-up receipt of the technical documents filed with Industry Canada. YES.

- APPENDIX 4B** In the case of a proposal for a conversion from AM to FM, 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. *N/A -*
- APPENDIX 4C** In the case of a low-power AM, provide a copy of a map (in colour if available) showing the proposed 5 mV/m and 15 mV/m coverage contours. *N/A -*
- APPENDIX 4D** In the case of a low-power FM, provide a copy of a map (in colour if available) showing the proposed 0.5 mV/m and 3 mV/m coverage contours. *N/A -*
- APPENDIX 4E** In the case of a regular power station, a clearly legible copy (in colour if available) of all maps included in the Engineering Brief submitted to Industry Canada, outlining the proposed coverage contours as per Industry Canada's Broadcasting Procedures and Rules. *INCLUDED AS APPENDIX 4E*
- You are required to submit your maps in electronic form (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). Also provide the map datum and projection used. These files can be submitted electronically or on a diskette.
- 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. *N/A -*
- APPENDIX 4G** Documentation supporting the availability of the proposed transmitter site(s). *INCLUDED APP 4 G*
- APPENDIX 4H** Documentation supporting the technical suitability of the proposed transmitter site(s). *INCLUDED APP 4 H -*

5. COSTS AND FUNDING

- 5.1 Provide the following information regarding capital costs and facilities:

	Cost of Assets to be Purchased (\$)	Value (FMV) of Assets to be Leased (\$)	Annual Lease (\$)
Studio Plant	25,000.	STUDIO IS EXISTING	
Transmitting Plant	95,000.		12,000.
TOTAL	120,000.		

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

- 5.2 Specify the funds available to finance the proposed transaction: UNDER 250 K.

Equity:

Debt:

Total:

- 5.3 a) Specify the individual sources of financing for the funds identified in question 5.2 (for example, Bank loans, share capital, other loans). If any of these persons hold public office, by election or appointment, indicate the office held under the name of the person(s).

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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. *N/A*

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. *N/A-*

APPENDIX 5

- a) 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:
- "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)."
- b) 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.
- c) 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.
- d) 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: *SEE APPENDIX 6.1 -*

-SEE APPENDIX 6.1-

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)	0.5 mV/m Contour (FM)	Principal
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-11-

	15 mV/m Contour (AM)	5 mV/m Contour (AM)	Marketing Area
Population	295,300	642,100	SAR 6.3
Households	84,325	183,600	SAR 6.3
Sources of data	STATISTIC CANADA 2006 CENSUS.		

- 6.3 Indicate to which of the communities the station's principal marketing activities will be directed. SCHEDULE 6.3-
- 6.4 The applicant will, by **CONDITION OF LICENCE**, have the undertaking on air within 24 months of the date of a favourable decision.

YES (u)

NO ()

If NO, explain.

7. FINANCIAL OPERATIONS

- 7.1 a) Complete the following table for the proposed undertaking for each 12-month period ending 31 August of the proposed license term.

THE FIRST YEAR OF OPERATION WILL BE: 2012/2013 -

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	TOTAL
REVENUE (after agency commissions) ((\$000))								
National	30	40	45	55	60	70	70	370
Local	300	340	375	405	450	500	500	2870
Other (Specify)	—	—	—	—	—	—	—	—
TOTAL	330	380	420	460	510	570	570	3240
OPERATING EXPENSES ((\$000))								
Programming	130	135	145	155	160	165	165	1055
Canadian Content Development	0.5	0.5	0.5	1.	1.	1.	1.	5.5
Technical	10.5	10.5	10.5	11.	11.	11.	11.	75.5
Sales, Advertising and Promotion	85	90	100	105	110	115	115	720.
Administration and General	94	95	95	100	110	115	115	724.
TOTAL OPERATING EXPENSES	320	331	351	372	392	407	407	2580
NON-OPERATING EXPENSES ((\$000))								
Depreciation	8	8	8	8	8	8	8	56
Profit Before Interest and Taxes	2	41	61	80	110	155	155	604
Interest	—	—	—	—	—	—	—	—
Other (Specify)	—	—	—	—	—	—	—	—
TOTAL NON-OPERATING EXPENSES	8	8	8	8	8	8	8	56
TOTAL EXPENSES	328							
Estimated pre-tax income (loss)	2	41	61	80	110	155	155	604
Provision for Income Tax	0	6	9	12	12	24	24	93

NET INCOME (LOSS) AFTER TAXES (for broadcasting operations only)	2	35	52	68	93	131	131	511
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b) Provide a detailed listing of all supporting financial assumptions and calculations.

SEE APPENDIX 7.1

7.2 a) If the application is for an FM station to be operated jointly with an existing AM station, please complete the following table for the AM station as well. *N/A*

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6	YEAR 7	TOTAL
REVENUE (after agency commissions) (\$000)								
National								
Local								
Other (Specify)								
TOTAL								
OPERATING EXPENSES (\$000)								
Programming								
Canadian Content Development								
Technical								
Sales, Advertising and Promotion								
Administration and General								
TOTAL OPERATING EXPENSES								
NON-OPERATING EXPENSES (\$000)								
Depreciation								
Profits Before Interest and Taxes								
Interest								
Other (Specify)								
TOTAL NON-OPERATING EXPENSES								
TOTAL EXPENSES								
Estimated pre-tax income (loss)								
Provision for Income								
NET INCOME (LOSS) AFTER TAXES (for broadcasting operations only)								

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

SEE APPENDIX 7.2

7.3 Provide a projected statement of pre-operating costs for the period prior to the commencement of operation. *SEE APPENDIX 7.3*

7.4 For the second year of operation, provide a table showing the potential source of your projected revenues as they pertain to: *SEE APPENDIX 7.4*

- 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.

- SEE APPENDIX 7.4 -

8. PROGRAMMING

8.1 CANADIAN CONTENT DEVELOPMENT (CCD)

In *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006, at paragraph 116, the Commission sets out each licensee's basic annual CCD contributions. At paragraph 118, the Commission states that no less than 60% of the basic annual CCD contributions must be forwarded to FACTOR or MUSICACTION. At paragraph 119, the Commission indicates that ethnic licensees or those airing predominately spoken word material can request an exception to the mandatory requirement to contribute to FACTOR or MUSICACTION. These licensees can direct their payments to eligible initiatives that support their content.

- a) If the applicant proposes to EXCEED basic contributions to CCD, the applicant proposes to devote the following amount, on an annual basis, commencing in the first year of operations, to the development of Canadian content. \$ SEE APPENDIX 8A-

- b) The applicant will adhere to the commitment identified in a) by CONDITION OF LICENCE.

YES (✓)

NO ()

If NO, explain.

- c) As indicated in paragraph 124, no less than 20% of an applicant's funding commitment that is over and above the basic annual CCD contribution must be allocated to FACTOR or MUSICACTION.

The applicant will, as a **CONDITION OF LICENCE**, direct no less than 20% of the amount identified in a) to FACTOR or MUSICACTION

YES (✓)

NO ()

If NO, explain.

- d) Provide a detailed description of the initiatives to which the applicant proposes to direct the remainder of the amount identified in a). (**APPENDIX 8A**) INCLUDED.

Licensees are reminded that all contributions other than those allocated to FACTOR or MUSICACTION must qualify according to the definition set out in Public Notice CRTC 2006-158, paragraphs 108-110. The Commission will be requiring 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: HINDI, TAMIL, URDU AND PUNJABI -
- b) Other languages of programming:

- SEE APPENDIX B-11-B -

Minimum per Broadcast Week		
	Hours:Minutes	%

- 14 -

Aboriginal Canadian Languages		
Other Languages		

If the station will devote 15% or more of the broadcast week to **ethnic programming**, complete questions 8.9 to 8.11.

8.3 LOCAL PROGRAMMING

The definition of Local Programming shall be as set out in paragraphs 205 to 208 of Broadcasting Public Notice CRTC 2006-158, as amended from time to time.

- a) Provide a commitment to a minimum level of LOCAL PROGRAMMING: 120 hours 0 mins. in each broadcast week.
- b) Referring to paragraphs 206 and 207 of Broadcasting Public Notice CRTC 2006-158, describe how the service would meet the particular needs and interests of the communities you propose to serve.

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.

8.4 EMERGING ARTISTS

Paragraph 92 of *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 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. Broadcasting Regulatory Policy CRTC 2011-316 established definitions for emerging English and French-language Canadian artists.

- i) What percentage of musical selections aired in a broadcast week would feature emerging artists? 15% -
- ii) If the Commission decides to impose commitments relating to emerging Canadian artists and their music as conditions of licence, confirm that the applicant will adhere to its commitment in i) by **CONDITION OF LICENCE**.
- YES (X) NO ()
- If NO, explain.
- iii) How, beyond the provision of airplay, do you intend to promote emerging artists? see Appendix B-4 -

8.5 NEW DISTRIBUTION PLATFORMS

a) UNREGULATED ACTIVITIES

Do you intend to distribute new streams of audio content **which are not presently regulated by the Commission** by using emerging technologies, such as but not limited to, the internet?

YES () NO (X)

If YES, describe:

- i) which emerging technologies you will be using;
- ii) the types of audio programming material you intend to provide and how they will reflect the objectives of the Broadcasting Act, specifically in relation to the development and provision of Canadian content; and
- iii) the estimated population and geographical reach of these distribution platforms.

b) REGULATED ACTIVITIES

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Are you planning to conduct experiments or field trials involving new technologies (e.g. DMB, DVB-H) to broadcast programming?

YES () NO (X)

If YES, describe:

- i) the technology experiments;
- ii) the programming material that will be distributed; and
- iii) the estimated population and geographical reach of these experimental distribution platforms.

FM UNDERTAKING

8.6 STATION FORMAT

The applicant will, by **CONDITION OF LICENCE**, operate within the Specialty format, as defined in Public Notice CRTC 1995-60 dated 21 April 1995 and amended in Broadcasting Regulatory Policy CRTC 2010-819 dated 5 November 2010, or as amended from time to time.

YES (X) NO ()

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

- (X) the language of broadcast is neither English nor French;
- () more than 50% of the broadcast week is devoted to spoken word;
- (X) less than 70% of the music broadcast is from category 2 (Popular Music) as defined in Broadcasting Regulatory Policy CRTC 2010-819 dated 5 November 2010. In this case, the applicant will, by **CONDITION OF LICENCE**, broadcast the following:

MUSIC SUB-CATEGORY BREAKDOWN - SPECIALTY FORMATS		
Music sub-category	Description	Minimum % of total music
21	Pop, Rock and Dance	
22	Country and Country-Oriented	
23	Acoustic	
24	Easy Listening	
31	Concert	
32	Folk and Folk-Oriented	
33	World Beat and International	95%
34	Jazz and Blues	
35	Non-classic Religious	

- If more than 50% of the broadcast week is devoted to spoken word, provide a sample block schedule, including a brief description of programming as **APPENDIX 8B**. NOT APPLICABLE.
- 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. APPENDIX 8C INCLUDED -
- If applying for a Specialty format, identify the subcategory of music in the sample music list. CATEGORY 33 -

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8.7 HIT MUSICAL SELECTIONS (ENGLISH LANGUAGE STATIONS ONLY) *N/A*

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

AM OR FM UNDERTAKING

- 8.8 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 applicant 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 ()

If NO, explain.

ETHNIC PROGRAMMING OR UNDERTAKING

- Applicants proposing to devote 15% or more of the broadcast week to ethnic programming must respond to questions 8.9 to 8.11.
 - Applicants proposing to operate an ethnic station must also respond to these 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 the *Ethnic Broadcasting Policy* in Public Notice CRTC 1999-117, and consequent amendments to the *Radio Regulations, 1986*, set out in Public Notice CRTC 2000-92.
- 8.9 In Public Notice CRTC 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. *SEE APPENDIX B.9 -*

- 8.10 As set out in Public Notice CRTC 1999-117, the Commission will set, by **CONDITION OF LICENCE**, the minimum number of ethnic groups that each ethnic radio and television station must serve and the minimum number of languages in which it must provide programming. The minimum number of distinct groups that a station must serve is established on the basis of the demographics of the community, the services already available and the degree of support shown by local community organizations. In addition, the Commission stated that it will also weigh the ability of ethnic stations to provide appropriate amounts of quality programming to these groups and that it will evaluate how this broad service requirement is met in light of the ethnic programming available from all stations in the market.

