

# **Appendix 1A**

## **SUPPLEMENTARY BRIEF**

### **APPLICATION TO OPERATE AN FM – RADIO STATION TO SERVE GEORGINA, ONTARIO**

#### **Introduction**

This application by My Broadcasting Corporation (MBC) is being filed to obtain a license to broadcast a new FM radio station to serve listeners in Georgina, Ontario on frequency 93.7 MHz.

The applicant proposes to launch a new FM radio station with a unique blend of music, local flavour and local news to serve adults ages 18 – 64. The primary target is men and women aged 25-54. The sound would be locally driven content and information with an adult-contemporary/gold music blend.

Georgina, Ontario is located on the South shore of Lake Simcoe and 20 kms. north of Newmarket. The Town is made up of a number of smaller communities such as Keswick, Sutton, Jackson's Point and Pefferlaw. Georgina is a self-sufficient community complete with its own health centre, three high-schools, a vibrant retail segment along with a renowned tourism industry.

Currently, Georgina has no dedicated local radio service, yet, according to the 2016 Census it has a population of 45,418. Many of the communities that are served by MBC have much smaller populations. Three years ago, highway 404 was extended north from Newmarket up to Georgina which has opened the area up for more development. The community is going to experience considerable growth as a result over the next number of years.

Due to its location on the outskirts of urban Toronto, it could be assumed that it is part of Toronto. However; there is significant green space separating Georgina from the urban component of the GTA and Georgina is definitely its own community. With the growth of Toronto and the easy commute on the 404, Georgina will have a difficult time maintaining its own identity. A new FM radio service providing up-to-date and topical information will be able to help preserve Georgina's identity for years to come.

Most Toronto radio stations can be heard in Georgina. However; none of these stations provide specific information about what is taking place in Georgina. Information such as:

- registration for soccer sign-up is being postponed due to the weather;
- Simcoe Avenue in Keswick is being detoured for three hours while a water main is being repaired;  
or
- Georgina Ice Junior C Hockey Team just won their game last night against the Port Perry Mojacks while playing in Sutton.

All of this type of information is extremely important to residents of a smaller community - even more so when the community is growing. The fabric, the identity, the cohesiveness can all be jeopardized without a method of communicating effectively and in a timely manner with the residents.

If asked, it is quite likely that all of the radio stations in Toronto would indicate that they are serving Georgina. However; are they really? The GTA has a population 5,928,040. The population of Georgina represents less than 0.8% of the GTA. News gathering, participating in community events, promoting local artists by the Toronto radio stations will be targeted where they get the biggest bang...urban Toronto...not Georgina. The NEW FM that is being proposed will provide the same dedicated service in Georgina as MBC provides in all of its markets.

MBC is currently licensed to operate twenty-one FM radio stations in small to mid-sized communities across Ontario. The primary strategic objective of the company is to provide a high quality, local radio service to communities that currently do not have access to their own local broadcasting facility.

Since the inception of MBC, these communities have all realized the benefits of having a broadcaster that understands 'small town Ontario' serving their communities with compelling and topical local content. The level of service provided to MBC undertakings is a combined effort by every one of the MBC employees. It is with a conscious effort that this culture of 'caring for your community' is nurtured within the company and the results can be seen in each of the communities served. Here is a breakdown of some of the community involvement by MBC employees:

