

ORAL PRESENTATION OF

8041393 CANADA INC.'S APPLICATION

CRTC-2011-1663-2

to provide a

MULTI-CULTURAL

LOCAL AM RADIO SERVICE

TO SERVE THE CITY OF

MARKHAM, ONTARIO

PRESENTED ON MAY 14th, 2012

C.R.T.C. HEARING

ALLSTREAM CENTER

TORONTO, ONTARIO

We Support
Radio Zum Zum
1480 / 1490 AM
Markham

8041393 CANADA INC.

May 14th, 2012

Presentation - Application 2011-1663-2

PANEL:

- 1) Mr. Kumar Nadarajah, President (Applicant)
- 2) Mr. Michel Mathieu, Broadcast Consultant
- 3) Mr. Frank Scarpitti, Mayor of Markham
- 4) Ms. Marlene Gallyot, Executive Assistant to Markham's Regional Councillor,
Mr. Jim Jones
- 5) Mr. Srinivasan Suppiramaniam (Srini), Markham's Lion's Club
- 6) Mr. Joe Li, Markham Regional Councillor
- 7) Mr. Joel Hertz, York Region Public School Trustee
- 8) Mr. Krishnan Marimuthu, President, Canadian South-Indian Chamber of Commerce

INTERVENERS:

- 1) Siva Thondan, Center-Intervention 3088
Ms. Leela Sivananthan
- 2) Children's Education Funds Inc. - Intervention 3397
Mr. Sivasubramaniam Kanapathipillay
- 3) YES (Youth Employment Services) - Intervention 3396
Ms. Amutha Vipulananda

CRTC COMMISSIONERS

Marc Patrone	Peter Menzies	Candice Molnar	Leonard Katz, Acting Chairman	Tom Pentefountas, Vice-Chairman Broadcasting	Stephen Simpson	Louise Poirier
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CRTC PERSONNEL

Rachel Frenette
Daniel Pye
Tse Wae Lee
Crystal Hulley
Lyne Cape
André Joly
Linda Roy

STENOGRAPHER



Mr. Srinivasan Suppramaniam (Srm)	Mr. Joe Li, Markham Regional Councilor	Ms. Marlene Gaillyot, Markham	Michel Mathieu, Broadcast Consultant	Mr. Kumar Nadarajah, Applicant	Mr. Frank Scarpitti, Markham Mayor	Mr. Joel Hertz, York Region Trustee	Mr. Krishnan Marimuthu, President South-Indian Chamber of Commerce
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	Siva Thondan Center, Mrs. Leela Sivananthan	Children's Education Funds, Mr. Sivasubramaniam Kanapathipillay	YES (Youth Employment Services) Mrs. Amutha Vipulananda		
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MR. KUMAR

Good morning, ladies and gentlemen, Commissioners and Personnel members of the C.R.T.C. You are listening to a unique radio experience: this is Radio Zum Zum.

M. MATHIEU

1480 day and 1490 night, this is Markham, Ontario.

MR. KUMAR

Hi! My name is Kumarakulasigam Nadarajah (my radio name is Raj Kumar), and I am pleased to introduce Radio Zum Zum's team. To my right we welcome His Worship, Mr. Frank Scarpetti, the Mayor of our City of Markham; to our Mayor's right is Mr. Joel Hertz, York Region Public School Trustee. To Mr. Hertz's right is Mr. Krishnan Marimuthu "Kris", President of the Canadian South-Indian Chamber of Commerce (Markham Chapter); to my left is our Broadcast Consultant, Mike Mathieu.

M. MATHIEU

To my left is Ms. Marlene Gallyot, the Executive Assistant for the Regional Councillor, Mr. Jim Jones, Town of Markham. To Ms. Gallyot's left is Mr. Joe Li, the Regional Councillor of Markham.

MR. KUMAR

To Mr. Li's left is Mr. "Srini" Srinivasan Suppiramaniam, representing Markham's Lion's Club.

M. MATHIEU

And our intervener in the back, the Siva Thondan Center.