Provide your commitments in this area, keeping in mind that they may be imposed as conditions of licence. *APPENDIX B.10 -*

- 8.11 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 (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).

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. *SEE APPENDIX B.11 -*

- SEE APPENDIX B.11-B -

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			

8.12 INDUSTRY CODES

The applicant will adhere to the following codes by **CONDITIONS OF LICENCE** 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.

In the case of a conversion from the AM band to the FM band only *N/A* -

- 8.13 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 (3) months following implementation. *N/A* -

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.

9. INCLUSION OF DESIGNATED GROUPS

EMPLOYMENT EQUITY

Information relating to employment equity is available in Public Notices CRTC 1992-59 and 1997-34.

- 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)? *NO* -

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YES ()

NO (✓)

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 (✓)

If YES, proceed to question 9.3.
If NO, proceed to question 9.7.

- 9.3 Outline 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). *N/A*

QUESTIONS 9.4 TO 9.6 -- APPLICABLE IF BETWEEN 25 AND 99 EMPLOYEES ONLY: *N/A* -

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

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

YES ()

NO ()

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

- 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)? *SEE APPENDIX 9.7 -*

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

YES ()

NO (✓) *SEE APPENDIX 9.8 -*

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.

ON-AIR PRESENCE

Information relating to on-air presence and voice-overs is available in Public Notices CRTC 1994-69 and 1995-98.

25 OR MORE EMPLOYEES ONLY:

- 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 (✓)

- 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 applicant, as well as to acquired programming and advertising. *N/A -*

CULTURAL DIVERSITY

- 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: ethnocultural minorities, Aboriginal peoples, as well as 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 *Commercial Radio Policy 2006*, Broadcasting Public Notice CRTC 2006-158, 15 December 2006, 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. *SEE APPENDIX 9.11 -*

10. Request for documents to be designated as confidential

Sections 30 to 34 of the *Canadian Radio-television and Telecommunications Commission Rules of Practice and 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:

1. Information that is a trade secret
2. 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
3. Information the disclosure of which could reasonably be expected :
 1. To result in material financial loss or gain to any person;
 2. To prejudice the competitive position of any person; or
 3. 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 the *Implementation of new Rules of Practice and Procedure*, Broadcasting and Telecom Regulatory Policy CRTC 2010-958, 23 December 2010, and the *Procedures for filing confidential information and requesting its disclosure in Commission proceedings*, Broadcasting and Telecom Information Bulletin CRTC 2010-961, 23 December 2010, for 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

APPENDIX NUMBER AND NAME		APPENDED (Yes or No)	E-FILED (Yes or No)
SECTION 1: GENERAL INFORMATION			
1	Supplementary Brief (mandatory)	YES	NO
SECTION 2: OWNERSHIP			
2A	Ownership Information	YES	NO
2B	Control Statement and Agreements	YES	NO
2C	Corporate Documents	YES	NO
SECTION 3: INDUSTRY CONSOLIDATION AND CROSS-MEDIA OWNERSHIP			
3	Consolidation & Cross-Media	YES	NO
SECTION 4: TECHNICAL INFORMATION			
4A	Proof that technical documents were filed with Industry Canada	YES	NO
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	NO
4F	Map – Realistic Contours	NO	NO
4G	Documentation - Availability of Proposed Transmitter Site(s)	YES	NO
4H	Documentation – Technical Suitability of Proposed Transmitter Site(s)	YES	NO
SECTION 5: COSTS & FUNDING			
5A	Letter of Financing from Third Party Institution	NO	NO
5B	Statement of Net Worth	NO	NO
5C & D	Financial Statements	NO	NO
SECTION 8: PROGRAMMING			
8A	Description of the proposed CCD initiatives	YES	NO
8B	Sample Block Schedule	NO	NO
8C	Sample Music List	YES	NO

This document is available in alternative format upon request.
 CRTC 101 (2011-10-17) - New Commercial Radio
 version française disponible

End of Document

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

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- LIST OF APPENDICES INCLUDED -

Appendix

1

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9.11

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- APPENDIX 1 -

SUPPLEMENTARY BRIEF

This is an application presented by 8041393 Canada Inc. which in this application will do business under the name Radio Zum Zum. This company is owned by one person, Mr. Kumarkulasingam Nadarajah known as Mr. Kumar Nadarajah (see Appendices 2A, 2B and 2C).

Mr. Nadarajah is a seasoned broadcaster that possesses more than 20 years of broadcasting, including the fact that Mr. Kumar has been operating a S.C.M.O. service catering to the Markham South-Asian community for the last twelve (12) years.

The technical peculiarities of this application are that:

- As AM radio frequencies in the Toronto area are very limited.
- As using a directional antenna is almost impossible as the AM frequencies that could be used in the G.T.A. would require affording protection to a wide area, especially South of Toronto, and that, in order to serve Markham, one would need to install a directional antenna right within the population of G.T.A. or in Lake Ontario. This of course, is not feasible.
- This explains why this application is for the use of two frequencies 1480 khz daytime with a power of 1 kw and 1490 khz night time with a power of 0.5 kw using an omnidirectional antenna from a site strategically located to better serve the City of Markham.

As 1480 khz omnidirectional is only usable during the daytime and that 1490 khz can only be used at night, we feel that this proposes a very efficient use of these frequencies leaving other frequencies to other use.

The reasons that triggered Mr. Nadarajah's desire to convert its S.C.M.O. service to an over-the-air (wider service to the Markham ethnic communities) are as follows:

- Over the years, as off-air radio has become more available to the various ethnic communities, the S.C.M.O. service has outgrown its needs. So, in order to better serve the Markham ethnic communities and that considering a document "Visible minorities in the G.T.A. source Statistics Canada 2006 Census" (this document is included in Appendix 8.10), it shows that of all the cities of the G.T.A., Markham has the highest population of visible minorities, total of 65.4% of the population in 2006 up + 9.9% from 2001 and growing.

2/...

This is the main reason that in order to bonify our service to the growing communities and to offer a wider service to more languages and groups, the S.C.M.O. needs to be replaced with an over-the-air AM service thus this application.

Should our AM radio service be approved, we would then cater by condition of license to at least 22 groups in 16 languages (referred to in this application as our targeted audience).

The Commission will appreciate that in public notice 2001-20 (Report of the Federal Government), the Commission stated that the population of Greater Toronto should "receive a range of radio services reflective of the diversity of their languages and cultures".

In a subsequent call for applications, the Commission reiterated the requirement for "services that clearly reflect the diversity of languages as well as the multicultural and multi-ethnic reality of G.T.A."

Furthermore, in public notice 2003-20, the Commission took into account "the extent to which the applications addressed specific linguistic and cultural groups that are currently underserved" but the Commission noted "the scarcity of frequencies may not permit the licensing of over-the-air single language service for such ethnic groups".

Thus, it is with this vision in mind that we are proposing to serve "the underserved ethnic communities of Markham, providing a strong local orientated service to 22 groups in 16 languages to fill a need in the City of Markham".

Given the use of our frequencies 1480 khz day and 1490 khz night and our modest 1 kw of power, our service will be limited to essentially the City of Markham, this is fine.

As stated in our Appendix 7.4 and a comparative coverage maps included in Appendix 7.4, it clearly demonstrates that we will cater to groups and languages that are not served at the moment in the City of Markham. Of all the G.T.A.'s ethnic stations, only CIRV-FM's 3 mv/m contour barely touches the proposed applicant's 15 mv/m daytime coverage.

The recently approved low power station in Scarborough's contours 3 mv/m does not reach the applicant's 15 mv/m daytime contour, plus our programming will differ immensely and in its decision 2011-756, in paragraph 8 (included as Appendix 1.A), the Commission notes that the newly approved service is proposing a low-power ethnic station with coverage primarily limited to Scarborough.

The applicant's signal is somewhat restricted to Markham and does not cover Scarborough. The newly approved low-power service 0.5 mv/m touches Markham but is restricted because of received interference that severely limits its service to Scarborough.

3/...

The only G.T.A.'s ethnic station that can claim some service is CHIN-FM broadcasting from the CN tower whose 3 mv/m contour crosses over 75% of the applicant's 15 mv/m daytime contour.

Considering that our proposed service and CHIN/FM's programming are much different, we suggest that we will cater to an underserved audience that requires and needs our service.

For all the above, 8041393 Canada Inc. is proud to present this application to the Commission for your consideration.

Respectfully submitted in the public's interest.

We trust that the Commission will study this application in its wisdom.

-APPENDIX 1 A-

[Home](#) > Decisions, Notices and Orders

Broadcasting Decision CRTC 2011-756

[PDF version](#)

Route reference: [2011-427](#)

Additional reference: [2011-427-1](#)

Ottawa, 7 December 2011

Subanasiri Vaithilingam, on behalf of a corporation to be incorporated
Scarborough, Ontario

Application 2010-1889-6, received 17 December 2010

Public hearing in the National Capital Region

19 September 2011

Ethnic FM radio station in Scarborough

*The Commission **approves** an application for a broadcasting licence to operate a commercial ethnic FM radio station in Scarborough, Ontario.*

Introduction

1. The Commission received an application by Subanasiri Vaithilingam, on behalf of a corporation to be incorporated (OBCI), for a broadcasting licence to operate a commercial ethnic FM radio programming undertaking in Scarborough, Ontario. The new station would operate at 105.9 MHz (channel 290LP) with an effective radiated power of 45 watts (non-directional antenna with an effective height of antenna above average terrain of 63.4 metres).
2. Subanasiri Vaithilingam (OBCI) will be wholly owned and controlled by Subanasiri Vaithilingam.
3. The applicant proposed to direct ethnic programming to a minimum of three cultural groups in a minimum of three different languages each broadcast week by condition of licence. It indicated that 90% of the programming aired each broadcast week would be devoted to ethnic programming and that 90% thereof would be devoted to third-language programming. The applicant also stated that it would accept a condition of licence requiring it to contribute \$17,000 over seven years to Canadian content development (CCD) over and above the basic contributions to CCD.

Interventions and applicant's reply

4. The Commission received one intervention in support of the application, composed of numerous letters in support. The Commission also received opposing interventions by 3885275 Canada Inc., licensee of CJSA-FM Toronto, and Bhupinder Bola.^[1] The public record for this application can be found on the Commission's website at www.crtc.gc.ca under "Public Proceedings."
5. In its intervention, 3885275 Canada Inc. noted that the Greater Toronto Area (GTA) was already served by nine ethnic stations and submitted that the market could not support the entry of a new ethnic radio station. It also indicated that approval of the application would have a negative impact on CJSA-FM by targeting the same Tamil ethnic group, from which it indicated it derived approximately half of its revenues. The two interveners in opposition to the application indicated that the Tamil community in the GTA and Scarborough was already well served by existing stations in the market.
6. In reply, the applicant indicated that its new low-power FM station would have very little impact on other stations in the market and that both CJSA-FM and its proposed FM station could serve the Tamil community in the market.

Commission's analysis and decision

7. After considering the public record for this application in light of applicable policies and regulations, the Commission finds that the issue it must examine is whether approval of the application would have an undue negative impact on CJSA-FM Toronto.
8. The Commission notes that the applicant proposed to devote up to 90% of its programming to programming directed to the South Asian community, including programming primarily targeted to the Tamil community (60%), as well as programming targeted to the Punjabi (20%) and Filipino (10%) communities. The Commission recognizes the potential programming overlap between the proposed service and the ethnic radio services presently serving the GTA, including CJSA-FM, which currently dedicates the largest proportion of its programming to the GTA's Tamil community. However, the Commission notes that the applicant is proposing a low-power ethnic

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- APPENDIX 1A -

station with coverage primarily limited to Scarborough. Further, the Commission generally considers CJSA-FM to be solidly established in the Toronto market and within the communities it serves, as reflected by the amount and consistency of its revenues. The Commission also considers that the growth within the GTA's Tamil population and business community will help offset the potential impact on CJSA-FM.

