CJ Radio

Corporate Office

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February 20, 2018

CRTC
Via EPass

Re Application for FM Radio Station in Esterhazy 2017-1025-2

Ms. Veronique Larose

I'm pleased to provide you with responses to your questions of February 16, 2018.

1) As noted in section 1.7 of the application form, it is mandatory to submit some information in the supplementary brief of the application. Please provide the following information:
    - The proposed music format of the station
    - The demographic group that the service will target

Our music format will be a mix of country, pop and rock. About 50-60% of the selections will reflect country while the remainder will be from other categories.

As the only local station in the Esterhazy market, we anticipate serving the widest demographic possible. In other similar markets, we find that a mixed signal appeals well to those 25+ although we do find some younger listeners in the 0-18 range particularly enjoy our signal. We certainly attempt to appeal to all ages and listeners.

2) Please clarify the number of hours/minutes per broadcast week you propose to devote to Spoken Word Programming as defined in Revised content categories and subcategories for radio, *Broadcasting Regulatory Policy CRTC 2010-819*, *5 November 2010*, as amended from time to time.

   Section 8.5c of your application indicates that you propose to devote approximately 3 hours per broadcast week to newscasts.

   a) Do you propose to offer any additional spoken word programming?
   b) If so, please indicate the number of hours/minutes per broadcast week you propose to devote to this programming and provide details concerning the additional spoken word programming.

As indicated in our initial application, we are indeed committing to about three hours per week of newscasts as our spoken word content. We additionally indicated that we intend to air long format interviews during our morning programming, special coverage with regard to emerging events and scheduled coverage with regards to elections, etc.

While newscasts are easy to quantify on a weekly basis, the other programming is not. From week to week it varies in length and quantity. As such, we didn't offer it as a commitment so that we would never find ourselves in a situation where on a particular week we didn't meet our stated commitment. We would rather be in a situation of over delivery as opposed to under delivery.

With regards to part "A" of your question, we will indeed offer other spoken work programming. But in regards to part "B" we are not committing to a certain amount of it in each and every week. In an election period where we host a debate it could easily be three or four additional hours. During holidays it could be as little as zero minutes.

Engineering:

- Please provide the map required in Appendix 4D, i.e. a map showing the 3 mV/m and 0.5 mV/m coverage contours of the proposed service.

I have provided a copy of the map with captions indicating the 3mv and 0.5mv contours.

Ownership information:

- As requested in the application form, please provide a copy of Appendix 2A (Ownership information). This includes information on:
    - The applicant: the entity applying to obtain a broadcasting licence to operate a commercial radio undertaking
    - The shareholder corporations: the parent corporation, the corporations that form part of the control chain and all corporations and legal entities listed in table 2.2 holding directly or indirectly 10% or more of the voting interest of the corporation to which table 2.2 pertains.

I note that we have twice asked the commission if they wanted this information again given that it is already on file. We have not received a response to either of our questions.

As such, I can confirm that the information already on file with the commission is accurate and reflects that the applicant is 5777152 Manitoba Ltd.

5777152 Manitoba Ltd is wholly owned by William Gade, who owns 100% of issued shares.

Control statement and agreements

- Please provide a copy of Appendix 2B, which consists of a statement regarding who controls/will control the licensee 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.
- Please provide any related documents, such as a Shareholders Agreement, Voting Trust Agreement, Local Management Agreement, Management Agreement, etc. Provide a draft copy where an executed copy is not available.

5777152 Manitoba Ltd is wholly owned by William Gade and effective control is exercised by William Gade through shareholder control. There are no additional documents to file regarding this control.

I trust this information will prove helpful during your analysis. Please do not hesitate to contact me again should you need further clarification.

Yours in Local Broadcasting,

Bill Gade
CJ Radio

CJ 97.1 The Voice of the Heartland
CJ 107 The Voice of the Interlake
CJSB 104.5 The Voice of the Valley
CJ Radio Virden