



Application for a Technical Amendment to a Broadcasting Licence for an Analog Radio Programming Undertaking

GENERAL INSTRUCTIONS

1. FILING

- Electronically by attaching it to the [Cover Page](#), which is available on our web site under "File or Register". One hard copy version must also be sent to the Secretary General, CRTC, Ottawa, Ontario, K1A 0N2. The onus is on the applicant/licensee to ensure that the electronic version is identical to the hard copy version.
- When filing your application electronically, please ensure that the file name of the electronic documents attached to your application form reflects the ascending order in which they should appear on the public file and that each file name include a brief description of the document content. For example, "Doc1-brief description of document"; "Doc2-brief description of document", and so forth. This will ensure that the application and all related documents are presented in the correct order once they are made available for public viewing.
- If the application is not filed electronically, one original and five copies must be filed with the Commission at the following address: Secretary General, CRTC, Ottawa, Ontario, K1A 0N2.

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.
- You must file the Application Brief, which includes the questions and responses, and the Book of Supporting Documents, identified as Appendices in the questionnaire.
- The Application Brief, filed electronically or otherwise, must be divided into sections, and include the numbered questions, as set out in the questionnaire, each followed by the corresponding response.
- Where the Application Brief is filed electronically, all available documentation that forms part of the Book of Supporting Documents, except confidential material, must also be filed in electronic format.

- Complete the General Information section and then complete only those sections that relate to the proposed amendment(s).
- If you wish to enhance or clarify your application, such information should be filed as a **Supplementary Brief** identified as **APPENDIX 1A** in the Book of Supporting Documents.
- In the case of a proposal for a conversion from AM to FM, the licensee should obtain and complete application questionnaire CRTC 101-Application To Obtain A New Broadcasting Licence To Carry On A Commercial Radio Programming Undertaking.
- The Commission will not process the application if required technical documentation has not been filed with Industry Canada.

3. PUBLIC EXAMINATION FILE

- Copies of the Commission's letters requesting further information and copies of your replies form part of the application and must be available for examination by the public.

4. CONFIDENTIALITY REQUESTS

- Portions of the application may be treated as confidential, at your request, pursuant to section 20 of the *CRTC Rules of Procedure*.
- The onus is on the licensee to request confidentiality for the information or material and to clearly demonstrate that the public interest will best be served by treating the information as confidential. For further information, refer to Circular No. 429 dated 19 August 1998.
- The Commission has increased its security with epass authentication. The full security features of epass will be available in Summer 2004. You may choose to submit **CONFIDENTIAL** information using the electronic cover page, on diskette or cd-rom or in hard copy format. All **CONFIDENTIAL** information must clearly be marked as **CONFIDENTIAL**.

For Commission's use

Application number

Canadian Radio-television and Telecommunications Commission

Application for a Technical Amendment to a Broadcasting Licence for an Analog Radio Programming Undertaking

1. GENERAL INFORMATION

LOCATION OF UNDERTAKING: PETERBOROUGH, ONTARIO

CALL SIGN: CFFF-FM

1.1 IDENTIFICATION OF LICENSEE

NAME: TRENT RADIO

ADDRESS: 715 George Street North, Peterborough, Ontario K9H 3T2

FAX: no fax

E-MAIL: info@trentradio.ca

CONTACT PERSON REPRESENTING THE LICENSEE

(if there is no appointed agent under question 1.2)

NAME: John K Muir

TITLE: VP & General Manager

TELEPHONE: (705) 741 4011

Please indicate the E-Mail address and FAX number that should be specified in a Public Notice.