9. In light of all of the above, the Commission **approves** the application by Subanasiri Vaithilingam, on behalf of a corporation to be incorporated, for a broadcasting licence to operate a commercial ethnic FM radio programming undertaking in Scarborough. 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 2011-756

Terms, conditions of licence and encouragement

Issuance of the broadcasting licence to operate a commercial ethnic FM radio programming undertaking in Scarborough, Ontario

Terms

The licence will expire 31 August 2018.

The station will operate at 105.9 MHz (channel 290LP) with an effective radiated power of 45 watts (non-directional antenna with an effective height of antenna above average terrain of 63.4 metres).

The Department of Industry (the Department) has advised the Commission that while this application is conditionally technically acceptable, it will only issue a broadcasting certificate when it has determined that the proposed technical parameters will not create any unacceptable interference with aeronautical NAV/COM services.

The Commission reminds the applicant that pursuant to section 22(1) of the *Broadcasting Act*, no licence may be issued until the Department 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 service, the Commission also reminds the applicant that it will have to select another frequency if the Department so requires.

In order to ensure that the applicant is in compliance at all times with the *Direction to the CRTC (Ineligibility of non-Canadians)*, the Commission requires the applicant to file a copy of its amended and executed by-laws within 12 months of the date of this decision.

Furthermore, the licence for this undertaking will be issued once the applicant:

has satisfied the Commission with supporting documentation that an eligible Canadian corporation has been incorporated in accordance with the application in all material respects; and

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 7 December 2013. 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 licence will be subject to the conditions set out in *Conditions of licence for AM and FM radio stations*, Broadcasting Regulatory Policy CRTC 2009-62, 11 February 2009.

2. The station shall be operated within the specialty format as defined in *A review of certain matters concerning radio*, Public Notice CRTC 1995-60, 21 April 1995, and *Revised content categories and subcategories for radio*, Public Notice CRTC 2000-14, 28 January 2000, as amended from time to time.

3. The licensee shall devote a minimum of 90% of the programming broadcast during each broadcast week to ethnic programs, as defined in the *Radio Regulations, 1986*.

4. The licensee shall devote a minimum of 90% of the programming broadcast during each broadcast week to third-language programs, as defined in the *Radio Regulations, 1986*.

5. The licensee shall offer on a weekly basis programming directed to a minimum of three cultural groups in a minimum of three languages.

COMMUNICATIONS MICHEL MATHIEU

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TÉL. : **514 233-3791** - FAX : **450 963-7229****- APPENDIX 2A -****OWNERSHIP INFORMATION**

Mr. Kumarakulasingam Nadarajah (Mr. Kumar Nadarajah) is the sole owner of 8041393 Canada Inc. and will exercise full control of the company.

All corporate documents are provided in Appendix 2C.

This company is already incorporated 8041393 Canada Inc.

The Commission should note that 8041393 Canada Inc. will do business under the name Radio Zum Zum.

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

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TÉL. : **514 233-3791** - FAX : **450 963-7229****- APPENDIX 2B -****CONTROL STATEMENT AND AGREEMENTS**

As stated in Appendix 2A, Mr. Kumar Nadarajah (being the sole owner of the applicant 8041393 Canada Inc.) will exercise full control on 8041393 Canada Inc. and will be in control and fully responsible for the applicant's license.

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT
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- APPENDIX 2C-

CORPORATE DOCUMENTS

Here enclosed are all the corporate documents pertaining to the applicant.



Industry
Canada

Industrie
Canada

-APPENDIX 2-C-

Certificate of Incorporation

Canada Business Corporations Act

Certificat de constitution

Loi canadienne sur les sociétés par actions

8041393 CANADA INC.

Corporate name / Dénomination sociale

804139-3

Corporation number / Numéro de société

I HEREBY CERTIFY that the above-named corporation, the articles of incorporation of which are attached, is incorporated under the *Canada Business Corporations Act*.

JE CERTIFIE que la société susmentionnée, dont les statuts constitutifs sont joints, est constituée en vertu de la *Loi canadienne sur les sociétés par actions*.

Marcie Girouard

Director / Directeur

2011-11-29

Date of Incorporation (YYYY-MM-DD)

Date de constitution (AAAA-MM-JJ)

Canada



Industry
Canada

Industrie
Canada

Form 1
Articles of Incorporation
Canada Business Corporations
Act (s. 6)

Formulaire 1
Statuts constitutifs
Loi canadienne sur les sociétés
par actions (art. 6)

- 1 Corporate name
Dénomination sociale
8041393 CANADA INC.
- 2 The province or territory in Canada where the registered office is situated
La province ou le territoire au Canada où est situé le siège social
ON
- 3 The classes and any maximum number of shares that the corporation is authorized to issue
Catégories et le nombre maximal d'actions que la société est autorisée à émettre
The corporation is authorized to issue an unlimited number of Common Shares.
- 4 Restrictions on share transfers
Restrictions sur le transfert des actions
See attached schedule / Voir l'annexe ci-jointe
- 5 Minimum and maximum number of directors
Nombre minimal et maximal d'administrateurs
Min. 1 Max. 5
- 6 Restrictions on the business the corporation may carry on
Limites imposées à l'activité commerciale de la société
NONE
- 7 Other Provisions
Autres dispositions
See attached schedule / Voir l'annexe ci-jointe
- 8 **Incorporator's Declaration:** I hereby certify that I am authorized to sign and submit this form.
Déclaration des fondateurs : J'atteste que je suis autorisé à signer et à soumettre le présent formulaire.

NADARAJAH 233 RIVERWALK DR,
KUMARAKULASINGAM MARKHAM ON
L6B 0G9, Canada

Original signed by / Original signé par
NADARAJAH
KUMARAKULASINGAM
NADARAJAH
KUMARAKULASINGAM

Note: Misrepresentation constitutes an offence and, on summary conviction, a person is liable to a fine not exceeding \$5000 or to imprisonment for a term not exceeding six months or both (subsection 250(1) of the CBCA).
Nota : Faire une fausse déclaration constitue une infraction et son auteur, sur déclaration de culpabilité par procédure sommaire, est passible d'une amende maximale de 5 000 \$ ou d'un emprisonnement maximal de six mois, ou de ces deux peines (paragraphe 250(1) de la L.C.S.A.)

Canada

IC 3419 (2008/04)

Schedule / Annexe

Restrictions on Share Transfers / Restriction sur le transfert d'actions

The right to transfer shares of the Corporation shall be restricted in that no shareholder shall be entitled to transfer any share or shares of the Corporation without the approval of:

The directors of the Corporation expressed by resolution passed by the votes cast by a majority of the directors of the Corporation at a meeting of the board of directors or signed by all of the directors of the Corporation;

Schedule / Annexe
Other Provisions / Autres dispositions

a. The number of shareholders in the Corporation, exclusive of employees and former employees who, while employed by the Corporation were, and following the termination of that employment, continue to be, shareholders of the Corporation, is limited to not more than fifty, two or more persons who are the joint registered holders of one or more shares being counted as one shareholder.

b. Any invitation to the public to subscribe for securities of the Corporation is prohibited.

c. If authorized by by-law which is duly made by the directors and confirmed by ordinary resolution of the shareholders, the directors of the Corporation may from time to time:

- i. borrow money upon the credit of the Corporation;
- ii. issue, reissue, sell or pledge debt obligations of the Corporation; and
- iii. mortgage, hypothecate, pledge or otherwise create a security interest in all or any property of the Corporation, owned or subsequently acquired to secure any debt obligation of the Corporation.

Any such by-law may provide for the delegation of such powers by the directors to such officers or directors of the Corporation to such extent and in such manner as may be set out in the by-law. Nothing herein limits or restricts the borrowing of money by the Corporation on bills of exchange or promissory notes made, drawn, accepted or endorsed by or on behalf of the Corporation.

d. The directors may appoint one or more directors, who shall hold office for a term expiring not later than the close of the next annual general meeting of shareholders, but the total number of directors so appointed may not exceed one third of the number of directors elected at the previous annual general meeting of shareholders.

Industry
CanadaIndustrie
Canada**Form 2****Formulaire 2****Initial Registered Office Address
and First Board of Directors****Siège social initial et premier
conseil d'administration***Canada Business Corporations Act
(CBCA) (s. 19 and 106)**Loi canadienne sur les sociétés par
actions (LCSA) (art. 19 et 106)*

1	Corporate name Dénomination sociale 8041393 CANADA INC.
2	Address of registered office Adresse du siège social 101-720 TAPSCOTT RD SCARBOROUGH ON M1X 1C6
3	Additional address Autre adresse
4	Members of the board of directors Membres du conseil d'administration

NADARAJAH KUMARAKULASINGAM	233 RIVERWALK DR, MARKHAM ON L6B 0G9, Canada	Resident Canadian Résident Canadien Yes / Oui
-------------------------------	---	---

5 Declaration: I certify that I have relevant knowledge and that I am authorized to sign this form.
Déclaration : J'atteste que je possède une connaissance suffisante et que je suis autorisé(e) à signer le présent formulaire.

Original signed by / Original signé par
NADARAJAH KUMARAKULASINGAMNADARAJAH KUMARAKULASINGAM
4162671100

Note: Misrepresentation constitutes an offence and, on summary conviction, a person is liable to a fine not exceeding \$5000 or to imprisonment for a term not exceeding six months or both (subsection 250(1) of the CBCA).

Nota : Faire une fausse déclaration constitue une infraction et son auteur, sur déclaration de culpabilité par procédure sommaire, est passible d'une amende maximale de 5 000 \$ ou d'un emprisonnement maximal de six mois, ou de ces deux peines (paragraphe 250(1) de la LCSA).



Industry
Canada

Industrie
Canada

2011-11-29

Corporations Canada
9th floor, Jean Edmonds Towers South
365 Laurier Avenue West
Ottawa, Ontario K1A 0G8

Corporations Canada
9e étage, Tour Jean Edmonds sud
365, avenue Laurier ouest
Ottawa (Ontario) K1A 0G8

- APPENDIX 2 - C -

Corporation Information Sheet

Canada Business Corporations Act (CBCA)

Fiche de renseignements concernant la société

Loi canadienne sur les sociétés par actions (LCSA)

8041393 CANADA INC.

Corporation Number	804139-3	Numéro de société
Corporation Key Required for changes of address or directors online	77276561	Clé de société Requise pour mettre à jour en ligne l'adresse du siège social ou l'information concernant les administrateurs
Anniversary Date Required to file annual return	11-29 (mm-dd/mm-jj)	Date anniversaire Requise pour le dépôt du rapport annuel
Annual Return Filing Period Starting in 2012	11-29 to/au 01-28 (mm-dd/mm-jj)	Période pour déposer le rapport annuel Débutant en 2012

Reporting Obligations

A corporation can be dissolved if it defaults in filing a document required by the CBCA. To understand the corporation's reporting obligations, consult **Keeping Your Corporation in Good Standing** (enclosed or available on our website).

Obligations de déclaration

Une société peut être dissoute si elle omet de déposer un document requis par la LCSA. Pour connaître les obligations de déclaration de la société veuillez consulter la brochure **Maintenir votre société en conformité**, ci-jointe ou disponible dans notre site Web.

Corporate Name

Where a name has been approved, be aware that the corporation assumes full responsibility for any risk of confusion with existing business names and trademarks (including those set out in the NUANS® search report). The corporation may be required to change its name in the event that representations are made to Corporations Canada and it is established that confusion is likely to occur. Also note that any name granted is subject to the laws of the jurisdiction where the corporation carries on business. For additional information, consult **Protecting Your Corporate Name** (enclosed or available on our website).