MR. KUMAR

Ms. Leela Sivananthan, and the Children's Education Funds,
Mr. Sivasubramaniam Kanapathipillay, and the last but not least, YES, the
Youth Employment Center Services, Mrs. Amutha Vipulananda.

M. MATHIEU

We are now privileged to begin our presentation. Mr. Kumar.

MR. KUMAR

I appreciate this opportunity to present today our application to the
Commission to migrate our existing S.C.M.O. service to the AM band, so
that Markham residents will no longer require special radios to receive our
signal.

I arrived in Canada in 1985, and immediately I was involved in production of
South-Asian radio programs for Tamilar Oli South-Asian Community
Organization based in Montreal, broadcasting on CFMB-AM.

Then, in 1986, I started the first Tamil TV program in Canada, on Videotron
Cable (TVEQ Community Cable), ethnic service in Montreal; in 1990, I
moved to Toronto and I was involved in several productions of local ethnic
broadcasting, in many Toronto radio stations. It is in 1999 that the
opportunity came for me to provide a unique South-Asian radio service
"Geethavaani" via S.C.M.O. to the Markham area where I reside to this day.

Since then we have been continuously serving the Markham community,
and today we are pleased to bonify our offer to Markham (the Commission
willing) by migrating our S.C.M.O. service on the AM band and provide
multicultural service to 22 groups in 16 languages, I would invite our
Broadcast Consultant, M. Mathieu, to expand on our proposal.

M. MATHIEU

Good morning. Of all the applications being considered at this hearing, our is the one that has the least impact, if any, on other broadcasters.

As we wish to convert our existing S.C.M.O. service to the AM band with a modest power of 1 kw day and 500 watts at night, and using frequencies that nobody are requesting, our presence being already in the market, we are not hurting anybody.

The S.C.M.O. is already generating its revenues from the market, 70% of our revenues will be carried over from the S.C.M.O. service, our new revenues 30% will come from increased spending on the proposed service by advertisers, who currently advertise on existing radio services (10%) and from other media (18%) because of the introduction of our new AM service and only 2% will come from existing radio services (including all the ethnic services of G.T.A.).

We trust that the Commission will appreciate that our impact will be almost nil as Mr. Kumar has been operating the S.C.M.O. very successfully for more than 12 years and possesses all the necessary financial resources to build and ensure the viability of the project.

We have access to a 1 kw Nautel Am broadcast transmitter and will make good use of a Valcom fiberglass whip antenna. Because of the S.C.M.O., our studio facilities are presently existing so the financial investment would be minimal.

Our programming is focused at the Markham multicultural communities (carried over from the S.C.M.O.) and the languages that and the groups that we plan to serve will always recognize themselves in the programming of our proposed station.

We have carefully designed programs which will inform, entertain and help interact in every single language that we propose to serve. Call-in shows with significant listeners participation (with means, like an on-to-air delay will be used to always be in compliance with the Commission's policy on

call-in shows), the callers will be screened and, where possible, linguistic targets will be a consideration in putting certain calls on the air.

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 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 station, Radio Zum Zum, will be a member of the CBSC.

The station will produce its own programs and we are proposing a minimum of 120 hours per week of local programming.

Our programming will provide a complete overview of information specifically produced for our targeted audience of the Town of Markham.

I will now invite His Worship, Mr. Frank Scarpitti, Mayor of Markham, to address you:

MAYOR SCARPITTI :

I am very pleased to be here today. This application for a new multi-ethnic radio station located in the Town of Markham that will serve predominantly the South-Asian community of Markham and York region. The South-Asian community is the second largest cultural group in Markham. The applicant, Mr. Kumar Nadarajah, lives in Markham and has for more than 12 years been providing a special radio service called S.C.M.O, operating from Markham, and it is this service that would become available to the Markham residents at large.

Census Canada confirms that Markham is the most ethnically diverse community in all of Canada.

Cultural diversity is one of our community's most important assets. The spirit that built this community is reflected in the residents who devote their best efforts in making Markham a great place to live, work and play.