<b><u>Renfrew</u></b>	<b><u>Pembroke</u></b>	<b><u>Strathroy</u></b>
Chamber of Commerce Hike for Hospice Committee Renfrew Rotary Club Ottawa Valley Joint Chambers of Commerce Toastmasters Renfrew Youth Chorus Valleyfest Committee Relay for Life Earth Day Committee Renfrew Canada Day Committee Reach for the Rainbow Telethon Renfrew Timberwolves Junior B Hockey	Chamber of Commerce Waterfront Festival Pembroke Kinsmen Club Relay for Life School Council Chair Pembroke Snospree Enterprise Renfrew County Pembroke Minor Hockey Association Pembroke Minor Soccer Pembroke Boys and Girls Club Buy Local in Renfrew County Campaign Ottawa Valley Food Co-op Pembroke Lumberkings Junior A Hockey	Chamber of Commerce Rotary Club Turkeyfest Strathroy Lions Club Relay for Life Glencoe Lions Club Women's Rural Resource Centre Strathroy General Hospital Foundation Supercities Walk for MS Strathroy Rockets Jr. B Hockey Club London Knights OHL Hockey Strathroy Community Players
<b><u>St. Thomas</u></b>	<b><u>Simcoe (Norfolk)</u></b>	<b><u>Arnprior</u></b>
Chamber of Commerce Relay for Life Canada Day Celebrations St. Thomas and District Chamber of Commerce YWCA Raise A Roof Campaign Caring Cupboard Food Bank Elgin County Crime-stoppers St. Thomas & Elgin Art Auction St. Thomas & Elgin Home Builder Awards St. Thomas Sports Spectacular	Chamber of Commerce Norfolk General Hospital Lighthouse Festival Season Norfolk County Fair and Horse Show Alzheimer Society Walk for Memories Canadian Cancer Society Relay for Life Simcoe and District Humane Society Norfolk Has Talent competition Crime Stoppers of Haldimand Norfolk & Tillsonburg Grand Erie Big Brothers/Big Sister Bowl for Kids Sake H/N Soroptomists Women of Excellence awards Simcoe Christmas Panarama Rotary Club Norfolk Sunrise Spelling Bee Norfolk Terry Fox Run Waterford Lion Pumpkinfest Simcoe Rotary Club Friendship Festival	Chamber of Commerce Kids Help Line Annual Telethon Annual Walk with the Mayor Winner of the Arnprior Chamber of Commerce New Business of the Year Greater Arnprior Chamber of Commerce Annual Arnprior Fall Fair Arnprior Breast Cancer Support Group "Dare to Care" Telethon. Arnprior Environmental Action Council
<b><u>Brighton</u></b>	<b><u>Napanee</u></b>	<b><u>Gananoque</u></b>
Chamber of Commerce Relay for Life. Brighton Winterfest. Brighton Downtown BIA. Brighton Applefest. Quinte Health Telethon TSN Kraft Challenge	Napanee BIA Community Living Heart and Stroke Foundation Relay for Life Domino Theatre Napanee Raiders Junior C Hockey Kingston Frontenacs OHL Hockey	Chamber of Commerce The Cabaret Comedy Collective Gananoque Islanders Junior B Hockey Gananoque Volunteer Fire brigade

<u>Kincardine/Goderich/Port Elgin</u>	<u>Exeter</u>	<u>Alliston (New Tecumseth)</u>
Chamber of Commerce Bruce County Blues Association Bruce/Grey Crimestoppers Kincardine/Port Elgin Stuff The Buss with School Supplies Saugeen Shores Pumpkinfest	Chamber of Commerce Exeter Hawks Junior Hockey London Knights OHL Hockey Exeter BIA Exeter Canada Day Celebrations. Grand-Bend Relay for Life.	Chamber of Commerce Gibson Centre for Community, Arts and Culture Stevenson Memorial Hospital Foundation Alliston Charity Rodeo initiative Potato Festival – Alliston Honey Festival – Beeton
<u>Cobourg</u>	<u>Peterborough</u>	<u>Peterborough</u>
Northumberland Hills Hospital Northumberland United Way Canadian Cancer Society - Relay For Life Cornerstone Family Violence Centre Kaitlyn Bates Initiative MS Society Parkinson's Society Community Care Northumberland Law Enforcement Torch Run Cops For Cancer Highland Shores Children's Aid Northumberland Central Chamber Of Commerce Prosper In Northumberland Shelter Valley Folk Festival	Five Counties Children's Centre United Way of Peterborough & District Greater Peterborough Chamber of Commerce Greater Peterborough Innovation Cluster Peterborough and the Kawarthas Economic Development Habitat for Humanity Peterborough & Kawartha Region Cuddles for Cancer Peterborough Symphony Orchestra Peterborough Humane Society Big Brothers Big Sisters Peterborough Kawartha Haliburton's Children's Aid YWCA Peterborough Haliburton/YMCA of Central East	GreenUP Peterborough New Canadians Centre Kawartha Komets Electric City Maroon & White Peterborough Cares Hospice Peterborough Downtown Farmers' Market Peterborough DBIA PARN - Your Community AIDS Resource Network YES - Youth Emergency Shelter Kawartha Food Share Council for Persons with Disabilities Heart and Stroke Foundation Canadian Blood Services Peterborough MS Society Peterborough ALS Society Alzheimer Society of Peterborough, Kawartha Lakes,

This level of dedication by the applicant will be extended to Georgina.

