

COMMUNICATIONS MICHEL MATHIEU

CONSEILLER EN RADIODIFFUSION / BROADCAST CONSULTANT

MEMBER C.A.B.C.

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Laval, February 3rd, 2012

To: CRTC
c/o Mrs. Lyliane Tchatchoua-Dongué
Radio Analyst

By fax: 819 994-0218

Subject: **CRTC Application 2011-1663-2 New Ethnic AM Commercial Station in
Markham, Ontario**

This follows our recent telephone conversation, and in order to complete our letter of January 30th, 2012, please find enclosed the applicant's in depth proposed programming schedule.

I trust to your satisfaction and offer my best regards.



Michel Mathieu
Broadcast Consultant

P.S. As I will be out of town until February 15th, 2012, if need be, please do not hesitate to contact me by phone at: 1-514-233-3791.

Program Descriptions

Because of the multilingual nature of Markham's South Asian and other ethnic communities, we carefully designed programs which will entertain and inform every single language that we propose. Call-in shows with significant listeners' participation. In the case of call-in shows, callers will be screened and, where possible, linguistic targets will be a consideration in putting them through to air. However, in all cases, English language participation will be encouraged and carefully monitored to ensure that it never exceeds the stipulated ceiling.

All open-line programming will adhere to the CRTC *Policy regarding open-line programming*. Radio Zum Zum will be a member of CBSC.

Seven-Day Schedule

1.

Program: **"Sobh bekheir! Markham"**(Good Morning Markham)

Language: **Persian**

Days: Weekdays

Time: 6 a.m. – 8 a.m.

Mix: spoken word (24 min [5% call-in]) – music (72 min) – advertising (24 min)

Radio Zum Zum's morning drive and wake-up program, targeted to Persian speakers. Will provide a Persian twist on mainstream drive-to-work shows.

Everything you need to know to start your day off on the right foot. The most complete local, provincial and federal news coverage, as well as Middle-East and International news bulletins! The show also offers press reviews, weather and traffic information

Listeners are invited to comment on the hottest news events in Markham or on a national and international level. The program highlights questions that are on everybody's mind and issues at stake for a growing society in a world in full transformation.

This information program provides an ongoing and diversified glimpse of the latest newsworthy developments. This is what is offered with "Sobh bekheir! Markham", a relaxed yet rigorous style that characterizes this program

2.

Program: **ARABIC TIME**

Language: **Arabic**

Days: Weekdays

Time: 8 a.m. – 9 a.m.

Mix: spoken word (12 min [5% call-in]) – music (36 min) – advertising (12 min)

This program will address current topics that matter to the community, taking calls, facilitating discussion and, from time to time, bringing in special guests who are experts or participants in the area being discussed and who can shed more light on the issues. In between the listeners can enjoy selection of Arabian music from famous albums.

We will bring the most complete local, provincial and federal news coverage, as well as Middle-East and International news bulletins. The show also offers press reviews, weather and traffic information. Listeners are invited to comment on the hottest news events in Markham or on a national and international level.

3.

Program: **CROSS - MARKHAM CHECK-UP**

Language: **Punjabi**

Days: Weekdays

Time: 9 a.m. – 11 a.m.

Mix: spoken word (24 min [10% call-in]) – music (72 min) – advertising (24 min)

This program will bring a variety of Punjabi music selections which are very suitable for the morning hours. Also address current topics that matter to the community, taking calls, facilitating discussion and, from time to time, bringing in special guests who are experts or participants in the area being discussed. The program will keep the balance in the discussions on quality topics. Current affairs and community issues have led to a reputation for in depth research and analysis and for approaching issues from different angles.

4.

Program: **FOREVER URDU**

Language: **Urdu**

Days: Weekdays

Time: 11 a.m. – 3 p.m.

Mix: spoken word (24 min [5% call-in]) – music (168 min) – advertising (48 min)

This Urdu-language program will feature a combination of local community news, baseline commentary on Urdu-speaking areas of Pakistan, Bangladesh, and India, and Urdu music selections that are not easily accessed. Special guests will be featured from time to time to speak to community concerns and events, and listeners will have the opportunity to interact with the host. The blend of spoken-word with musical segments will help keep the programming fresh and appealing.

