

Schedule 20

SUPPLEMENTARY BRIEF

Filed With Form 28E:

Application to Obtain a New Broadcasting
License to Carry on a Commercial Radio Programming Undertaking

Submitted to:

**Canadian Radio-Television and
Telecommunications Commission**

July 7, 2010

Intercity Broadcasting Network INC (IBN)

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Intercity Broadcasting Network (IBN)
Supplementary Brief

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I. Introduction

This Supplementary Brief comprises Schedule 20 of A. Fitzroy Gordon's application on behalf of Intercity Broadcasting Network's (IBN's) to Obtain a New Broadcasting License to Carry on a Commercial Radio Programming Undertaking. This brief is intended to clarify and supplement the information provided in Form 28E submitted to the CRTC by IBN on July 7, 2010.

A. Fitzroy Gordon on behalf of Intercity Broadcasting Network (IBN) welcomes the opportunity to submit our application for a broadcasting license to serve the GTA.

On behalf of our community of over 650,000 individuals of Caribbean or African descent, we applaud the CRTC for its decision to "give licensing priority to new over-the-air programming services that clearly reflect the diversity of languages as well as the multicultural and multi-ethnic reality of the GTA." (Broadcasting Decisions CRTC 2003-112 to 2003-120). We are also thankful to the CRTC for granting in Broadcast Decision CRTC 2006-135 the following:

*"The Commission **approves in part** an application by A. Fitzroy Gordon, on behalf of a corporation to be incorporated (Gordon), for a broadcasting licence to operate an English-language, commercial specialty FM radio station in Toronto, Ontario.*

Unfortunately, we were unable to receive permission to use the only remaining frequency that is available in Toronto. However the Commission reaffirmed its commitment to ensuring that the Black population of Toronto would be granted a radio station that truly fulfill their programming need. Secretary General, Mr. Robert A. Morin in a letter written to the applicant, Mr. A. Fitzroy Gordon dated July 20, 2007 stated the following: *"The commission has recognized the merits of having a radio station that would serve the Caribbean and African communities in Toronto with programming that would focus on World Beat and Non-classic religious music. Broadcasting Decision 2006-135 and further extension to file an application for the use of another frequency is a clear indication of interest."* Mr. Morin also encouraged Mr. Gordon to pursue his project in a separate application. Mr. Gordon has been relentless in his pursuit of a radio station to serve his community and has found a frequency and technical parameters that have been acceptable to the Department of Industry and hopefully now The Commission.

Our initial application was one of sixteen who endured the rigorous public scrutiny and the Commission's pointed questions during the September, 2002 Toronto hearing. This applicant made another attempt to secure a license in 2005 and was granted a partial license approval with the stipulation that we secure a suitable FM frequency.

After successfully completing Industry Canada's approved testing of 98.7Mhz and having been assured of Industry Canada's approval of such a frequency (98.7Mhz), we are pleased to once again represent the dreams, desires and aspirations of Canadians of Caribbean and African descent in Toronto. We are there confident that The Commission will do likewise and finally grant us the license that we so richly deserve.

Our communities have always believed that our application:

- Best reflects diversity of new voices in the community
- Meets the Commission's standard on quality of application
- Would not have a significant negative impact on existing stations
- Is based on competitive analysis of the existing Toronto radio market.
- Meets the needs of the largest underserved community in the GTA

We have listened to the frustration of a community who have become very restless about not having a Toronto based FM station to serve their needs, while at the same time rekindled hope that in the fullness of time our collective dream and that of this great city of Toronto will be realized.

The applicant is therefore pleased to propose a station for the Greater Toronto Area that will **serve the public interest in numerous concrete ways**. When approved, this new radio station will:

- **Serve and reflect the GTA's communities of Canadians of Caribbean and African descent** through promotion and coverage of local news, events, and dialogue on issues of concern affecting our communities as well as providing news and information from their countries of origin
- **Contribute significantly to the development and exposure of local and national Canadian musical and journalism talent**, particularly within the under-represented visible minority group of Black Canadians. In addition to our employment equity policy of hiring and developing Black talent, the applicant will spend approximately \$36,000 in the first year, towards the development of the musical talent of Canadians of Caribbean and African descent and thereafter up to \$258,000 over six years

- **Strengthen the cultural and racial diversity of programming** available in the GTA's radio market, offering for the first time, the choice of tuning into a dedicated, authentic voice for the communities
- **Provide a minimum of 60% produced local programming.** This will include: News, weather, sports, public affairs programming, talk shows and the promotion of local events

In addition, the applicant believes the new radio station proposed will make a significant contribution towards achieving the objectives of Canada's **Broadcasting Act***. Specifically:

1. IBN will increase the reflection of the cultural and racial diversity of Canadian society in Canadian radio programming.