Georgina, Ontario is a small market that currently does not have its own, dedicated radio service. This application should have been considered as **‘a proposal to provide the first commercial service in a market’** as described in Broadcasting Public Notice CRTC 2006-159. However; the Commission has ultimately determined that a ‘call for applications’ is warranted. MBC proposes the following aspects for the Commission to consider.

#### **A. Music Format**

MBC has extensive experience with markets with similar demographics to that of Georgina. Based on the success of the other undertakings it has been found that a unique blend of adult-contemporary/gold music appeals to the greatest number of people in the community. There have been a series of reports associated with the MBC applications for Pembroke, Strathroy, Napanee, Exeter and St. Thomas, Ontario that have provided ample data supporting this contention. This music mix along with locally driven news and information has performed quite well in the applicant’s other markets and there is every reason to believe that it will perform similarly in Georgina and will provide a base for a sustainable, commercial radio undertaking.

#### **B. Targeted Demographic Group**

Based on the success of other MBC undertakings, the applicant will be targeting the audience aged 18 – 64 with the music mix and the high level of information. This is a fairly wide range of the demographic; however, it is the intention and experience of the applicant to be all inclusive and provide the best possible service for the vast majority of the community. In its other undertakings,

MBC realizes a strong concentration of the demographic of 25 – 54. Through feedback from thousands of listeners in its existing markets, MBC has determined that the average listener is a 41-year-old female.

Beyond that, the intent is to provide the residents of Georgina their own radio station providing local information specifically for their communities, which there is currently no dedicated service available.

Georgina is currently only served by out-of-market, commercial radio stations predominately from Toronto. The mix of stations available includes Soft Rock, Hot A/C, Classic Rock, Light Rock, Rock and Country and everything in between. All information, such as News, Sports, Weather, Community Events and bus cancellations provided by these radio stations are focused on their primary target market of Toronto not specifically Georgina.

Even though there are a number of licensed AM and FM stations that broadcast to Georgina, there is currently no truly local/daily voice. These out of market stations all cover their central target areas well; however, Georgina media coverage is only limited to major news stories and limited to non-existent community announcements.

## **C. Market Demand**

The residents of Georgina enjoy a relaxed atmosphere of a small community yet have relatively easy access to the resources and opportunities available in Toronto. The only other source for local news and information for Georgina consists of a Metro-land weekly newspaper and one or two news oriented web-sites. Out of market radio stations are more interested in their market and provide virtually no coverage of news or events that are taking place in Georgina.

MBC has taken its role seriously in communities across Ontario to assist in the strengthening of local economy. As a result, MBC has been officially recognized in most of the communities it serves with the following awards:

- Strathroy Chamber of Commerce - Business Excellence Award
- Napanee BIA - Business of the Year
- Renfrew Chamber of Commerce - Business of the Year
- Upper Ottawa Valley C. of C. – Pembroke - Medium Size Business of the Year
- United Way of Leeds and Grenville – Gananoque - Outstanding Media Award
- Gananoque Chamber of Commerce – Business of the Year
- Renfrew County Unit of Canadian Cancer Society – Corporate Partner Award
- St. Thomas and District Chamber of Commerce – Free Enterprise Award
- Middlesex Community Living – Strathroy - Mel Veale Community Hero Award
- Provincial Partnership Council – Strathroy - Passport to Prosperity Award
- South Huron Chamber of Commerce – Exeter - Business of the Year
- Arnprior Chamber of Commerce – Business of the Year
- Renfrew Chamber of Commerce – Outstanding Business of the Year

In discussions with community leaders in Georgina, there is a high level of interest in this application for a new, dedicated radio service for their area. Please refer to the following correspondence received from:

- Mayor of Georgina – Margaret Quirk
- Georgina Economic and Tourism Development Officer – Karyn Stone
- Executive Director, Georgina Chamber of Commerce - Monique Dixon
- York Simcoe MPP – Julia Munro