The proposal submitted by Mr. Nadarajah will address the needs of many communities and languages. His programs propose to integrate various ethnic and multicultural communities and build social cohesion through innovative cross-cultural programming. He hopes to address the social issues of various underserved segments of society such as youth, women, newcomers and seniors.

The growing population in the multicultural communities throughout the GTA will ensure a high demand for this type of programming. As well it will provide an opportunity for advertisers, organizations and community groups to access various ethnic communities and participate in their growth.

I am particularly pleased that Kumar's station is committed to providing essential services in case of major disasters, power outages, major storms, etc. Mr. Kumar pledges that the station will be equipped with emergency

generators and equipment so that in case of emergencies, the station will broadcast valuable information in all languages spoken in Markham.

**THANK YOU, MR. MAYOR AND NOW WE WILL HEAR FROM
MRS. MARLENE GALLYOT, A MARKHAM RESIDENT AND
EXECUTIVE ASSISTANT TO MARKHAM'S REGIONAL
COUNCILLOR, MR. JIM JONES**

MRS. MARLENE GALLYOT

Hi! I am Marlene Gallyot and I am a Markham resident. I am also a member of several South-Asian associations being South-Asian myself. I am here today to help clarify some points in regards to Mr. Kumar's proposed radio service:

- 1) A very important point I wish to make is that Markham's population is composed of 63% of visible minorities, thus the need for the proposed radio station to cater essentially to visible minorities. These persons should recognize themselves in their radio station.
- 2) At this hearing, the Commission is considering another proposal to provide an English FM radio station to Markham with limited ethnic programming (limited to evenings and week-ends). To me, Mr. Kumar's 100% full ethnic proposal merit your full attention. Us South-Asians do not deserve to be limited to nights and week-ends.
- 3) As the FM application could seriously impair a new neighboring ethnic FM station, I fully support Mr. Kumar's proposal that being on AM will not impair anybody but will provide a valuable service to our community.
- 4) As Mr. Kumar is presently broadcasting on a special service called SCMO that is limited to special radios only, he is now present in the market and is presently receiving his revenues through the SCMO. His migration to the AM band will not create a sizable impact on other broadcasters, but the community will benefit from his proposed service.

I thank you.

**THANK YOU, MARLENE. I NOW ASK MR. JOEL HERTZ, YORK REGION
SCHOOL TRUSTEE, TO ADDRESS
THE COMMISSION**

MR. JOEL HERTZ :

I am very pleased of the idea of a Multi-Ethnic Radio Station for York Region. As you are likely aware, York Region is one of the fastest growing municipalities in Canada and one of the most diverse. York Region would be well served by a radio station in various languages.

The program submitted by Mr. Nadarajah takes into account both the present and the future needs of the demographics seen in York Region, which are not currently properly being served by the media, especially radio.

The many students of the York Region District School Board and their families would greatly benefit from such a radio station and hopefully there will be some employment opportunities for them.

I thank you,

Joel Hertz

**THANK YOU, MR. HERTZ. MR. JOE LI, MARKHAM REGIONAL COUNCILLOR,
WILL NOW SPEAK**

MR. JOE LI :

The proposal submitted by Mr. Nadarajah will address the needs of many communities and languages. His programs propose to integrate various ethnic and multicultural communities and build social cohesion through out innovative cross-cultural programming. He hopes to address the social issues of various underserved segments of society such as youth, women, newcomers and seniors.

No station can pretend to provide any service to any ethnic community in Markham. They do not focus to the specific needs to the Markham ethnic communities.

SCMO (Subsidiary Communications Multiplex Operation) of Mr. Nadarajah has been serving the community very well for the last 12 years, but time has come to improve the service as ethnic person should not be obligated to buy special radio to receive the service.

Mr. Kumar Nadarajah's service should be receivable in any radios whether at home, in the car, at work, or at play. Through the years, the ethnic community of Markham has grown to deserve a full-time over the air South-Asian radio service, specifically dedicated to Markham residents.