Dénomination sociale

En dépit du fait que Corporations Canada ait approuvé la dénomination sociale, il faut savoir que la société assume toute responsabilité de risque de confusion avec toutes dénominations commerciales, marques de commerce existantes (y compris celles qui sont citées dans le rapport de recherche NUANS®). La société devra peut-être changer sa dénomination advenant le cas où des représentations soient faites auprès de Corporations Canada établissant qu'il existe une probabilité de confusion. Il faut aussi noter que toute dénomination octroyée est assujettie aux lois de l'autorité législative où la société mène ses activités. Pour obtenir de l'information supplémentaire, veuillez consulter le document **Protection de la dénomination sociale** ci-joint ou disponible dans notre site Web.

Canada

Telephone / Téléphone
1-866-333-5556

Email / Courriel
corporationscanada@ic.gc.ca

Website / Site Web
www.corporationscanada.gc.ca

Summary of Articles of Incorporation CANADA INC.

Filer Information

Matter/File/Docket/PO#: **RAJKUMAR**
Filer Name: **KRISHNAN, MARIMUTHU**
Lawyer Name:
Comments:

General Information

Corporation Name: **CANADA INC.**
Effective Filing Date: **Today's date or first available Industry Canada business date**
Registered Office: **720 TAPSCOTT RD, #101, SCARBOROUGH, ONTARIO, CANADA, M1X1C6**
Mailing Address: **SAME AS ABOVE**
Minimum Number of Directors: **1**
Maximum Number of Directors: **5**

Contact Person

Name: **MARIMUTHU KRISHNAN**
Law Firm/Agent:
Email: **acctaxconsultants@rogers.com**
Address: **5-2857 LAWRENCE AVE EAST, SCARBOROUGH, ONTARIO, CANADA, M1P2S8**
Telephone: **(416)732-3211**

List of Directors (1 in total)

No.	Name	Address	Res.Can.
1	KUMARAKULASINGAM, NADARAJAH	233 RIVERWALK DR, MARKHAM, ONTARIO, CANADA, L6B0G9	Yes

List of Individual Incorporators (1 in total)

No.	Name	Address
1	KUMARAKULASINGAM, NADARAJAH	233 RIVERWALK DR, MARKHAM, ONTARIO, CANADA, L6B0G9

Classes of Shares

The corporation is authorized to issue an unlimited number of Common Shares.

Share Transfers

The right to transfer shares of the Corporation shall be restricted in that no shareholder shall be entitled to transfer any share or shares of the Corporation without the approval of:

a. The directors of the Corporation expressed by resolution passed by the votes cast by a majority of the directors of the Corporation at a meeting of the board of directors or signed by all of the directors of the Corporation;

OR

b. The shareholders of the Corporation expressed by resolution passed by the votes cast by a majority of the shareholders who voted in respect of the resolution or signed by all shareholders entitled to vote on that resolution;

Restrictions

NONE

Other Provisions

a. The number of shareholders in the Corporation, exclusive of employees and former employees who, while employed by the Corporation were, and following the termination of that employment, continue to be, shareholders of the Corporation, is limited to not more than fifty, two or more persons who are the joint registered holders of one or more shares being counted as one shareholder.

b. Any invitation to the public to subscribe for securities of the Corporation is prohibited.

c. If authorized by by-law which is duly made by the directors and confirmed by ordinary resolution of the shareholders, the directors of the Corporation may from time to time:

- i. borrow money upon the credit of the Corporation;
- ii. issue, reissue, sell or pledge debt obligations of the Corporation; and
- iii. mortgage, hypothecate, pledge or otherwise create a security interest in all or any property of the Corporation, owned or subsequently acquired to secure any debt obligation of the Corporation.

Any such by-law may provide for the delegation of such powers by the directors to such officers or directors of the Corporation to such extent and in such manner as may be set out in the by-law. Nothing herein limits or restricts the borrowing of money by the Corporation on bills of exchange or promissory notes made, drawn, accepted or endorsed by or on behalf of the Corporation.

d. The directors may appoint one or more directors, who shall hold office for a term expiring not later than the close of the next annual general meeting of shareholders, but the total number of directors so appointed may not exceed one third of the number of directors elected at the previous annual general meeting of shareholders.

Approved by: X

K. Mathieu

MARIMUTHU KRISHNAN

ACCTAX CONSULTANTS 2857 LAWRENCE EAST

SUITE # 05



SCARBOROUGH ONT M1P 2S5

TEL: 416 732 3211

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : 514 233-3791 - FAX : 450 963-7229

- APPENDIX 3 -

3.2 Mr. Kumar Nadarajah, the owner of the applicant, also owns Radio Geethavaani, which operates a S.C.M.O. service catering to the Tamil "South Asian" community in Toronto. Should this application be approved, the S.C.M.O. service would be terminated.

Mr. Kumar Nadarajah currently has an application before the C.R.T.C. to provide an FM radio service to the Middle-East communities of Toronto, Ontario.

These two entities are not tied in to the present application.

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : **514 233-3791** - FAX : **450 963-7229**

- APPENDIX 4A -

PROOF OF TRANSMITTAL OF DOCUMENTS TO INDUSTRY CANADA

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT
MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : 514 233-3791 - FAX : 450 963-7229

Laval, April 7th, 2011

To: Industry Canada
c/o Mrs. Manon Bolduc
Agent, Broadcast certifications and applications
300 Slater St., Room 1453-C
Ottawa, Ont. K1A 0C8

From: Michel Mathieu, Broadcast consultant

Subject: **New AM application Radio Zum Zum Inc. - 1480 khz day time, 1490 khz night time at Markham, Ontario**

Mrs. Bolduc: please find enclosed:

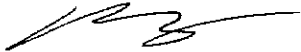
- 1) Letter giving me mandate to represent my client Radio Zum Zum (OBCI).
- 2) Letter confirming the availability of the proposed transmitter site, Asland Farm.
- 3) A letter from the City of Markham, Planning and Urban Design Department, confirming that there are no obstacles to the fact that we plan to install our AM antenna at the proposed site.
- 4) As the antenna will be a 75 foot Valcom fiberglass whip and that the Town sees no objections, we feel that we do not require any tower site clearance but if required, upon receipt of a CRTC license, we are prepared to submit whatever will be required.
- 5) Notice of retention of a broadcasting engineering consultant.
- 6) Application for a broadcasting certificate for a regular power undertaking.
- 7) Commitment form.
- 8) Our CRTC application will be filed before the end of this month (April 2011).

2/...

9) And of course, the engineering brief prepared by Mr. D.H. Macaulay, engineer.

If you have any questions, please do not hesitate to contact me.

Thank you,



Michel Mathieu
Broadcast Consultant
on behalf of Radio Zum Zum (OBCI)

Bolduc, Manon: DGEPS-DGGPN-APPENDIX 4A-

From: Bolduc, Manon: DGEPS-DGGPN
Sent: Thursday, April 14, 2011 10:14
To: 'lours2003@videotron.ca'
Cc: 'ICDOC'
Subject: New AM - Markham, ON - Radio Zum Zume Inc. - 6206-9493

Your application and technical documentation have been successfully submitted to the Department.

Please be advised that a processing priority will not be given to a proposal until the related application has been submitted to the Canadian Radio-television and Telecommunications Commission (CRTC). If the application meets exemption criteria and does not require a submission to the CRTC, Industry Canada should be advised as soon as possible.

It should also be noted that the Department will not issue a letter of approval (LOA) until such time as your obligations under CPC 2-0-3: "Radiocommunication and Broadcasting Antenna Systems" have been met and verified by Departmental staff.

Sincerely,

Manon Bolduc

Applications and Certification Officer | Agent aux demandes et à la certification
Engineering, Planning and Standards Branch | Direction générale du génie, de la planification et des normes
Spectrum, Information Technologies and Telecommunications Sector | Secteur du Spectre, des technologies de
l'information et des télécommunications
Industry Canada | Industrie Canada

300 Slater Street, Ottawa ON K1A 0C8 | 300, rue Slater, Ottawa ON K1A 0C8

Manon.Bolduc@ic.gc.ca

Telephone | Téléphone 613-998-4671

Facsimile | Télécopieur 613-991-6691

Teletypewriter | Téléimprimeur 1-866-694-8389

Government of Canada | Gouvernement du Canada

RADIO ZUMZUM (OBCI)

**233 RIVERWALK DR, MARKHAM ONT, L6B 0G9.
Ph: 905 294 3900 Email: radiozumzum@gmail.com**

To Whom it may concern

Ref: RADIO ZUMZUM

This is to confirm that, we are retain the service of Mr. Michel Mathieu, communications Michel Mathieu, 5640 Panard, Laval, Quebec, H7K 1C2 as our Broadcasting Consultant and to represent to our application for an AM (ethnic - South Asian) broadcast undertaking to serve Markham, Ontario, Canada.

We have given Mr. Mathieu a clear mandate to represent us in this matter. Your full collaboration with Mr. Mathieu in this matter will be greatly appreciated.

We thank you.

Yours truly,



**Kumarakulasingam Nadarajah
President and CEO**

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : **514 233-3791** - FAX : **450 963-7229**