Although Canadians of Caribbean and African descent comprise up to 12% of the GTA's total population, programming specifically oriented to this community currently represents a miniscule percentage of total ethnic programming, and an even smaller fraction of a percentage of all radio programming.

* *Sub-paragraph 3 (1) (d) (iii)*

2. IBN will increase ownership diversity in the Canadian broadcasting system.

Majority ownership of IBN is comprised of Canadians of Caribbean and African descent.

3. IBN will create new employment equity opportunities within the Canadian broadcasting system.

During its first year, IBN will create at least 20 new jobs in the GTA's radio sector. Given IBN's proposed programming philosophy and mandate, visible minorities will play key roles at all levels of the organization, both on and off the air. IBN is committed to the development and implementation of an Employment Equity Policy that adheres to the CRTC's objectives.

2. Vision and Mission

IBN's Vision

A Greater Toronto Area that is alive with the sounds of Black & Caribbean music, news, sports and talk for all people regardless of ethnicity, colour, gender, age, and culture.

IBN's Mission

Our mission is to enhance the lives of Canadians of Caribbean and African descent.

We do this by being the voice of our communities, serving and reflecting them via 24 hour a day

programming of appropriate:

News

Sports

Music

Entertainment and

Social, political and religious dialogue.

3. The Applicant

This application is being filed by Mr. A. Fitzroy Gordon on behalf of (Intercity Broadcasting Network Inc), which will own and operate the radio station proposed in this application.

IBN is guided by a professional, experienced board of directors and management team led by Fitzroy Gordon who has over 20 years broadcasting experience in radio, television and print media.

Fitzroy Gordon – Founder, Director, President and CEO

Mr. Gordon is a well-recognized broadcast personality within the GTA. His 20 plus years of experience in Canadian broadcasting and journalism span the roles of: Sports reporter, talk show host, R&B and Gospel music host, sports columnist, international sports reporter/producer, television call-in show host, SCMO owner and radio program manager.

For the past 19 years, Mr. Gordon has served as Producer/Host of the popular Dr. Love Show (which targets the GTA's Caribbean and African communities), as well as Gospel music host, on CHIN Radio. Since 1996, he has served as President/CEO of GCI Radio, an SCMO broadcaster of live sports, talk and music programs. He has covered World Cup cricket matches on CBC Television, and has been active in International Sports for more than 15 years as a journalist/broadcaster and has served as sports host on The Score television network. Presently, he is host and correspondent of International Sports for Toronto's All Sports radio station – The Fan590. Prior to beginning his radio career, Mr. Gordon was a sports columnist with the Toronto Sun as well as the North American Gleaner and Star and the Contrast newspaper. He has also served as Sports Director for CIUT 89.5FM.

***Delford Blythe, B.Sc., CEB, CGA, Director, Vice President and Chief
Financial Officer***

Mr. Blythe is a Certified General Accountant (Canada) and a successful candidate of the Certified Public Accountant (CPA-USA) with over 25 years experience who leads a private accounting practice serving numerous corporate businesses clients across the GTA. Service, Integrity and Excellence are the three cornerstone of his practice.

An entrepreneur by nature with three separate established businesses, Mr Blythe is also a board member of several corporations. Mr. Blythe's extensive accomplishments include establishing several successful "Start-up" enterprises, development of corporate business strategies, financial policies and procedures and management of all aspects of corporate financial reporting and auditing. His involvement in radio started in 1999 with GCI Radio and as co-host/announcer for CHIN radio's Dr. Love Show.

In addition to ongoing professional development in his field he has served as Treasurer of a Toronto charity; President of Alumni Association, President, Guild of Undergraduates and Member University Board of Governors.