After discussing with the applicant, Mr. Nadarajah, he explained about the emergency broadcast technique that would be very valuable to the Markham residents. This will give an opportunity to provide timely, up to date information to residents of Markham and the surrounding area during an emergency would prove very helpful especially in their ethnic languages and also English.

Markham should have had its own local ethnic radio station a long time ago while Brampton and Mississauga enjoy their own local ethnic stations.

I am pleased to have this opportunity to show our community's support for Mr. Nadarajah's proposal and I am confident that the type of programming proposed will benefit our community as well as the Canadian broadcasting system as a whole.

I thank you.

Joe Li (Regional Councillor)

**THANK YOU, MR. LI. I NOW ASK MR. SRINIVASAN SUPPIRAMANIAM,
KNOWN AS « SRINI », OF MARKHAM LION'S CLUB TO ADDRESS THE
COMMISSION**

MR. SRINIVASAN SUPPIRAMANIAM :

I am a long-time Markham resident, experienced broadcaster both in Sri Lanka and Canada. I am also a television producer of South-Asian programming, and I am very involved in the Markham South-Asian community.

As a broadcaster and being very involved in my community, I strongly feel that Mr. Kumar's application is very important for our community because, as technology has evolved, the present S.C.M.O. has come to past, and in the age of iPods, Internet and the popularity of FM broadcasting, it is very important that the S.C.M.O. service be at least allowed to migrate to the AM band (as FM frequencies are practically non-existent).

As the proposed station is at the moment obtaining its revenues from the market via its SCMO - the venue on the air will cause minimal impact on existing services, but will open a window for small retail businesses to be able to advertise on their local radio station at a rate that they can afford.

So, in real life, the venue of the proposed AM station will create additional revenues in the market.

I thank you.

Srinivasan Suppiramaniam

**THANK YOU, AND LAST, BUT NOT LEAST, I AM PLEASED TO PRESENT MR.
KISHNAN MARIMUTHU, PRESIDENT OF THE SOUTH-INDIAN CHAMBER OF
COMMERCE**

MR. KRISHNAN MARIMUTHU :

As President of the South-Indian Chamber of Commerce, I am pleased to be here today to elaborate the values of having a local over the air South-Asian radio service serving the Town of Markham.

Markham has the highest percentage of visible minorities population (63%). Markham is a thriving urban community of over 310,000 persons with over 9,000 businesses including some 400 corporate head offices. Markham is vibrant and dynamic, visiting Markham and going into a business, it is not uncommon to find persons issued from visible minorities (mainly South-Asian). The South-Asian population of Markham is growing every day, thus the importance of the proposed migration of a valuable S.C.M.O. service that South-Asians have enjoyed for many years to the over the air AM band.

As President of the South-Indian Chamber of Commerce, we often experience that a small business cannot afford the commercial rates for spots on the bigger Toronto ethnic stations. If approved, this proposal will provide a window of opportunity for the small retailer to be able to advertise on its local radio station at an affordable rate.

It is finally time for South-Asians living in Markham to be able to receive their own radio service in their language that informs them on local events, news, sports, weather, etc. without the burden of being restricted to a special radio.

If one can receive mainstream radio stations on any radio, why should South-Asians have to be restricted to special radio.

We trust your Commission will change that.

I thank you for listening.

Krishnan Marimuthu

M. MATHIEU :

Thank you. In conclusion, what you have in front of you is an application to migrate an existing S.C.M.O. service to the AM band. In compliance with the Commission's policy on ethnic broadcasting, we are proposing to serve 22 groups in 16 languages. We are proposing the use of yet unclaimed AM frequencies, at a modest power level of 1 k/watt day and 500 watts at night. Our signal is basically restricted to Markham. As our service is existing on S.C.M.O., we are present in the market.

Of all the applications in front of you at this hearing, ours is the one that has no or very little impact on any other broadcaster.

However, given Mr. Kumar's track record with the S.C.M.O., no doubt should exist as to the success of the proposed station.

As the Commission is considering our application in competition with the Toronto applications, we suggest that this is not quite exact; in fact, we did not intervene against any of the proposed Toronto FM applications and we feel that the Commission, in its wisdom, can approve our application and anyone of the Toronto applications. The Commission will note that we are enjoying the full support of the community.