**GEORGINA**  
OFFICE OF THE MAYOR

Margaret Quirk, BAsC  
MAYOR

TR-2015-002

April 16, 2015

Mr. John Traversy  
Secretary General  
Canadian Radio-Television and Telecommunications Commission  
Ottawa, ON  
K1A 0N2

Dear Mr. John Traversy:

**Re: My Broadcasting Corporation Application FM Radio – Georgina**

On behalf of the Corporation of the Town of Georgina, I am pleased to provide our Council's support to the application of My Broadcasting Corporation for an FM Radio station licence in Georgina. There are many benefits to having a Radio Station in Georgina and I have highlighted several of the key benefits below:

- The station will be an added economic development activity creating direct and indirect employment opportunities in Town.
- The municipality does not have a local or favoured station that can assist or build a sense of community or communication of same – local programming and the dissemination of local news will be improved.
- The station will help assist in disseminating matters of general public interest and more importantly emergency advice and/or notice.
- Matters of general community interest such as sporting, cultural and tourist events will be assisted and improved with the presence of a local station.

Again, on behalf of Council and the Town of Georgina, I want to strongly encourage the Commission to approve the application of My Broadcasting Corporation.

Yours truly,

Margaret Quirk  
Mayor



## TOWN OF GEORGINA

26557 Civic Centre Rd., Keswick, Ontario L4P 3G1

April 16, 2015

Mr. John Traversy  
Canadian Radio-Television and Telecommunication Commission  
Ottawa, Ontario  
K1A 0N2

To Whom it May Concern:

Re: My Broadcasting Corporation Application  
FM Radio – Georgina

The Town of Georgina's Economic Development Division is pleased to support the application being submitted to the CRTC to obtain an FM radio station in Georgina. With a desire to increase communication within the community and share positive stories to attract new investment, the opportunity to work with a local radio station would be a welcome addition to our communication and marketing tools.

The Town of Georgina is the most northern municipality in York Region and has experienced a tremendous amount of residential growth over the past 10 years. While residential growth will continue to an anticipated population of 71,000 by the year 2031, the Town is also experiencing an increased pressure for commercial and industrial growth. The extension of Highway 404 not only reduces commute times for local residents who travel south to work but also enhances access to markets in the GTA for existing and future business owners.

Georgina has the potential for an existing listening audience of 50,000 residents and over 700 small and medium sized businesses. The Town supports this endeavour proposed by Mr. Andrew Dickson and his application to the CRTC.

Sincerely,

Karyn Stone  
Economic and Tourism Development Officer  
Town of Georgina

(905) 476-4301

(905) 722-6516

(705) 437-2210

Fax: (905) 476-8100



March 31, 2015

Mr. John Traversy  
Secretary General  
Canadian Radio-Television and Telecommunications Commission  
Ottawa, ON K1A 0N2

Mr. Chair and Commissioners:

RE: MY Broadcasting Corporation Application  
FM Radio Station – Georgina, ON

On behalf of the businesses and organizations which are registered Members of the Georgina Chamber of Commerce, I am writing to express our support of the application being made to bring a FM radio station to our community.

The Georgina Chamber of Commerce's Mission Statement is to "Provide Leadership in Promoting, Supporting and Inspiring Business and Community Growth". With this in mind we recognize the value of a local FM radio station and feel it would be an asset in many ways including;

- Local Weather and News
- Advertising
- Promotion of Local Events
- Promotion of "Live, Work, and Play Georgina"
- Encouraging Tourism
- Supporting the Local Business Community

As our community expands, the establishment of a radio station will greatly assist and benefit the residents, employers and businesses in Georgina and the surrounding areas.

We request that the Commission support and approve the application by MY Broadcasting Corporation.

Sincerely,



Monique Dixon  
Executive Director, Georgina Chamber of Commerce





# JULIA MUNRO

MPP – York Simcoe



March 26, 2015

Mr. John Traversy  
Secretary General  
Corporate Services and Operations  
Canadian Radio-television and Telecommunications Commission (CRTC)  
Ottawa, ON K1A 0N2

Dear Mr. Traversy,

I am writing to you to express my support for a new FM radio station to serve the Georgina area within the provincial riding I represent.

I can assure you that a radio station dedicated to local news, weather and sports would be welcomed in our community and commended for the service it would provide. I can think of no better way to showcase our area's many businesses and agencies while providing up-to-date news and weather information to our local populace.