The Forever Urdu will appeal in particular to Urdu-speaking listeners with roots in Pakistan, Bangladesh and India, although community members fluent in other Hindustani languages will be able to understand and, by following this programming, gain better insights into the issues important to their neighbours. Also news update in local, regional, national and international.

5.

Program: **ENRUM INIYATHU - Radio Zum Zum Drive Back Home**

Language: **Tamil**

Days: Weekdays

Time: 3 p.m. – 7 p.m.

Mix: spoken word (24 min [5% call-in]) – music (168 min) – advertising (48 min)

In this drive-home show will bring together multiple hosts to make the show colorful, even as they interact on-air. The weekday Radio Zum Zum Driveback will put a Tamil twist on the North American radio drive format, mixing regular traffic, sports, weather and news updates with local relevance with all Tamil music selections and track requests, 10 percent of which will be Canadian music selections. At the present time there is no Drive back program in Tamil for any media.

6.

Program: **HELLO GOOD EVENING**

Language: **Hindi**

Days: Weekdays

Time: 7 p.m. – 10 p.m.

Mix: spoken word (24 min [5% call-in]) – music (120 min) – advertising (36 min)

This show will give listeners a place to go to feed their hunger for their music, providing an expertly-curated selection. The show will run weekly Bollywood top ten countdowns; feature exclusively non-English-language music, airing Bollywood, and draw 10% of its musical selections from Canadian artists. The host will take phone-in requests and "shout-outs" from listeners, interspersing the music with interesting profiles of the artists and facts about them, and picking up on any tie-ins with local personalities or trends that are to be had. The show, which will feature brief interviews with Canadian ethnic minority artists from time to time in order to promote their work, will occasionally focus on special themes to which the songs played will tie back in, also news update in local, regional, national and international.

7.

Program: **MASALA**

Language: **Indo - Caribbean**

Days: Weekdays

Time: 10 p.m. – 11 p.m.

Mix: spoken word (12 min) – music (36 min) – advertising (12 min)

This program will featured a variety of Indian style Indo Caribbean music selections which are in common taste of our listeners. With this, we will bring the update news for 5 min. In this newscast, 50 % will be international connecting to their native countries. 20% will be local (Markham), 10% regional news (GTA), and the remaining 20% will be National news (Canada).

8.

Program: **GUJARATI EXPRESS**

Language: **Gujarati**

Days: Weekdays

Time: 11p.m. – 00.00 midnight

Mix: spoken word (12 min) – music (36 min) – advertising (12 min)

A predominately musical show will feature 5 minute news breaks. In this newscast, 50 % will be international connecting to their native countries, 20% will be local (Markham), 10% regional news (GTA), and the remaining 20% will be National news (Canada). Followed by the series of upbeat musical selection from the chart of the top hits from Gujarati.

Week Ends

Note: On the weekend, each language will bring 5 min news updates. 50 % will be international connecting to their native countries. 20% will be local (Markham), 10% regional news (GTA), and the remaining 20% will be National news (Canada).

9.

Program: **YOUTH FREE-FOR-ALL**

Language: **English**

Days: Saturday-Sunday

Time: 6 – 8 a.m.

Mix: spoken word (80 min [70% call-in]) – music (16 min) – advertising (24 min)

This unique weekend morning program will cater to South Asian youth. This show will provide a forum for addressing in depth such topics as anger management, career choices, drugs, gang violence, parent relationships, intergenerational conflicts, and reconciling traditional expectations with modern life. The show will also recognize South Asian youth that have excelled in academics, extra-curricular activities and sports, recognizing that positive role models and examples are an important element. Youths will have the opportunity to express themselves openly and promote a better understanding of their problems and issues. The show's objective will be to guide and mentor Markham's South Asian youth.

It will be presented in different formats to capture the interest of the audience, including panel discussions, guests relevant to the topics, and liberal use of call-ins.

10.

Program: **ARABIC TIME**

Language: **Arabic**

Days: Saturday-Sunday

Time: 8 a.m. – 9 a.m.

Mix: spoken word (12 min [5% call-in]) – music (36 min) – advertising (12 min)

Program almost the same as weekdays but news broadcast only 5 minutes instead of the regular 10 minutes on the weekdays.

11.

Program: **PERSIAN WEEKEND**

Language: **Persian**

Days: Saturday-Sunday

Time: 9 a.m. – 10 a.m.

