

April 21 2011

Lynn Asselin
Senior Analyst – CRTC

Re: Application 2011-0323-3 to renew the licence for CKXU-FM Lethbridge, Alberta

Dear Ms. Asselin,

I would like to take this opportunity to introduce myself. My name is Aaron Trozzo, the new Station Manager / Executive Director here at CKXU-FM. I have been affiliated with CKXU-FM for approximately six years and have been in the executive line-up here at the station for the last two as the Program Director. Through this time I worked with Jordan Ager, the previous Station Manager to secure programming and ensure CKXU-FM was meeting CRTC license requirements on a weekly basis. Working with Jordan through these issues gave me a good understanding of CRTC policy and why we must comply with certain regulations. Since Jordan Ager has decided to move on after almost three years of fearless leading, the CKXU-FM Board of Directors took measures to promote me to the position to which I uphold now, and we've since hired a new Program Director. CKXU-FM looks forward to working with the CRTC to ensure further license compliance and many more years of excellent campus-community programming.

As per your April 20, 2011 email request, here is the additional information that is needed for the broadcasting licence renewal for CKXU-FM:

1. Electronic Examination of the Application:

CKXU-FM will add a link on our website that will make a copy of Application 2011-0323-3 available for public viewing as of April 27, 2011. The link will be available at the following web address: www.ckxu.com/about

(As Requested: Please note that as of 1 April 2011, applicants are no longer required to make a copy of their application available at a public location in the area served. Instead, pursuant to section 22(2) (b), applicants are required to provide the applicant's website address or, if the application is not posted on their website, the e-mail address where an electronic copy of the application may be requested.)

2. Broadcasting Regulatory Policy CRTC 2010-499

The CKXU Radio Society accepts revised policies governing the licences of campus community radio stations for the next licence term.

a) CKXU-FM currently broadcasts approximately fifty (50) minutes of advertising per week. The number of advertisements each DJ plays is determined by the length of their show. For example, a one hour show would play two advertisements and a two hour show would play four advertisements. Advertisements played are based on the small businesses we have on our "Friends of CKXU" program, and does not include promotions and or station produced public service announcements.

(As Requested: The licensee shall broadcast no more than 504 minutes of advertising per broadcast week. The Commission will not consider material from content subcategory 52 (Sponsor Identification) and content subcategory 53 (Promotion with Sponsor Mention) when determining a station's compliance with this 504 minute per broadcast week limit.)

b) Out of sixty-nine (69) total shows on the air, CKXU-FM has ten (10) shows that broadcast material that falls under Special Interest Music (content category 3) as defined in Public Notice CRTC 2000-14. This puts us at approximately fourteen percent (14%) programming from content category 3 on a weekly basis.

(As Requested: The licensee shall devote, during each broadcast week, a minimum of 5% of its musical selections to musical selections from Special Interest Music (content category 3), as defined in Public Notice CRTC 2000-14, as amended from time to time.)

c) Within a typical week of broadcasting for CKXU-FM, an average of thirteen percent (13%) of our total output is spoken word (produced in-house). We understand that this is below the required weekly amount and have taken specific action to right the situation. Although CKXU-FM has a variety of interesting and culturally relevant spoken word we have recently experienced the loss of a choice few spoken word contributors. "Gay In L.A." is a show CKXU-FM has recently said goodbye to due to the host relocating for occupational purposes. Another show we've been awaiting the return of is Ron Carroll's "Peace Talks FM". Mr Carroll has been away dealing with health issues for the past year, but is confident of a return within the upcoming months. We have also recently experienced volunteer interest in resurrecting our local news program.

Also, our new Program Director is well-networked with many local groups and organizations around the community and the University and has already begun the process of finding ways to incorporate these groups' interests.

CKXU-FM is in pursuit of these potential spoken word options and will see to resolve these issues of non-compliance within the upcoming months.

(As Requested: The licensee shall devote, during each broadcast week, at least 15% of its programming to Spoken Word (content category 1) which is comprised of News (content subcategory 11) and Spoken Word – Other (content subcategory 12), as defined in Public Notice CRTC 2000-14, as amended from time to time. The entirety of this spoken word shall be locally produced (that is, produced by or exclusively for the licensee).

d) CKXU-FM acknowledges Broadcasting Regulatory Policy 2009-61 and highly discourages the playing of material regarded as "hits." That being said, we do have a show in seasonal rotation that is relevant exclusively to University of Lethbridge student education. "The History of Rock and Roll," broadcasting every Sunday falls within the Fall and Winter semesters at the University of Lethbridge and contains such material. We at CKXU-FM have agreed that it is in our personal best interest to devote our granted ten percent (10%) of said material to educational purposes. Thus, we encourage other on-air DJs to avoid content that does not comply with musical selections defined in Broadcasting Regulatory Policy 2009-61. CKXU-FM also holds an annual one day event called the "Canada Day Top 100" where we encourage listeners to vote on their favourite Canadian songs and artists of all time. The majority of the music played during this one-day event is music that is considered to fall within content category 3.

(As Requested: The licensee shall devote no more than 10% of all the musical selections broadcast during each broadcast week to musical selections that qualify as hits, as defined in Broadcasting Regulatory Policy 2009-61.)

e) Overall, CKXU-FM is producing 126 minutes of Canadian Content (12%) within our 5% overall Special Interest Music requirement. CKXU-FM is technically outputting the minimum requirements as the guidelines suggest. However CKXU-FM will encourage DJ's who host shows that fall within content category 3 status to strive for a higher weekly percentage of Canadian Content as of April 27 2011.