I believe the development of such a radio station would not only enhance what our township has to offer, but perhaps more importantly create a greater sense of community and a better place to live, work and raise a family.

I ask that you strongly consider any application for a new FM radio station in my community.

Thank you for your attention to this matter and please accept my best wishes.

Sincerely,

Julia Munro  
MPP, York-Simcoe





There has been media coverage regarding area GTA Mayors' comments about the lack of 'local' radio stations for their communities. These comments come on the heels of the major ice-storm that gripped the GTA over Christmas, 2013. Below is an article from the Mississauga News on the topic.

### **Politicians make a pitch for Peel radio station**

Mississauga News

*By Peter Criscione*

PEEL— Although social media played a big role in getting important information out during last month's ice storm, some local politicians believe a dedicated radio station would better serve Peel.

"It is inconceivable that in a region of this many people we have to call into a Toronto radio station and hope to get on air," Brampton Mayor Susan Fennell said today at Region of Peel Council.

Peel CAO David Szwarc updated Council on cleanup efforts in areas hardest hit by the Dec. 22 ice storm that downed trees and left thousands of residents without power for days.

Based on conservative estimates, Szwarc said the cost to area municipalities and conservation authorities is estimated at \$83.1 million, but that number could go beyond \$100 million, especially once the spring thaw comes.

Brampton is estimating damage at \$51 million, Mississauga at \$25 million and Caledon at \$600,000, although the township has yet to fully assess the extent of damages.

As senior staff gave a rundown of the financial impact of the storm, politicians made a pitch for a radio station in Peel.

Mississauga Mayor Hazel McCallion said at the moment discussions are taking place about construction of a radio tower in her city. She hinted that a radio station could be in the works for Mississauga, but she "can't define the area that it's going to cover."

Two years ago, an application by Mississauga businessman Elliott Kerr to operate a commercial English language AM radio station in Mississauga was approved by the Canadian Radio-television and Telecommunications Commission.

However, that station hasn't yet reached the airwaves.

At press time, efforts to reach Kerr had not been successful.

Fennell stressed a Peel-wide radio station should be a priority for Council.

"If you had a radio station here you'd be able to get your message out about what's happening, when you're getting your power back and even to give out emergency tips to people," Fennell said.

Councillors praised local hydro crews for the work done to get power restored, but stopped short of commending utility companies in getting the message out to residents.

Caledon Mayor Marolyn Morrison criticized her local utility company for sending out wrong information at times, specifically regarding areas impacted by power outages.

Fennell pointed out social media such as Twitter was a valuable tool in reaching out to residents, but noted Hydro One Brampton was slow to use the technology.

For those left without power for long stretches, Fennell added radio was a big help in getting information to the public. However, because mainstream radio primarily focuses on Toronto, Fennell said emergency tips and other information relevant to Peel were drowned out.

"We went on 680News and NewsTalk1010, but if you didn't catch that clip (you missed the update)," Fennell said.

As such, she asked councillors to make a firm effort to get a radio station to serve Brampton, Mississauga and Caledon.

"We need something for Peel," said Morrison.

Fennell asked that Peel staff do groundwork on how to apply to federal authorities for a licence.

"From an emergency communications standpoint alone, to be able to communicate with the people and have accurate reporting is important. We need to pursue this," Fennell said.

Although this application would not resolve the identified issue for Peel, the same argument for a local station in Georgina exists. During an emergency situation, currently Georgina residents would be relying solely on the major news stations of the GTA who have over 5,500,000 residents and numerous communities to try to cover. There is definitely a need to get back to true 'local' radio broadcasting even in the GTA.

**D. 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.**

As the commission is aware, there is tremendous congestion on the dial in areas around major cities in Ontario. The proposed frequency, at the modest proposed power, has a focused 'interference free' area that will sufficiently provide suitable coverage for Georgina. There are potentially AM and low power FM frequencies.

**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.**

Since Georgina has never had its own dedicated radio station previously, it is the applicant's contention that this application falls within the exemption for a 'Call' by the CRTC in section 19 point #2 in the CRTC Public Notice 2006-159 and re-affirmed in Broadcasting Regulatory Policy 2014-554, that this application is a **'proposal to provide the first commercial service in this market'**.