An avid proponent of community education he has written numerous articles and conducted seminars on financial and tax planning across the GTA. Mr. Blythe volunteers as a youth mentor in the Greater Toronto Area's communities.

4. Proposed Station Format

IBN's proposed station is a **Group III Specialty format, specializing in World Beat and International and Non-classic Religious Music.**

The proposed radio station will be **devoted to cultural programming**, to serve and reflects the GTA's many diverse communities of Caribbean and African descent.

IBN is committed to the following programming guidelines:

- Minimum **60%** of the broadcast week will be devoted to **local programming**
- **10%** of total programming will be devoted to **Spoken Word**
- Minimum **10%** of all music programming will be **Canadian content**
- Maximum **49%** of all music programming will fall into the CRTC's **"Hits"** category

5. Background

On January 31, 2001, the Canadian Radio and Television Commission (CRTC) announced its intention to give licensing priority, “if and when suitable AM and/or FM frequencies can be identified,” to “new over-the-air programming services that clearly reflect the diversity of languages as well as the multicultural and multi-ethnic reality of the GTA.”

*(*Public Notice CRTC 2001-10)*

The applicant was one of seventeen applicants who (in response to the CRTC Public Notice 2001-10) applied on April 15th, 2002 for an Ethnic Broadcasting Station for the Greater Toronto Area to meet the needs of the much underserved communities of Caribbean and African descent. With over 7,000 signed letters of supports from the community, community organizations and leaders, churches, businesses, High Commissions, Consulates, Councilors, Members of Provincial Parliament, and Members of Parliament encouraging the CRTC to address the need as they had been identified.

Our 2002 application with programming reflecting the “diversity of languages as well as the multicultural and multi-ethnic reality of the GTA” was overshadowed by the commission’s “two main priorities with respect to the provision of additional services to the underserved communities in the GTA. First, there was a need for service that was predominantly South Asian in nature and *secondly, there was a need for locally-oriented French-language service to complement the services already available from the SRC.*” (*Broadcasting Public Notice CRTC 2003-20*). With this focus in mind the Commission in Broadcasting Decision CRTC 2003-120 approved four new licenses and denied twelve. Interestingly this applicant’s application for 105.1FM was denied and the frequency allocated to another party (who did not identify it as their frequency of choice) to “complement” existing French services.

While our 2005 application received a partial approval from the CRTC, we were unable to find a supporting frequency. We are happy to report that we have now received an approved frequency from Industry Canada and we are privileged once again to represent the dreams and aspirations of our community to the Commission for a station dedicated to our needs. Sadly, the need is even greater now than before for this underserved community.

Canadians of Caribbean or African descent living in the Greater Toronto Area comprises approximately **12% of the total population**. Research has shown that even with the addition of four new over-the-air stations who have since launched broadcasting services, (15 AM, 24 FM 1 Transitional Digital Radio) none is meeting the needs of this significant market either directly or indirectly.

Market analysis (surveying combined with statistical data) points to the need for in-depth coverage of:

- News of direct and particular relevance to this community (local and international)
- Toronto's cultural events (Caribana, Harry Jerome Awards, Reel World Film Festival, Canadian Reggae Music Awards and The Maja Canadian Gospel Awards)
- Dialogue on social, religious, cultural and political issues of special interest to the community
- Live sports coverage of: Local, regional, international cricket and soccer; track and field, Commonwealth Games, Pan American Games, and Olympic sports (in particular, those in which athletes from Caribbean and African descent feature prominently but are rarely highlighted in mainstream media)
- Music by Canadian artistes native to the Caribbean and African Diaspora
- Caribbean Carnivals (Carnivals in Trinidad and Tobago, Jamaica, St. Vincent and the Grenadines, Grenada, Cropover in Barbados, French Creole Music Festival in Dominica, music festival in St. Kitts and Nevis, Jazz festivals in St. Lucia, Grenada, Jamaica, Barbados)
- African cultural events (Panafest in Ghana, African Music Festival in South Africa)
- Political events (e.g. election coverage from the Caribbean and African Caricom Summit)
- The Essence music festival in the USA

6. Programming

The success of community print media such as *Share*, *Caribbean Camera*, *Pride*, *Afri-Canada*, *Gleaner*, *Canada Express*, *Somali Press* and *Ghanaian News* and others targeted to this population, indicates that whether they are new immigrants or have been established in Canada for some time, Canadians of Caribbean and African descent yearn for news and information about their local communities as well as their country of origin. These individuals frequently engage in meaningful discussions and debate on local ethno-specific issues.