We thank you and are at your disposal for your questions.

M. Mathieu

SUPPORTING INTERVENTION No 3388
SIVA THONDAN CENTRE
MS. LEELA SIVANANTHAN

The Siva Thondan Centre community organization is proud to offer its full support to Mr. Kumar's CRTC application 2011-1663-2 to migrate its S.C.M.O. broadcast service to the AM band to better serve Markham.

The applicant, Mr. Kumar Nadarajah, is a well-known, well respected ethnic broadcaster who has been operating a SCMO South-Asian radio service in the Markham area for over 12 years. Through the years, Mr. Kumar has proven himself as a dedicated broadcaster providing a unique local service to our community.

What Markham **DOES NEED** is its own local ethnic South-Asian radio station that would provide unique personalized radio service to the Markham South-Asian community. It is time for a change and Mr. Kumar's SCMO service should become available to all, in cars, at home, at work, at play or somewhere else. This would be possible on an AM Radio Station.

As this proposed radio station will replace the existing SCMO, it does not impact the already available services, because the SCMO service is present in the market since the last 12 years.

I feel that the Commission should approve this new station as it will complement rather than compete the existing services already received in Markham. Our organization fully supports this new station.

Thank you for your consideration in this matter

Ms. Leela Sivananthan
SIVA THONDAN CENTRE

**SUPPORTING INTERVENTION No 3397 -
CHILDREN'S EDUCATION FUNDS
MR. SIVASUBRAMANIAM KANAPATHIPILLAY**

The Children's Education Funds is proud to offer its full support to Mr. Kumar's CRTC application to migrate its S.C.M.O. South-Asian broadcast service to the AM band.

What Markham **DOES NEED** is its own local ethnic South-Asian radio station that would provide unique personalized local radio service to the Markham South-Asian community. Mr. Kumar's SCMO service has been providing for more than 12 years. But it is time for a change and Mr. Kumar's SCMO service should become available to all the South-Asian population; in cars, at home, at work, at play or somewhere else. This would be possible on an AM Radio Station.

Furthermore, the station purposes "by use of emergency generators" to provide emergency information to the general Markham public from South-Asian and as in the English language, in situations of emergency.

Our Organization continuously advertising with the SCMO radio since 1999, we are very glad to increase the commercial spots when the station becomes AM.

This radio station will be a solid asset to the Markham community. Therefore, without any reserve, I fully support Mr. Kumar's application 2011-1663-2 for AM ethnic undertaking at Markham, ON.

I thank the Commission for this opportunity.

Sivasubramaniam Kanapathipillay

**SUPPORTING INTERVENTION No 3396 -
YES! YOUTH EMPLOYMENT SERVICES
MRS. AMUTHA VIPULANANDA**

We of the Youth Employment Services, are in full support of Mr. Kumar's application. He is a very experienced and well known broadcaster, especially among the Markham South-Asian community.

Youth Employment Services presently uses his SCMO service to target the youth audience in assisting them to find employment. However, the SCMO signal reception is very weak and users have to pay for the receiver. If it is on an AM frequency, everyone would be able to listen and more people can benefit from our free services – including more ethnic youth to find employment.

As you know SCMO signal is very poor in quality. This station has deserved this AM signal for a very long time. What Markham **DOES NOT NEED** is an English Radio station. Throughout the years, Markham has been well served in English by many GTA main stream radio stations. The English population of Markham has taken the habit of listening to their favorite formatted English main stream stations.

What Markham **DOES NEED** is its own local ethnic South-Asian Radio station. This would provide a unique and personalized local radio service to the Markham South-Asian community of which Mr. Kumar's SCMO service has been providing for more than 12 years. It is time to support the community and convert the signal to an AM radio station.

We have been using his SCMO for the last 10 years. If the Commission grants him an AM license to serve Markham and York regions, we would greatly benefit through his assistance in our community news free of charge.

We humbly request that the Commission approves his application.

Yours sincerely
Amutha Vipulananda