FAX: no fax

E-MAIL: info@trentradio.ca

1.2 APPOINTMENT OF AGENT

I, _____, the licensee, hereby appoint _____ as my agent for and on my behalf and in my name to sign, file and complete (if necessary) 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:

At:

Signature:

ADDRESS OF AGENT:

TITLE:

TELEPHONE:
FAX:
E-MAIL:

1.3 DECLARATION OF LICENSEE OR ITS APPOINTED AGENT

I, John Kenneth Muir SOLEMNLY DECLARE THAT:

- a) I am the representative (representative/appointed agent) of the licensee 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: [original signed]

Date: **11 Mar 2005**

WITNESSED BY

Signature: [original signed]

Name (Printed): **Jill Staveley**

Date: **11 Mar 2005**

At: **The City of Peterborough, in the County of Peterborough, in the Province of Ontario**

1.4 EXAMINATION BY THE PUBLIC

Indicate a location, within the area to be served, where the application may be examined by the general public. If several transmitters form part of your application, indicate a location within each area to be served.

ADDRESS(ES): 715 George Street North, Peterborough, Ontario

2. TECHNICAL INFORMATION

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

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

YES (X)

NO ()

b) 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 (X)

NO ()

If NO, explain.

2.2 Please provide the following technical information:

	PRESENT OPERATION	PROPOSED OPERATION	NOTE
Frequency	92.7Mhz	92.7Mhz	kHz for AM MHz for FM
Channel and Class	224A1	224A	
Transmitter Power (for AM)	Watts	Watts	
MAXIMUM - ERP (for FM) (at beam-tilt angle)	250 Watts	700 Watts	ERP = Effective radiated power If no beam-tilt is used, provide ERP in horizontal plane
AVERAGE - ERP (for FM) (at beam-tilt angle)	250 Watts	700 Watts	ERP = Effective radiated power If no beam-tilt is used, provide ERP in horizontal plane
EHAAT - Effective Height Above Average Terrain	70 metres	91.3 metres	FM only
Antenna and Transmitter Site Coordinates	44 19 45 N. 78 18 03 W.	44 19 41 N. 78 17 59 W.	North Latitude West Longitude
Studio Location(s)	715 George Street N. Peterborough, ON	715 George Street N. Peterborough, ON	City and, where possible street address
Subsidiary Communications (SCMO)/Subsidiary Data	YES () NO (X)	YES () NO (X)	
Programming Feed Method(s)	50-15kc Leased Land Lines from Bell	50-15kc Leased Land Lines from Bell	Satellite, microwave, fibre optic cable, other (specify)
For Rebroadcasting Stations, identify station rebroadcast	n/a	n/a	Call Letters Frequency Location

SUPPORTING DOCUMENT TO BE APPENDED:

APPENDIX 2A A clearly legible copy of the maps required in the Engineering Brief submitted to Industry Canada, and which show the proposed coverage contours.

Additional maps must be submitted comparing the service contours of both the present and proposed operations.

In addition to the originals, the Commission encourages you to submit your proposed coverage area contours in a geographical information system (GIS) compatible file format (for example, .mid/.mif, .tab, .dxf, .dwg, .e00, .shp, .dgn). Also provide the map datum and projection used. This file can be submitted electronically or on a diskette.

APPENDIX 2B Documentation supporting the availability of the proposed transmitter site(s), if new site(s) involved.

3. FINANCIAL OPERATIONS

This section is applicable if the proposed technical amendment results in an INCREASED COVERAGE AREA.

3.1 Complete the following table for each of the first 5 years of operation under the existing and the proposed scenario.

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
REVENUE (after agency commissions)					
(\$000)					
Network	0	0	0	0	0
National	2	2	2	2	2
Local	4	4	5	5	6
Other (Specify)					
	85	88	90	91	93
	9	9	10	11	11
	19	20	20	21	22
	9	9	9	9	9
TOTAL	128	132	136	139	143
OPERATING EXPENSES					
(\$000)					
Programming	37	38	38	39	40
Canadian Talent Development	10	10	11	11	12
Technical	5	5	6	6	6
Sales, Advertising and Promotion	1	1	2	2	2
Administration and General	40	40	41	41	42
TOTAL OPERATING EXPENSES	93	94	98	99	102
NON-OPERATING EXPENSES					
(\$000)					
Depreciation	25	25	26	26	27
Interest	2	2	3	3	3
Other (Specify)	-	-	-	-	-
TOTAL	27	27	29	29	30

NON-OPERATING EXPENSES					
TOTAL EXPENSES	120	121	127	128	132
Estimated pre-tax income (loss)	8	11	9	11	11
Provision for Income Taxes N/A					
Registered Charity	0	0	0	0	0
NET INCOME (LOSS) AFTER TAXES (for broadcasting operations only)	8	11	9	11	11

Questions 3.2 to 3.4 are to be completed only where the cost of the technical amendment exceeds \$100,000.