(As Requested: The licensee shall devote, in each broadcast week, 12% or more of its musical selections from content category 3 (Special Interest Music) to Canadian selections broadcast in their entirety. This condition of licence will expire upon the coming into force of amendments to the Radio Regulations, 1986, introducing requirements pertaining to the minimum level/percentage of content category 3 musical selections that must be devoted to Canadian selections broadcast in their entirety by campus and community radio undertakings.)

3. Programming

a) CKXU-FM broadcasts approximately 121 hours of station produced programming per week.

(As Requested: Please state the minimum number of hours you expect to broadcast per week of station produced programming.)

b) Currently, CKXU-FM broadcasts 5 hours total of syndicated programming per week. These sources include: CJLY - "De-constructing Dinner", CJSF – "Latin Waves", Pacifica Network - "Democracy Now!", Modern Language Association - "What's The Word" , CiTR - "Stranded".

(As Requested: Please state the number of hours you expect to broadcast per week of programming produced by CJLY or other sources.)

c) The syndicated programming we have chosen to broadcast on CKXU-FM mostly reflects the diverse interests of cultural groups located within the Southern Alberta area. Although we have station produced spoken word programming that spans topics of sports, career development, musical education, feminism and beyond, we feel that by adding programming that's centred around unique themes pertaining to other matters that affect Southern Albertans we are doing the local community a service. These programs expand upon topics already covered by CKXU-FM. In addition, they round out our valued listeners overall CKXU experience.

(As Requested: Please explain how it will compliment rather than replace your local programming.)

4. Annual Reports *(For further details, please review page attached at end of document.- A.T.)*

a) The CKXU-FM Radio Society was dealing with a uniquely complicated issue during the 2005 reporting season. These issues pertained to a major transition on a management level which resulted in the oversight of filing returns that year. Obviously, as soon as the realization surfaced that we had not filed we did so accordingly albeit, late.

The 2007 year was a different situation entirely. The CKXU-FM Radio Society was experiencing difficulties to finding a volunteer auditor which in turn required us to push our Annual General Meeting further into the year. The result was that we didn't have an updated list of the Board of Directors to submit to the CRTC. Once the updated list was acquired, the submission was completed.

*(As Requested: Commission records indicate that CKXU-FM filed the annual returns for the 2005 and 2007 broadcast years past the deadline of 30 November. - **Please explain why this apparent non-compliance has occurred**)*

b) Since the above noted events, the CKXU-FM Radio Society has undertaken steps to rectify the situation appropriately. In 2005, the CKXU-FM Radio Society realized that overlapping duties of the General Manager and Executive Director, as outlined in policy were the source of some confusion. The decision to combine the Executive Director and Station Manager positions allowed the CKXU-FM Radio Society to offer potential candidates for the position a full-time job with a higher pay scale. These incentives encouraged more qualified candidates to apply for the position. In addition, the successful candidate had more incentive to stay and grow with the station over a number of years. Hence, since the combination of the Executive Director and Station Manager position, the station has been a much more stable environment on every level. Obviously this has resulted in the hiring of individuals into the position (within recent years) who have proved to be responsible, reliable and able to make timely responses to deadlines such as License Renewal.

*(As Requested: Commission records indicate that CKXU-FM filed the annual returns for the 2005 and 2007 broadcast years past the deadline of 30 November. - **Please explain what measures have been or will be put in place to avoid any future instances of non-compliance.**)*

c) If the CRTC were to impose a short-term license upon the CKXU-FM Radio Society it would be of no issue for us to come into license compliance within a short amount of time. We have had no issues within recent history of non-compliance (other than having to push for more spoken word on a daily basis) and we are confident that we can come up to standards immediately.

*(Commission records indicate that CKXU-FM filed the annual returns for the 2005 and 2007 broadcast years past the deadline of 30 November. - **Given this apparent non-compliance, please comment on the possibility that the Commission may impose a short term renewal on your station in accordance with Circular No. 444.**)*

5. Ownership

a) CKXU-FM accepts to modify our bylaws to reflect **representation by station volunteers and by the associated college or university**. The revisions to the bylaws will be complete and proposed to the Society as a whole by the end of September 2011 during our upcoming AGM and filing with the CRTC on said amendments will occur soon thereafter.

*(As Requested: We note that your bylaw includes a section on representation by student members and community members. Please indicate which section of your bylaws provides for the representation by **station volunteers** and by the **associated college or university** (for example **faculty or administration**) If no section refers to that kind of representation on the board of directors, please indicate if you would accept to modify your bylaws in order to include station volunteers and by the associated college or university participation and if so, please commit to a date of filing of the executed copy of the amended bylaws reflecting the changes.)*

b) Date of filing will be October 15th 2011, after our AGM when the new CKXU-FM Board of Directors has been elected.

(As Requested: Please refer to section 2.2 of the application form filed with the Commission. We take note of your comments regarding the difficulties encountered in finding Faculty/Administration representation and of your commitment in finding suitable replacement. Accordingly, please commit to a date of filing (i.e. the date of filing should not be more than 30 days following your next Annual General Meeting expected to be held in September 2011) of the revised board of directors' information.)