There is precedence for this contention where there is a small segment of a larger City which is not served or is significantly under-served by the major broadcasters.

The community of Strathroy, Ontario falls within the CMA of London, Ontario. It was recognized that Strathroy was, indeed, its own market that had nothing to do with the City of London. MBC has met with tremendous success in Strathroy with CJMI-FM and the local business community has highly benefitted as well.

St. Thomas is in a similar situation. It is within the CMA of London; however, again, it was recognized by the CRTC as being its own distinct market that warranted having its own radio station. Again, MBC has provided a much needed service with CKZM-FM to the local businesses and the community at large.

Last year, MBC applied for a first service in the Town of Milton. Milton falls within the CMA of Toronto, Ontario; however, it was recognized by the CRTC that Milton was also its own market and considered the application on January 13, 2015 without a 'call for applications'.

Georgina is no different. It is an independent community with its own distinct identity and truly has nothing to do with the GTA with the exception of geography and middle-tier government...no different than Strathroy or St. Thomas or Milton.

**F. MBC (My Broadcasting Corporation) Radio History**

MBC has grown from a fundamental concept of creating a business model that would be able to provide a professional sounding radio service to communities that traditionally would be overlooked by larger broadcasters. These communities are small markets that enjoy a rural lifestyle yet are in danger of losing their own identity to nearby larger centers. MBC provides much more than just music in its radio facilities, it becomes an integral part of the community.

Annually, the applicant receives many 'thank you' cards and letters from a wide range of community organizations including:

- Service Clubs
- Sports Organizations
- Municipalities
- Health Services

- Seniors Residences
- Armed Forces Support Organizations
- Festival Committees
- School Boards
- Chambers of Commerce
- Etc.

This level of dedication to the community by MBC can be seen through other programming components as well. The locally produced programs 'myFM Sessions' is not a traditional type of programming found on 'music oriented' radio stations. The applicant is of the belief that to truly become an integral component of a community the local radio station must proactively engage in its surroundings and one way of doing this is by reflecting the towns' character and traditions.

The applicant is also dedicated to development of Canadian Artists. MBC has put forward in previous applications the commitment of voluntarily playing 38% Canadian Content. Further to this commitment, MBC managed to secure, pay and promote a number of major local concerts with Canadian Music Legends, such as The Irish Rovers, Glass Tiger, Jann Arden, The Rankin Family, Colin James, Blue Rodeo, Kim Mitchell, Honeymoon Suite and Northern Pikes.

Although relatively new to the Canadian broadcasting scene, MBC has accomplished much since signing on with the first station in Renfrew, Ontario in August of 2004. Since that time the applicant has launched stations in other underserved communities in Ontario. These include Pembroke, Arnprior, Strathroy, Napanee, Exeter, Brighton, St. Thomas, Gananoque, Alliston, Orangeville along with acquisitions of Kincardine, Goderich, Port Elgin, Simcoe (Norfolk), Peterborough and Cobourg. Each of these has been met with immediate appreciation by their respective communities and is continually building in revenue to secure a sustainable service for many years to come.

MBC has worked diligently to create a successful business and programming model for small market radio...and it works. MBC is a specialist at "small market radio". This model is quite different than larger broadcasters. Starting from extremely limited resources thirteen years ago when launching the first MBC radio station in Renfrew, the applicant has maximized the use of technology and developed innovative systems and synergies amongst its group of stations to ensure professional, local sounding, community oriented and sustainable radio services.

## **G. Ownership/Management**

MBC is owned and operated by Jon Pole of Renfrew, Ontario and Andrew Dickson of Ottawa, Ontario. Both owners have been strong supporters of their community with leadership roles in many municipal and community organizations. As an indication of the commitment to the radio industry they have become involved in radio-oriented organizations. Jon is a member of the International Broadcasters Idea Bank and has been a member of the 'Small Market' committee of the CAB as well as the Radio Committee for Canadian Music Week. Currently, Jon is a former director on the Ontario Association of Broadcasters. Andrew was on the CAB 'Radio Government Affairs Advisory Group' as well currently serves on the Algonquin College Radio Broadcasting Advisory Committee.