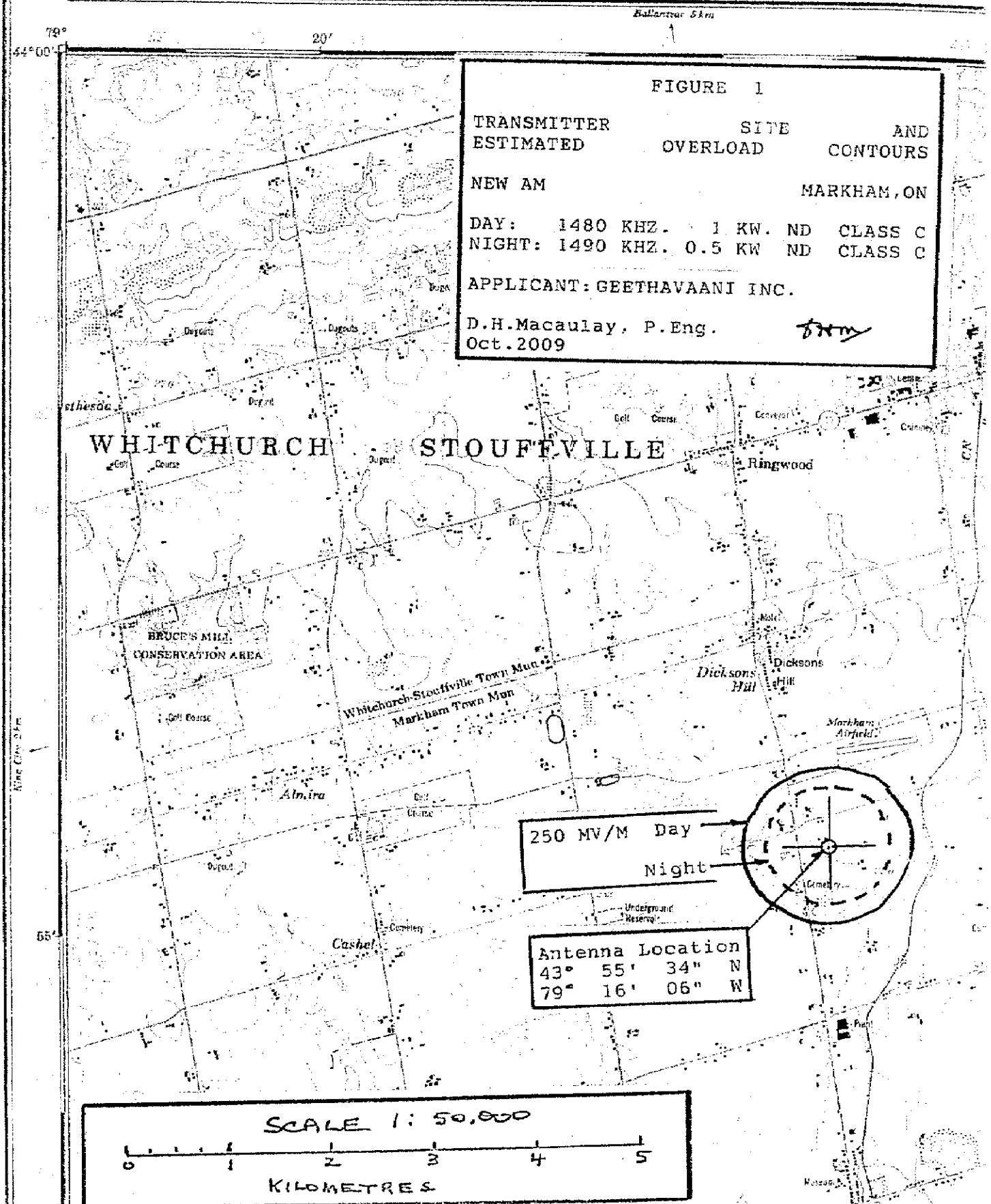
- APPENDIX 4E -

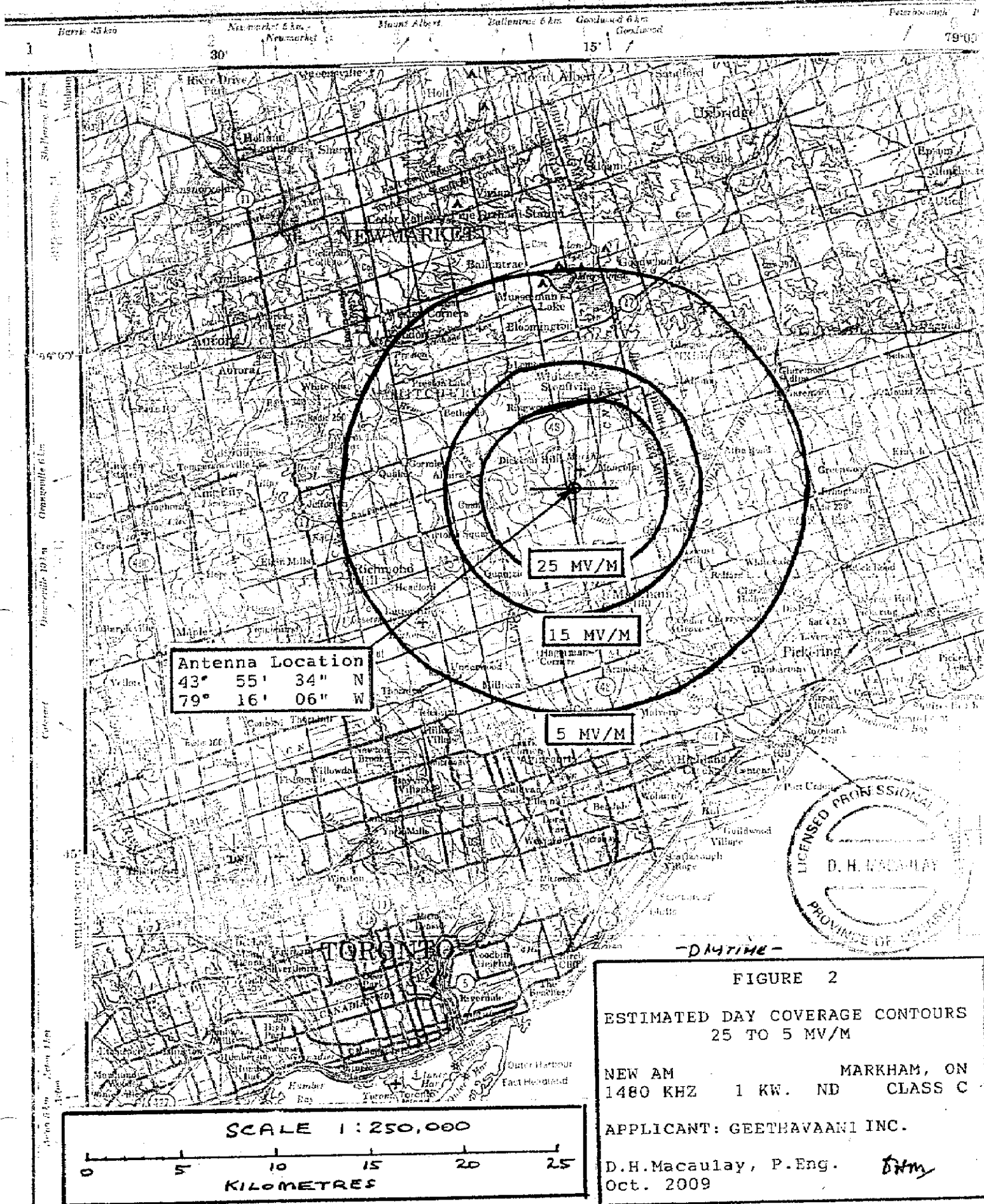
**COPY OF COVERAGE MAPS INCLUDED IN OUR BRIEF SENT TO INDUSTRY
CANADA**

30 M/1

METRIC

Car





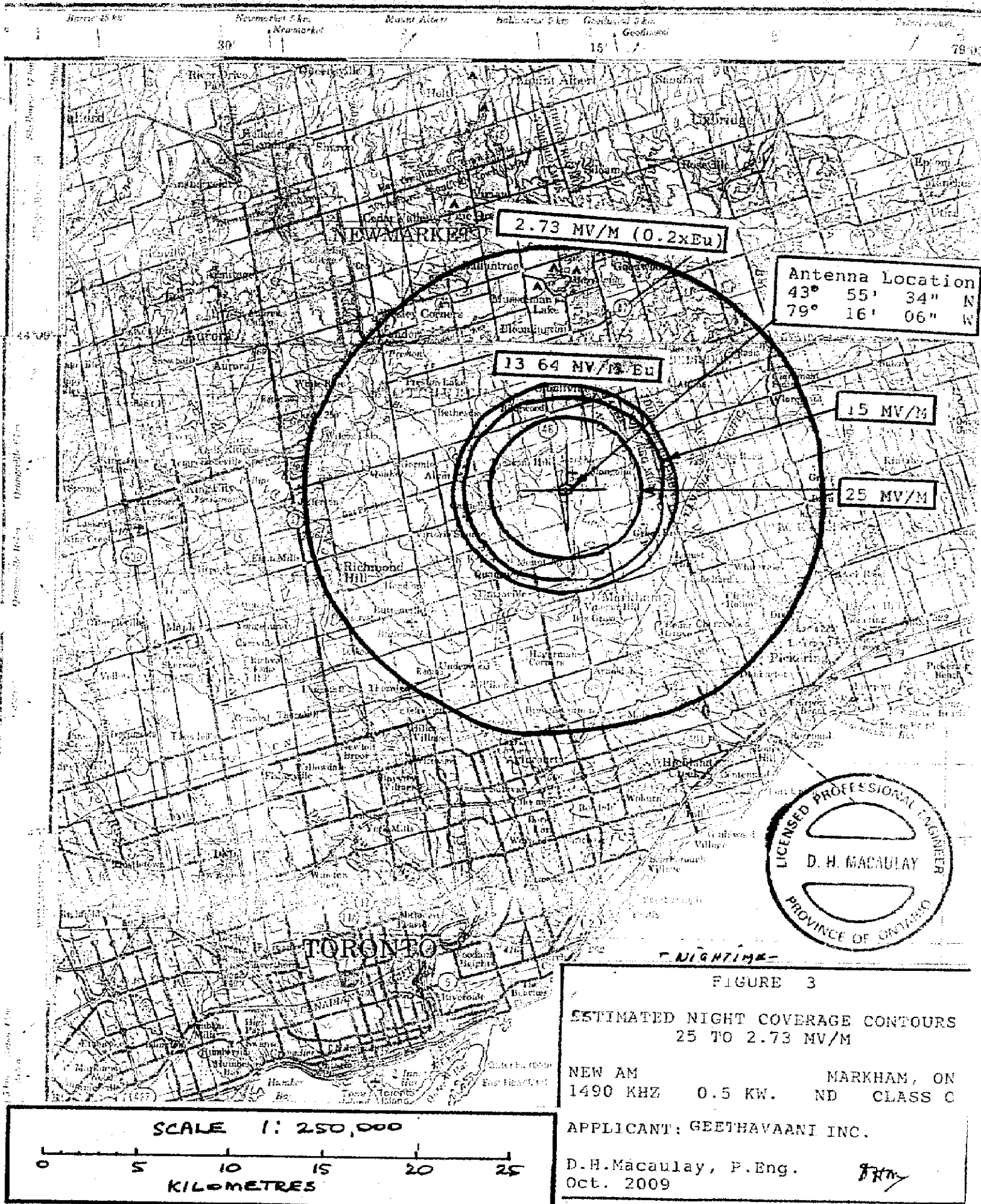
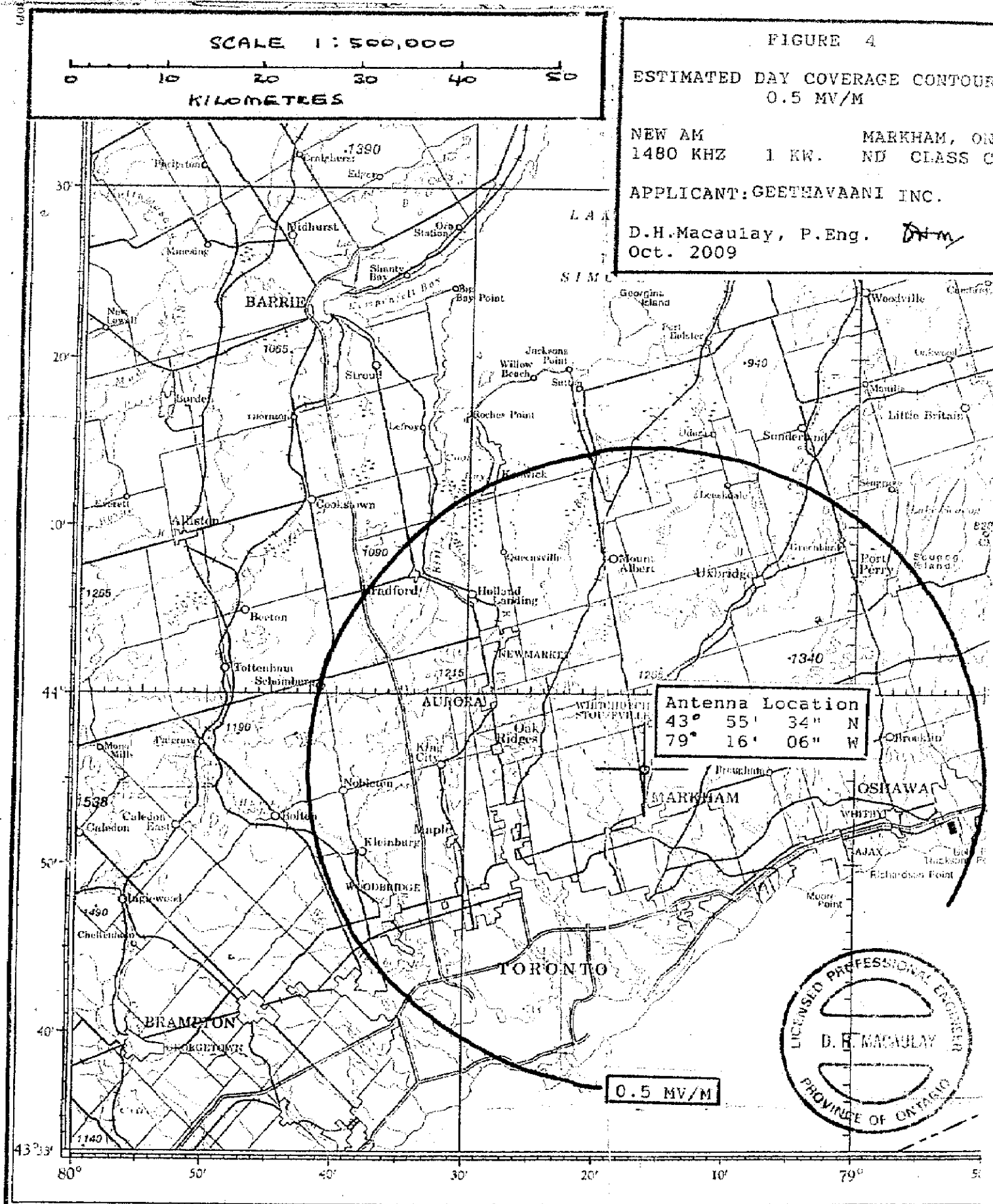


FIGURE 4

ESTIMATED DAY COVERAGE CONTOUR
0.5 MV/MNEW AM MARKHAM, ON
1480 KHZ 1 KW. ND CLASS C

APPLICANT: GEETHAVAANI INC.