3.2 Provide the following information regarding capital costs and facilities:

Not applicable as cost of technical amendment does not exceed \$100,000

	Costs of Assets to be purchased (\$)	Value of Assets to be leased (\$)	Annual lease payment (\$)
Studio Plant			
Transmitting Plant			
Contingency			
TOTAL			

3.3 Specify the funds available to finance the proposed transaction:

Not applicable as cost of technical amendment does not exceed \$100,000

Equity:

Debt:

Total:

3.4 a) Specify the individual sources of financing for the funds identified in question 3.3 (for example, Bank loans, share capital, other loans).

Not applicable as cost of technical amendment does not exceed \$100,000

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.

Not applicable as cost of technical amendment does not exceed \$100,000

SUPPORTING DOCUMENTS TO BE APPENDED:

APPENDIX 3A Documentation supporting the availability of each source of financing identified in question 3.4 if the cost of the technical amendment exceeds \$100,000. (NOTE:

- 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 licensee) related to the application(s) before the Commission for a (type of application) 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 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 months of the filing of the application.)

4. MARKETING

This section is applicable if the proposed technical amendment results in an INCREASED COVERAGE AREA.

- 4.1 As a basis for revenue calculations, please specify the following:

AVERAGE NUMBER OF COMMERCIAL MINUTES EXPECTED TO BE SOLD PER HOUR IN:	
1st YEAR:	3
5th YEAR:	3
ESTIMATED TOTAL WEEKLY REACH 1st YEAR, PEOPLE 12 YEARS +	
IN CENTRAL AREA:	19,000
IN FULL COVERAGE AREA:	25,000
ESTIMATED AVERAGE 1/4 HOUR RATINGS, CENTRAL AREA, MON - FRI, 1st YEAR (% Audience)	
06:00 - 10:00	3%
10:00 - 14:00	4%
14:00 - 19:00	4%
19:00 - 24:00	5%

- 4.2 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 are/will be directed:

	3 mV/m CONTOUR (FM) 15 mV/m CONTOUR (AM)	0.5 mV/m CONTOUR (FM) 5 mV/m CONTOUR (AM)	PRINCIPAL MARKETING AREA
Population: Present	64,100	85,600	80,000
Population: Proposed	92,300	128,000	95,000
Households: Present	27,000	36,000	32,000
Households: Proposed	31,000	40,700	36,000

4.3 Please identify the sources from which population data has been obtained.

Statistics Canada 2001 & Canadian Broadcasting Corporation 2002

4.4 Indicate to which of the communities the station's principal marketing activities will be directed. **The station's Principle Marketing Activities [such as they are] shall be directed to communities in and around the City of Peterborough, to an extent including but not limited to Curve Lake & Alderville Indian Reserves.**

BOOK OF SUPPORTING DOCUMENTS

APPENDIX NUMBER AND NAME		APPENDED (Yes or No)	E-FILED (Yes or No)
SECTION 1: GENERAL INFORMATION			
1A	Supplementary Brief	YES	YES
SECTION 2: TECHNICAL INFORMATION			
2A	Maps - Proposed Coverage Contours	YES	YES
2B	Documentation Supporting the Availability of the Proposed Transmitter Site(s)	YES	YES
SECTION 3: FINANCIAL OPERATIONS			
3A	Documentation Supporting Availability of each Source of Financing	n/a	n/a

This document is available in alternative format upon request.
CRTC 128 (2005-02-17) - Radio - Technical Amendment (Analog)
version française disponible

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