Independently, both Jon and Andrew have gained critical experience in business by owning and operating other businesses and, together, have been successfully operating:

96.1	myFM – Renfrew	95.5	myFM – Kincardine
104.9	myFM – Pembroke	90.9	myFM – Port Elgin
105.7	myFM – Strathroy	98.9	myFM – Simcoe
88.7	myFM – Napanee	94.1	myFM – St. Thomas
90.5	myFM – Exeter	92.1	myFM – Alliston
99.9	myFM – Gananoque	101.5	myFM – Orangeville
99.7	myFM – Goderich	93.3	myFM – Cobourg

Oldies 107.7 – Arnprior  
Oldies 100.9 – Brighton  
Oldies 96.7 - Peterborough

Extra FM 90.5 - Peterborough  
107.7 Classic Rock - Cobourg

Along with these are two licenses that have been approved and will be launched in the summer of 2017 – 101.3 in Milton and 99.7 in Simcoe. MBC has taken significant steps in ensuring that the local management of its licenses is provided by dedicated professionals who not only live in their respective communities but understand the culture and get involved in their community.

The local management of the proposed NEW-FM station in Georgina will be carefully selected to ensure they meet the MBC level of “commitment to the community”.

#### H. NEW FM - Staffing

It is estimated that the staff will consist of 5 full-time employees. The staffing would be as follows:

- 1 – General Manager/Sales Manager
- 2 – On-Air News/Reporter
- 1 – P/T Programming
- 1 – P/T Sports play-by-play
- 2 – Sales

It is the intent of the applicant that this staff be hired from the Georgina area.

#### Conclusion

Georgina, Ontario is currently an underserved market that does not have its own dedicated radio station. MBC is the natural broadcaster to provide this NEW-FM service based on its experience in underserved communities and its proven track record of commitment to the communities it serves. It is believed that the approval of this application for a new FM radio station in Georgina to MBC will benefit local listeners, protect their identity and contribute to the achievement of the objectives of the Commission.

#### **The proposed NEW-FM will:**

- 1) **Create a new local choice and increase diversity** by offering a new local alternative to “out of market” stations. NEW-FM will be a locally driven format that will directly address local news, local sports, weather, community events and promote local talent. NEW-FM will provide a much-needed local alternative to the out-of-market radio stations.
- 2) **Repatriate listeners** to a locally based radio station. This station will help grow the Georgina Radio Market.
- 3) **Diversify radio ownership** in the market place by offering an additional ownership group with proven local broadcast and business experience. MBC is “small market focused” and NEW-FM will provide the information that is relevant to Georgina.
- 4) **Increase community awareness** of local news, local sports, business and events throughout Georgina. NEW FM will provide local surveillance information (news, weather and traffic) along with coverage of events and activities of the Georgina schools, local government as well as charities will be woven into the music programming each hour. A full news package will be broadcast each half-hour throughout peak listening periods.
- 5) **Make a contribution to local Canadian talent** through direct contributions and on-air exposure and support. The NEW-FM for Georgina will help promote local talent through a

planned, weekly hour-long feature highlighting the talents of local musicians and providing them airtime in all of the MBC markets across Ontario.

The applicant also plans to be active in direct contributions for Canadian Content Development to support local eligible initiatives as well as Factor through the required basic CCD commitment prescribed by the CRTC.

It is clear through the projected revenues that this operation will be financially marginal. To commit to any 'over-and-above' CCD contributions would be irresponsible and jeopardize the financial stability of the license. With this in mind, MBC does not plan on contributing any 'over-and-above' CCD contributions.

- 6) **Commitment to increased Canadian Content.** MBC will, by condition of licence, air 38% Canadian Content.
- 7) **Create employment** opportunities.
- 8) **Provide a communication link** – both internally and externally – to assist Georgina as it develops economically.
- 9) **Support the economic growth** and development of Georgina by focussing on local issues and concerns, providing a platform for community interaction and serving as facilitator for community organizations.
- 10) **Assist the Emergency Response System for the area.** The new, Georgina radio station will provide area listeners with immediate access to information should a crisis situation take place in the coverage area.
- 11) **Benefit** from the business and small-market broadcast experience and community knowledge of the applicants.

For all these reasons, it is believed that the approval of this application by My Broadcasting Corporation would be in the public interest.