D.H. Macaulay, P. Eng. *D.H.M.*
Oct. 2009

ELEVATIONS IN FEET

Base Map, 7th Edition 1974

Produced by the Surveys and Mapping Branch,
Department of Energy, Mines and Resources

© Canada Copyrights Reserved 1974

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : **514 233-3791** - FAX : **450 963-7229**

- APPENDIX 4G -

**DOCUMENTATION SUPPORTING THE AVAILABILITY OF THE PROPOSED
TRANSMITTER SITE**

-APPENDIX 4 G-

ASHLANE FARM

DON & DEE MILLER

11270 McCowan Rd,

Markham, Ontario

L3P 3J3

(905)640 - 3707

Oct 13, 2011

To whom it may concern,

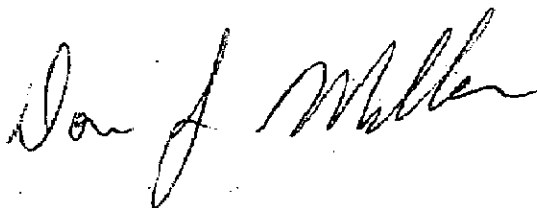
This is to confirm that agreement in principle has been reached to established a Transmitter site for proposed AM station on our property at 11270 McCowan road, Markham, On, L3P 3J3.

The full terms and conditions of the lease will be finalized upon the granting of a licence by the CRTC.

if you need further information about this matter please feel free to contact us at the number given above.

Thanking you.

Yours truly,



COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT
MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2
TÉL. : **514 233-3791** - FAX : **450 963-7229**

- APPENDIX 4H -

**DOCUMENTATION SUPPORTING THE TECHNICAL SUITABILITY OF THE
PROPOSED TRANSMITTER SITE**

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT
MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : **514 233-3791** - FAX : **450 963-7229**

- APPENDIX 4H -

The proposed transmitter site will be located on farm land, away from any sizable population so that overload interference problems will be avoided and the 250 mv/m overload contour of the station respects Industry Canada's regulations. There are power lines as well as Bell lines at the site.

Included is a letter from the Town of Markham confirming that the City sees no objections to the use of this land for an AM antenna site.

Considering the above, we are comfortable that the proposed site will provide the adequate coverage to the proposed station, without any interference and/or zoning problems.



Michel Mathieu
Broadcast Consultant

- APPENDIX 4 H -



December 7, 2009

Mr. Kumar Nadarajah,
720 Tapscott Road,
Suite 101,
Toronto ON
M1X 1C6

Dear Mr. Nadarajah:

***Re: Markham Ethnic Radio
AM Antenna
11270 McCowan Road***

This is further to our letter dated August 25, 2008, with regard to the AM antenna proposed at the above-noted address.

Staff have reviewed this matter and based on the information submitted we have no land use concerns with the location of this antenna, although site plan approval will be required prior to installation.

I understand that this letter is for the purposes of a CRTC application. If you or anyone else requires further information with regard to this letter please do not hesitate to contact me.

Sincerely,

for Biju Karumanchery
Senior Development Manager
Planning and Urban Design Department
Town of Markham
905-477-7000 ext. 2970
bkarumanchery@markham.ca

Q:\Development\Planning\Teams\WEST\AM Antenna\December 7.doc

The Corporation of the Town of Markham: • Development Services Commission
101 Town Centre Boulevard, Markham, ON L3R 9W3 • tel. 905.475.4861 • 905.479.7768 • fax. 905.479.7773 • www.markham.ca

- 55 -

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : 514 233-3791 - FAX : 450 963-7229

- APPENDIX 6.1-**MARKETING**

As this application is for a local ethnic radio station oriented to the South Asian communities of Markham, Ontario and the fact that the B.B.M. does not reflect the ratings of ethnic radio stations, it is not possible for us to provide in any credible way any marketing information pertaining to market share and hours tuned

Our service will be sold on the basis that we are a local South Asian orientated service serving Markham.

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : **514 233-3791** - FAX : **450 963-7229****- APPENDIX 6.3-**

Our principal marketing area will be Markham because of the fact that our coverage contours are basically restricted to the city of Markham and that our programming will be focused very locally to Markham.

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : 514 233-3791 - FAX : 450 963-7229

- APPENDIX 7.3 -**PRE-OPERATING COST**

As the applicant is already operating a S.C.M.O. service in Markham, and that upon approval of license for this application the S.C.M.O. service will be terminated. All the studio equipment will be reassigned to the proposed new AM service.

However, an amount of \$25,000 has been allocated to improve and adapt all the studio facilities to serve the new AM facilities. An amount of \$95,000 will provide for the purchase and installation of a Valcom antenna along with a one kilowatt AM transmitter. This totals \$120,000 for our pre-operating cost.

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT
MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2

TÉL. : **514 233-3791** - FAX : **450 963-7229**

- APPENDIX 7.3B -

DEPRECIATION OF CAPITAL COST

Excellent Business Consultants Inc.

136-14-3650 Langstaff Road.,
Woodbridge, Ont. L4L 9A8
Email: excellentb2@yahoo.com

Tel: 416-564-7528

Stephen Athaide
CMA

Sandeep Grover
CA(In)

Paramjit Suri
Certified APA&TC

Date: December 15, 2011

To Whom It May Concern

Reference: 1480/1490 AM Markham Station

Subject: Explanation to the Depreciation Schedule of Assets

For the 1480/1490AM Markham Station, depreciation has been calculated using straight line(linear) method. However, the assets have been broken into following two categories:

1. Studio Plant
2. Transmitting Plant

Studio Plant: The equipment in the Studio Plant has a shorter life span and would have to be replaced sooner. Hence the assumption of a life span of seven(7) years only. The value of the equipment would be estimated at \$25,000.00 and to be depreciated over an approximate period of seven years at the rate \$3,571.43 per year.

Transmitting Plant: The equipment in Transmitting Plant has a longer life span and would not have a need to be replaced sooner. Hence the assumption of a life span of twenty (20) years only. The value of the equipment would be estimated at \$95,000.00 and to be depreciated over an approximate period of twenty years at the rate of \$4,750.00 per year, with approximately \$33,250.00 being expensed over the first seven years.

These financial estimates are upon the financial information supplied by Michel Mathieu of Mathieu Broadcasting Corporation.


Stephen Athaide
CMA

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT
MEMBER C.A.B.C.

5640, CR. PANARD, AUTEUIL, LAVAL, H7K 1C2
TÉL. : 514 233-3791 - FAX : 450 963-7229

- APPENDIX 7.4 -

TABLE OF PROJECTED REVENUES VERSUS OTHER SOURCES (EXISTING RADIO SERVICES)

As per our specialty of catering to the Markham ethnic communities, and the fact that no local service of this nature presently exists in Markham. The Commission will appreciate that as we will cater to groups or languages that are not being served in Markham. Most Toronto ethnic stations marketing contours do not serve Markham. Only CIRV-FM's 3 mv/m contours barely touch the applicant's proposed 15 mv/m day CHIN-FM's 3 mv/m contour crosses over 75% of the applicant's 15 mv/m day contour. The recently approved low power FM station in Scarborough contours 3 mv/m does not reach the applicant's 15 mv/m day contour and that our programming will be very different.

The Commission recognizes the marketing area of a station by the least of these two statements: the central area as defined in B.B.M. (that does not apply here) and the 3 mv/m for a FM station or for an AM station the daytime 15 mv/m contours.

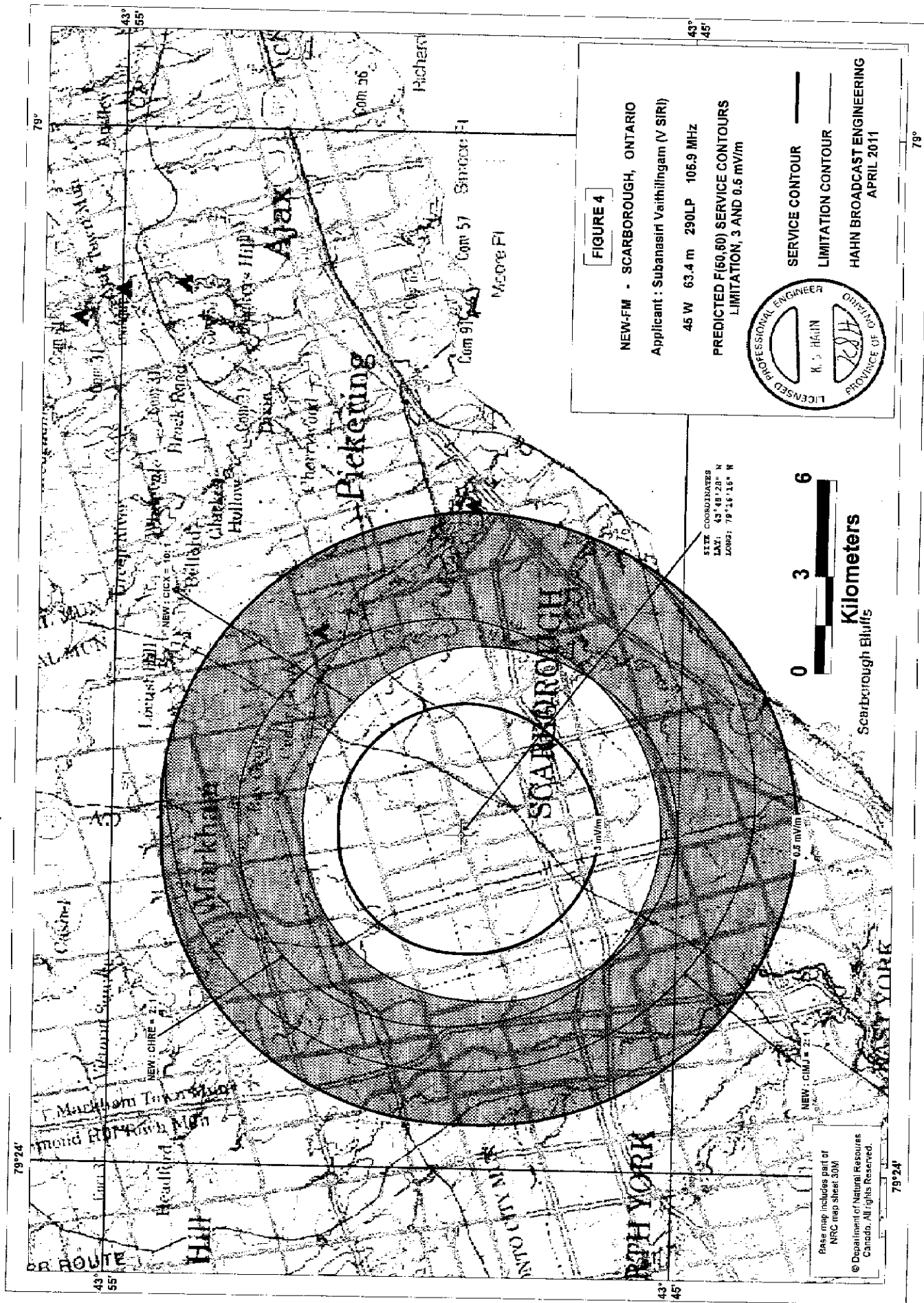
Please find included 3 coverage maps showing no overlap (except CHIN-FM) with the applicant's proposed service. Thus our impact will be minimal, in fact, almost non-existent.