Mix: spoken word (36 min [70% call-in]) – music (12 min) – advertising (12 min)

This program deals with various topics relating to medical, social and psychological issues, problems that affect immigrant families and also different educational aspects. The show's hosts welcome a wide variety of specialists and professionals in the studio to discuss with them and present the topic in question. During the program, listeners are invited to join in and exchange their views on the subject with the specialists.

12.

Program: **POLISH TIME**

Language: **Polish**

Days: Saturday

Time: 10a.m. – 11 a.m.

Mix: spoken word (12 min – music (36 min) – advertising (12 min)

Magazine type of program will feature music selections, interviews, discussions about current affairs and news.

13.

Program: **UKRANIAN TIME**

Language: **Ukrainian**

Days: Sunday

Time: 10 a.m. – 11 a.m.

Mix: spoken word (12 min – music (36 min) – advertising (12 min)

Magazine type of program will feature music selections, interviews, discussions about current affairs and news.

14.

Program: **HEBREW TIME**

Language: **Hebrew**

Days: Saturday

Time: 11 a.m. – 12 noon

Mix: spoken word (12 min – music (36 min) – advertising (12 min)

Magazine type of program will feature music selections, interviews, discussions about current affairs and news.

15.

Program: **RUSSIAN TIME**

Language: **Russian**

Days: Sunday

Time: 11 a.m. – 12 noon

Mix: spoken word (12 min – music (36 min) – advertising (12 min)

Magazine type of program will feature music selections, interviews, discussions about current affairs and news.

16.

Program: **FILIPINO TIME**

Language: **Filipino**

Days: Saturday-Sunday

Time: 12 noon – 1 pm

Mix: spoken word (12 min – music (36 min) – advertising (12 min)

Magazine type of program will feature music selections, interviews, discussions about current affairs and news.

17.

Program: **KOREAN TIME**

Language: **Korean**

Days: Saturday-Sunday

Time: 1pm-2pm

Mix: spoken word (12 min – music (36 min) – advertising (12 min)

Magazine type of program will feature music selections, interviews, discussions about current affairs and news.

18.

Program: **FOREVER URDU**

Language: **Urdu**

Days: Saturday-Sunday

Time: 2 pm – 5 p.m.

Mix: spoken word (36 min [50% call-in]) – music (108 min) – advertising (36 min)

The weekend program will include news, music, interviews, and information segments. This program designed in such a way to present a lighter, more entertainment-focused version of the weekday Forever Urdu, with music, film industry, celebrities, etc.

19.

Program: **DHINGANA**

Language: **Hindi**

Days: Saturday-Sunday

Time: 5pm-6pm

Mix: spoken word (12 min – music (36 min) – advertising (12 min)

Mainly focusing music selections for the weekend request from the callers

20.

Program: **TOP TEN**

Language: **Tamil**

Days: Saturday-Sunday

Time: 6 pm – 9 p.m.

Mix: spoken word (36 min [30% call-in]) – music (108 min) – advertising (36 min)

The weekend program will include news, music, interviews, and information segments. This program designed in such a way to present a lighter, more entertainment-focused version of the weekday Tamil program, with music, film industry, celebrities, etc.

21.

Program: **SELECTIONS**

Language: **Punjabi**

Days: Saturday-Sunday

Time: 9 pm – 12 mid night

Mix: spoken word (36 min [30% call-in]) – music (108 min) – advertising (36 min)

The weekend program will include news, music, interviews, and information segments. This program designed in such a way to present a lighter, more entertainment-focused version of the weekday Punjabi program, with music, film industry, celebrities, etc. Mainly focusing music selections for the weekend requests from the callers

22.

AFTER MIDNIGHT TILL 6 AM WILL BE A REPEAT OF MIX SELECTIONS OF THE DAY'S PROGRAMING.

1.

The Applicant pledges to the Commission that all talk in shows will always be in accordance to CRTC policy on telephone call in shows. We have a delay system to ensure that the policy will be met all the times.

2.

Should any religious program be broadcast we pledge to ensure that they will meet the policy of the Commission in respect to religious broadcasting.

3.

The applicant pledges to ensure that all programs that will be broadcasted on the proposed station will at all times be in accordance with the Commission's rules and policies.

Yours truly



Nadarajah Kumarakulasingam

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