This creates not only the opportunity to serve a large, unmet need for specific radio content, but extraordinary potential for advertisers or interest groups targeting this specific population. IBN has received early expressions of interest from distributors of products and services directed at this market, as well as from religious organizations seeking opportunities to reach the community via paid on-air broadcast.

IBN will provide members of our communities with their first true opportunity to make their voices heard on the various issues affecting their daily lives.

i. Music

IBN radio will be the catalyst whereby a viable Black and Caribbean music industry can develop. IBN will provide Canadian musicians of Caribbean and African descent, an opportunity for their music to be heard by hundreds of thousands of people. This radio station will also provide an opportunity for other nationalities within the GTA to listen, enjoy, and appreciate this authentic sound of music.

The music programming will include to varying degrees: Reggae, Soca, Calypso, Gospel, Jazz, Steelpan, R&B, Chutney (a fusion of East Indian Caribbean rhythms, done both in English and Hindi), Zouk, Cadence, Bend Skin, Highlife, Adowa, Juju, Shona, Seggae, and other African rhythms. During the Christmas period, Parang (a musical hybrid of Spanish and Caribbean rhythms) will be introduced.

Gospel

Based on analysis of the Statistics Canada Census, the GTA's religious population is increasing significantly. Gospel Music is becoming increasingly popular, whether it is gospel reggae, soca, hip-hop, jazz or soul. IBN will provide the media outlet for it to be heard.

Secular

Chimurenga is a Shono word with a modern interpretation describing a struggle for human rights, political dignity and social justice. Thomas Mapfumo coined the phrase "Chimurenga music" to describe the revolutionary music which evolved during Zimbabwe's struggle to achieve independence in the early seventies. Trinidad and Tobago had the steel pan, the political and social commentaries of the calypsonian, and Jamaica was blessed with the thought-provoking lyrics of Bob Marley. What do they have in common? - The ability to ignite and unite a nation through music. IBN is committed to programming that celebrates the diverse yet unique music styles originating from the Caribbean and African communities.

From Angola to Zimbabwe, Antigua to the Windward Islands, the ethno-cultural diversity of our communities will be embraced and fostered, as the larger society becomes more educated and appreciative of the mosaic masterpiece we call Toronto.

ii. Spoken Word

IBN's audience will be able to listen to and participate in in-depth discussions on issues relating to and affecting their diverse local communities. The need for more in-depth reporting, discussions and dialogue continues to leave a void in the hearts and minds of individuals from these communities. Most broadcast media do not provide in-depth analysis on issues from the perspective of Canadians from Caribbean and African descent.

IBN will respond to this need by committing a significant amount of time to spoken word programs. This will include hourly newscasts; talk shows which will cover issues such as health, lifestyle, investments, law, immigration and real estate; youth affairs; women's issues; sports and more. Coverage will also be given to local community events and forums. (Please see Figure 6.2 for a full weekly programming schedule).

iii. Youth Programming

In contemporary culture, young people often feel they are being neglected by adults, and lament that their views are not properly regarded or respected. To command the attention of the youth, it is crucial to provide them with a worthwhile forum for expression. To address this concern, this radio station will have a weekly spoken word program designated for our young people. We are also proposing to broadcast from selected local schools as part of maintaining a policy of interactive community radio. The station will benefit from the enhanced public image, particularly with parents and educators in our target market.

iv. Sports Coverage

This radio station will provide coverage including play-by-play commentary of sports that have a significant fan base among Canadians of African and Caribbean descent. These sports include: Soccer, Cricket, Track & Field, Netball and more.

It was rather discouraging that during the most recent summer Olympic Games and World Championships which was dominated by Caribbean athletes such as Usain Bolt, who broke both the 100 and 200 meters world records, not one radio station in the GTA provided coverage.

The audience for sports coverage will be comprised predominately of the immigrant population from the Caribbean, Africa and South Asia; however, it will extend to other groups within the GTA who participate in or enjoy cricket, soccer and Olympic events.