We will in fact be creating new revenues in the market, as we will cater to advertisers wishing to reach a community presently not served by radio.

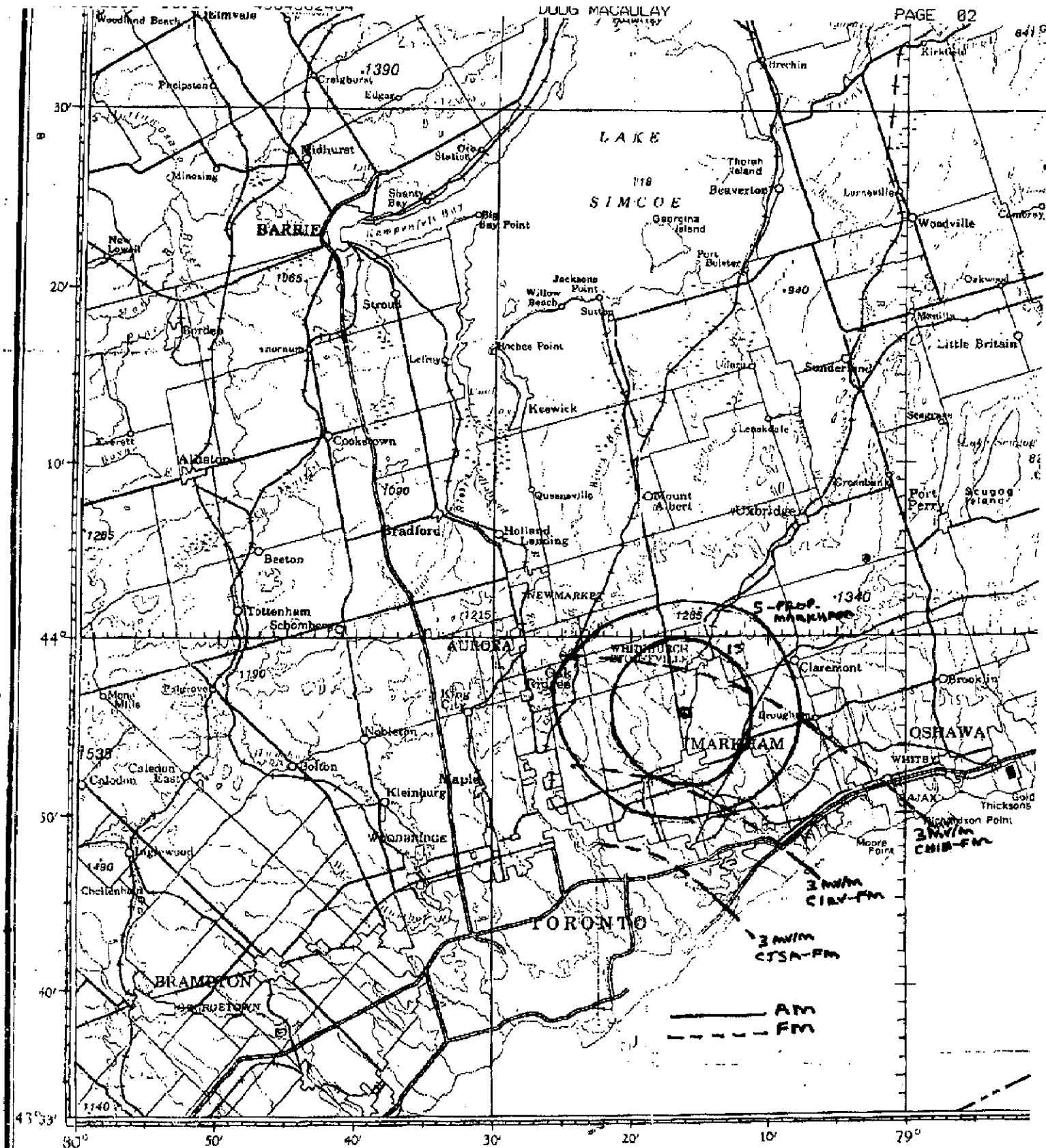
Our projected revenue sources will be as follows:

- Existing radio services:	2%
- New revenues that would be brought into the broadcasting industry from advertisers, which do not currently advertise on radio and also carry over from our S.C.M.O. service:	70%
- New revenues that would result from increased spending on the proposed services by advertisers which currently advertise on existing radio services:	10%
- Other media:	18%
<hr/>	
Total 100% revenues for the second year of operation	

-Appendix 7.4-



- 2.4/10/11 7.4



SCALE 1 : 500,000

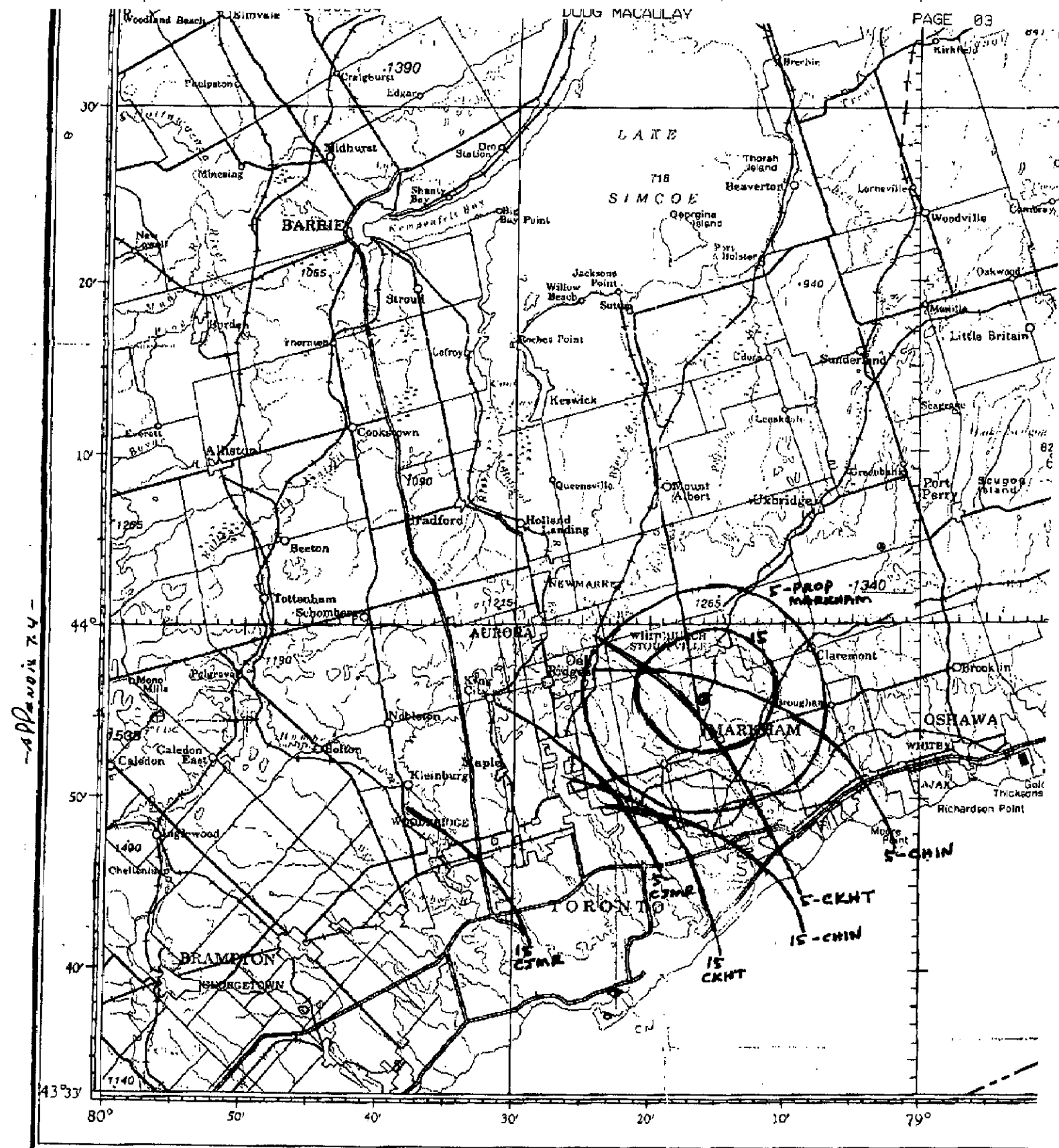
0 10 20 30 40 50
KILOMETRES

Produced by
Department
© C.

Comparative Day Contours
Prop. Markham 1480 KHz
vs.

CHIN-FM
CIRV-FM
CJSA-FM

Dec 3/5/10



SCALE 1: 500,000

0 10 20 30 40 50
KILOMETRES

Produced by
Dug MacAulay

Comparative Day Contours
Prop. Markham 1480 Khz 1kw
vs.

CHIN Toronto 1540 Khz .50K
CKHT " 1430 " "
CJMR Oakville 1320 " 20K

Date 2/5/10

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

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The applicant wishes to contribute the amount of:

- 500 \$ for the first year of operation
- 500 \$ for the second and third year of operation
- \$1,000 for the fourth until and including the seventh year of operation.

Pursuant to CRTC commercial radio policy 2006-158-15, December 2006, paragraphs 116, 118 and 124, the applicant pledges to, should his revenues exceed our projection as stated in 7.1 FINANCIAL OPERATIONS, the applicant will bonify his C.C.D. contributions to always remain in compliance with CRTC-2006-158 policy.

The applicant will forward all his C.C.D. contributions to factor.

In regards to the above, the applicant is pleased to accept a condition of license.

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- APPENDIX 8C -

Here is a sample music list that is representative of our proposed musical format.

95% of our music will be issued from category 33 world beat and international.

- APPENDIX BC - MUSIC LIST -

. Morning Drive

8.00AM - 9.00 AM

song	singers
Baddi Chouf	Haifa Wehbe
Bawastik	Joseph Attieh
Tarekni Eshar	Elie saliba
Galeb Galeb	Mohammad Salem
Bokra	Kazem Al Saher
Tefla	Rania Naqeeb
Bvehsedouni	Georaes wassouf

12.00 Noon - 01.00 PM

Chaudhvin Ka Chand Ho	Mohammad Rafi
Ehsaan Tera Hoga	Lata Mangeshkar and Mohammad Rafi
Teri Pyaari Pyaari Surat Ko	Mohammad Rafi
Aapki Nazrone	Lata Mangeshkar
Jo Baat Tujh Mein Hai,	Mohammad Rafi
Jo Waada Kiya	Lata Mangeshkar and Mohammad Rafi
Chahunga Main Tujhe Shaam Savere	Mohammad Rafi

After Noon drive 04.00 PM - 5.00 PM

why this kola veri	dhanush
Ambalaikkum	Krishnaraj , Sathyan
Kalasala	L R Eswari , T R Rajender
Anaamika	Harini , Karthik
Aararo	Reshmi
Engirunthu	Chinmayee
Gappu	Benny dayal

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- APPENDIX 8.3 -

LOCAL PROGRAMMING

Our programming will provide a complete overview of information for targeted audience of Markham. We will offer a series of programs that will meet the needs of our various groups of listeners.

We will broadcast specific programs on current topics pertaining to our targeted audience, such as topics on politics, society, arts and culture, segments on health, beauty, consumer information, horoscope, plus of course news cast covering local Markham and regional news plus news on what is happening of interest to our audience, and including local Markham weather, traffic reports, sports local and sporting events .

Above all, our programs will focus on music and entertainment that is of interest to our targeted audience.

One can rest assured that by listening to our proposed station our targeted audience will fully recognize themselves in our programming and will feel right at home while still keeping up with current events pertaining to Markham, Ontario and Canada in general.

Our targeted audience is best described in Appendices 8.10 and 8.11B.

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- APPENDIX 8.4 -

EMERGING ARTISTS

We make it a commitment to invite emerging artists issued from our targeted audience to come to our studios so that we interview them and ask them whenever possible to perform live on the air. We will also give them free promotions on the air to promote their CD and/or their activities in order to attract public awareness to their talent.

Our targeted audience is best described in Appendices 8.10 and 8.11B.

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- APPENDIX 8.9 -

APPLICANT'S PLANS TO SERVE ITS COMMUNITY

We suggest consulting Appendices 6.3, 8.3 and 8.4 and considering that our goal is to provide a local ethnic radio service strongly focused on the groups and languages as described in Appendices 8.10 and 8.11. In order to ensure that our service is well focused and that the communities in question are well served, we plan to provide for e-mail access and a telephone access via an answering machine so that our listeners can comment on what they like and what they dislike at our station, and in order to ensure complete transparency, we pledge to recruit three prominent persons issued from our communities to be served but independent from our proposed radio station to act as an independent advisory committee to inform us on ways to better improve our service.

Meeting with this advisory committee could take place twice per year.

Our communities to be served are described in Appendices 8.10 and 8.11B.

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- APPENDIX 8.10 -

APPLICANT'S PROPOSED LANGUAGES AND GROUPS TO BE SERVED

The applicant is proposing to serve 22 groups in 16 languages as described in details in Appendix 8.11B. The reason for such a wide audience is because the City of Markham has the highest population of visible minorities of Greater Toronto area. (Document Visible minorities in the G.T.A. Source: Statistics Canada 2006 Census.) The document is included; it shows that 65.4% of Markham's population is of visible minorities up + 9.9% from 2001 census and growing.

This is why we choose to offer our service to such a wide audience of 22 groups in 16 languages. The Commission will note that in public notice 2001-20 (Report of the federal government), the Commission stated that the population of Greater Toronto should "receive a range of radio services reflective of the diversity of their languages and cultures".

In a subsequent call for applications, the Commission reiterated the requirement for "services that clearly reflect the diversity of languages, as well as the multicultural and multi-ethnic reality of the G.T.A."

In public notice 2003-20, the CRTC took into account "the extent to which the applications addressed specific linguistic and cultural groups that are currently underserved", but the Commission noted "the scarcity of frequencies may not permit the licensing of over-the-air single language service for such ethnic groups".

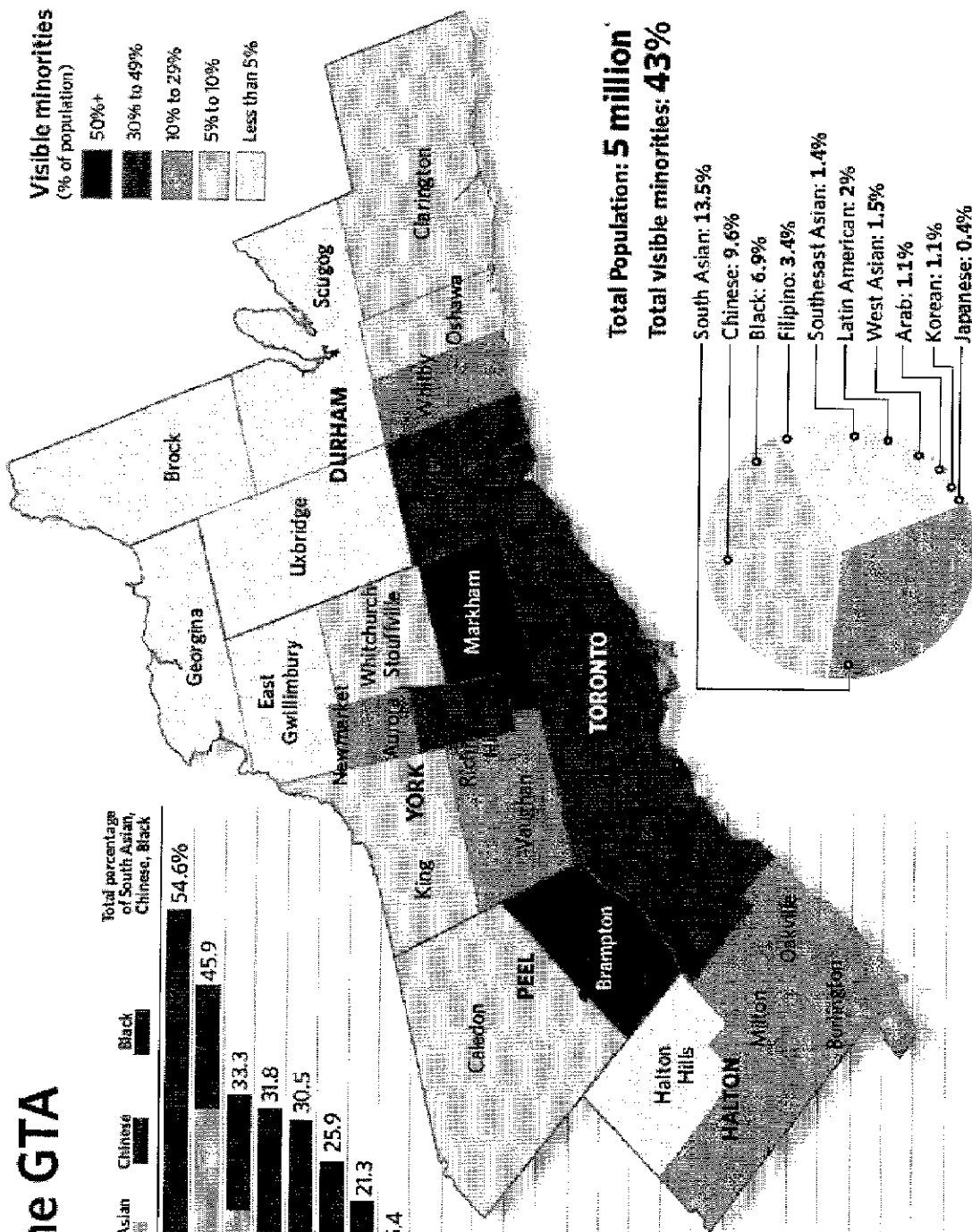
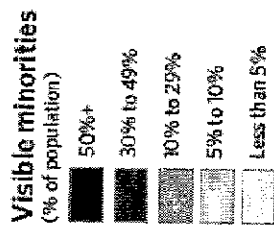
It is in this spirit that with the wide variety of visible minority groups that reside in Markham, that we are proposing in Appendix 8.11B to serve 22 groups in 16 languages that we refer to in the application as our "targeted audience". As a S.C.M.O. operator for over 12 years in Markham, the applicant certainly possesses the experience to offer a high quality reliable service to "our targeted audience" in Markham, Ontario.

The complete description of our languages and groups to be served is described in detail in Appendix 8.11B.

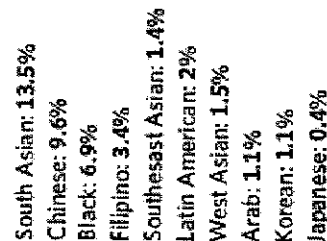
-APPENDIX B.10-

Visible minorities in the GTA

Area name	Visible minorities/ per cent of population	Percentage point change from 2001 Census	South Asian population	Chinese	Black	Total percentage of South Asian, Chinese, Black
Markham	65.4%	+9.9%				54.6%
Brampton	57.0%	+16.9				45.9
Mississauga	49	+8.7				33.3
Toronto	46.9	+4.2				31.8
Richmond Hill	45.7	+5.3				30.5
Ajax	35.6	+11.3				25.9
Pickering	30.5	+4.1				21.3
Vaughan	26.6	+7.6				15.4
Oakville	18.4	+5.5				11.3
Milton	17.1	+13.7				10.5
Whitby	16.9	+5.7				11.3
Newmarket	15.1	+4				7.4
Aurora	13.1	+6.1				6.8
Burlington	9.7	+2.1				6
Oshawa	8.1	+2				5.3
Stouffville	7.4	+2.9				5.7
Caledon	7.2	+2.2				4.3
Clarington	4.7	+0.9				3.2
King	4.6	+1.6				2.5
Halton Hills	4.1	+0.7				2.3
Georgina	3.9	+1.7				2.2
East Gwillimbury	3.5	+0.6				1.5
Uxbridge	2.3	-0.6				1.6
Scugog	1.8	-0.2				1.9
Brock	1.6	+0.4				0.9



Total Population: 5 million
Total visible minorities: 43%



SOURCE: Statistics Canada, Census 2006 DATA ANALYSIS: HDY NG/TORONTO STAR

*TORONTO CMA

TORONTO STAR GRAPHIC

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- APPENDIX 8.11 -

TABLE OF LANGUAGES AND GROUPS TO BE SERVED

Our proposed radio station pledges by condition of license to broadcast in 16 languages and serving 22 groups.

Please find included as Appendix 8.11B a table describing the languages and the groups to be served including the hours per week of broadcast and the weekly percentage.

APPENDIX 8.11B

TABLE OF LANGUAGES AND GROUPS

LANGUAGE	ETHNIC GROUPS BEING SERVED	DURATION IN TIME	PERCENTAGE
<u>ARABIC</u>	Lebanese, Egyptian, Syrian, Algerian, Moroccan, Tunisian, Palestinian, Iraqis	07:00 hrs	5.5%
<u>PERSIAN</u>	Iranian, Afghan, Tajikistanish, Uzbekistanish	12:00 hrs	9.5%
<u>Tamil</u>	South Indian, SriLankan, Singaporean, Malaysian, Mauritius, Reunion	26:00 hrs	20%
<u>Urdu</u>	Indian, Pakistani	26:00 hrs	20%
<u>Hindi</u>	Indian	17:00 hrs	13.5%
<u>Gujarati</u>	Gujarati	05:00 hrs	4%
<u>Filipino</u>	Filipino	02:00 hrs	1.5%
<u>Punjabi</u>	Punjabi	16:00 hrs	12.2%
<u>Hebrew</u>	Israelis	01:00 hr	.8%
<u>Polish</u>	Polish	01:00 hr	.8%
<u>Ukranian</u>	Ukranian	01:00 hr	.8%
<u>Russian</u>	Russian	01:00 hr	.8%
<u>Korean</u>	Korean	02:00 hrs	1.6%
<u>Indo-Caribbean</u>	Guyana, Trinidad	05:00 hrs	4%
<u>English</u>		04:00 hrs	3%
16 languages	22 groups	TOTAL 126 hrs	100%

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- APPENDIX 9.3-

EMPLOYMENT EQUITY

The applicant who is presently operating a S.C.M.O. service is already employing three **women (3)** and because of the nature of our service **visible minorities the applicant** being himself a member of the designated groups (visible minorities) is motivated to offer employment opportunities to anyone that will offer competence and the capabilities to fill the job requirements.

The applicant is an equal opportunities employer.

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- APPENDIX 9.7 -

By the specialty of our proposed station (Markham South-Asian community), it is easy to understand that the vast majority if not all the persons working for and at the radio station will be of ethnic origins. We pledge to provide for a balance representation on the air of men and women in order to provide for a balance sound between male and female voices.

Our station is open to all persons and women, Aboriginal persons, persons with disabilities and of course visible minorities. Are all welcome.

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Upon receipt of a license, the applicant commits to develop and implement an effective E.E. plan.

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- APPENDIX 9.11 -

CULTURAL DIVERSITY

The Commission will appreciate that because of the specificity of our service, we will be catering directly to ethno-cultural minorities, i.e. the Middle East Arab communities. It is obvious that we will serve these people not only over the air wave, but our employees and collaborators will be issued from these groups of persons.

Our reasons for existing will be 100% focused on ethno-cultural communities (Arab-Middle East communities).

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END OF DOCUMENT

TOTAL 79 PAGES

INCLUDING THIS ONE.

Michel Mathieu
Broadcast Consultant