Cricket

International cricket matches involving the West Indies team attracts the interest of the majority of the Caribbean community. Cricket is the most unifying force of the people from the various islands of the Caribbean. Providing information on cricket will surely get the attention of cricket fans in the GTA. World Cup Cricket is the third largest sporting event in the world behind only World Cup Soccer and the Summer Olympics.

The potential listener base within the GTA for cricket coverage is growing constantly with the arrival of new immigrants from cricket playing countries. We are also aware that during the summer months some 200 cricket clubs are active in the GTA,

playing in parks, hydro right of way tracks and anywhere they can get a layout (pitch).
No radio station currently provides coverage of these activities.

Soccer

Immigrant groups including the Caribbean and African communities are the backbone of soccer's popularity in Canada. Some of these groups enjoy both soccer and cricket, while others do not. For example, Nigerians and Brazilians are quite taken up with soccer, as opposed to cricket. South Africans and West Indians on the other hand, embrace both sports. Soccer is the most popular sport in world as shown during the 2010 World Cup Soccer tournament in South Africa.

Track and Field

The greatest names in Track & Field today are World and Olympic champions Usain Bolt and Asafa Powell of Jamaica, while others such as: Jamaican - Canadian Donovan Bailey, Perdita Felicien (St. Lucia - Canada), Canadian sprinter Pierre Brown among a wealth of others have also made their mark on the world stage yet there is no radio station that provides regular coverage of this sport.

Covering soccer matches, track & field meets and local cricket leagues will provide more exposure to local teams and our Canadian athletes.

Youth Programming

Friday and Saturday nights' programming will be geared towards young adults. This station will provide live broadcasts from local nightclubs and other social functions, to satisfy the interest of the youth population.

The live-to-air broadcasts will allow young adults to interact with our on-air radio personalities thus raising the profile of the station. The hosts for these programs will be young adults who are energetic and enjoy these settings.

These programs will also be beneficial to business owners whose establishments will receive on-air promotional mentions.

v. Canadian Content

In its daily programming, IBN will easily surpass the CRTC's 10% mandatory Canadian content for Specialty Format III. With an abundance of Canadian recording artists of Caribbean and African descent and our willingness to provide aspiring artistes with the opportunity to be heard, this station will have no problem meeting its Canadian content mandate.

Due to the selected target audience and the proposed distinctive programming, the station will be able to work very closely on cross-promotion with organizations such as: The Canadian Reggae Music Awards, The Organization of Calypso Performing Artistes (OCPA), The Steel Band Association, Music Africa and The Maja Canadian Gospel Awards Organization.

vi. Canadian Talent Development

As was noted in section 4.1 and 7.2 of our application, IBN will make a substantial contribution to developing Canadian talent by providing a wide range of Canadian artists with the platform necessary for exposure. In so doing, IBN will provide these Canadian artists for the first time with a showcase for their work in the mainstream of the Canadian Broadcasting System.

In addition, if this application is approved, IBN is proposing to undertake the following outlines initiatives to further support and strengthen the development of Canadian Creative Talent. These Canadian talent development initiatives will entail expenditures of \$36,000 in year one and up to \$40,000 in year seven. IBN is therefore committed to contribute an additional \$236,000 in excess of the CRTC's 2006-158 policy mandatory contribution of \$33,000 over seven years. Included in this amount is \$69,000 for mandatory contribution to the development of Canadian Content across the country through Factor.

Caribbean Rhythm Festival (Up to \$5,000)

Each summer, IBN will sponsor a day long, open air concert in the GTA featuring Canadian musical artists in a wide variety of musical styles appropriate to the IBN music format. This concert will be promoted extensively and will be designed to create a significant community event that will enhance the profile of new and emerging Canadian artists.

Club Concerts (\$4,000)

If this application is approved, IBN will produce the broadcast of a massive club

concert each year featuring Canadian musical artists. This concert will be broadcast live and will originate from the Club. There will be live interviews and dialogue with the various artists. This broadcast will showcase the Canadian artists and their music in the setting for which it was designed. In doing so, the broadcasting will bring the excitement of this live music to a much broader audience and will provide important additional market exposure for Canadian artists who are active in the club music scene.

IBN CD Compilation/Scholarship (\$6,000)

IBN will produce a compilation CD of winners of the Canadian Reggae Music Awards, Afrofest performers, IBN's Talent Showcase and IBN's Pan Afro Jazz Series. The major "awardees" will be Canadian. The compilation CD (500 copies) will be marketed and promoted extensively on IBN Radio. The expected revenues generated from the compilation CD sales of \$3,000 (300 copies at \$10 each) will be used to set-up two scholarships for students to pursue post secondary education. IBN will guarantee a minimum amount of \$1,000 per scholarship fund. All applicants for the scholarship must be Canadian of African and Caribbean decent.

Pan Jazz Summer Series (\$6,000)

This family event will occur annually on the first Sunday of each month from June to September. The concert will take place from 2 p.m. – 7 p.m. at a public park facility. IBN will work with Toronto Parks and Recreation to facilitate the platform for Canadian artistes to perform their talent to a wide family audience. The performances will be recorded and aired at a later date. This event will be promoted extensively by the station and the artistes themselves. The objective of this Summer Series is to once again provide exposure to local artistes.

The best of all the performances will be featured on the final Sunday in a live broadcast from the park. The performers will be judged and the top 3 winners will be presented with cash or other prizes.

Canadian Talent Search (\$9,000)

When this application is approved, IBN will undertake an extensive search each year for a new Canadian talent. New and energizing Canadian artists will be invited to submit a recording of their work. They will be asked to audition their talent.

A talent of experts will identify the best of these artists, and these artists will be invited to present their work at a major concert organized by the radio station. This concert will be recorded for broadcast and listeners will be given the opportunity to vote for the best new musical artist in various categories. IBN will fund the production of the compilation CD featuring the artistic music.

IBN believes that this initiative will prove highly effective in identifying and promoting new Canadian musical talent and in addition, will help to raise the profile of all Canadian musical artists who active in the field of African and Caribbean music.

vii. Live Cultural Events Coverage

Canada has the largest Caribbean festival in North America which is known as Caribana. This event attracts more than a million people to its parade on the streets of downtown Toronto annually. Caribana attracts some of the biggest and best acts that visit Toronto for the festival each year, while adding millions of dollars to the local economy.

Both this radio station and Caribana are anxiously waiting for the day when full coverage will begin. Coverage will also be given to other aspects of Caribana including: The King & Queen celebrations, masquerade band-launchings and the island picnic. This extensive coverage will provide desperately needed exposure to Canadian artistes.

We will also provide coverage to other carnival celebrations and music festivals from several Caribbean islands as well as New York City, Miami and London all of which are very popular among Canadians from the African and Caribbean Diaspora.

The Canadian produced Harry Jerome Awards, African-Canadian Achievements Awards, Canadian Reggae Music Awards, and the Maja Canadian Gospel Music Awards will also receive valuable coverage.

viii. Weekly Programming Schedule

Please refer to FIGURE 6.2 for breakdown of the proposed weekly programming.

7. Conclusion

This application reflects the culmination of several years of effort by the applicant to obtain a radio station to serve the large population of Canadians of Caribbean and African descent within the Greater Toronto Area. It is our firm belief and passionate intention that this radio station will make a positive contribution to the local community and well as the public at large.

IBN's proposed over-the-air programming will greatly enhance the radio market in the GTA which clearly need to reflect more diversity. This station will exist to serve the local community of approximately 650,000 Canadians of Caribbean and African descent who live in the GTA.

Presently, no other radio station is meeting this demand. Although eight "ethnic commercial radio stations" do exist in the GTA, these serve the needs of close to 50 different ethnic groups. Their combined total programming geared towards people of Caribbean and African heritage is disproportionately small compared to the size of the population.

Through programming, employment equity initiatives, youth initiatives and pro-active approaches to developing Canadian talent, this radio station will enhance the lives of Canadians of Caribbean and African descent. We will be their voice, via 24 hours a day broadcasting of culturally appropriate news, sports, music, entertainment, and social, political and religious dialogue of direct and particular relevance to the communities we serve.

ON BEHALF OF CANADIANS OF CARIBBEAN AND AFRICAN DESCENT, WE THANK THE CRTC FOR FAVOURABLY CONSIDERING OUR APPLICATION ONCE AGAIN.