



Broadcasting Decision CRTC 2004-380

Ottawa, 27 August 2004

Mid West Television Ltd.

Lloydminster, Wainwright, Provost and Bonnyville, Alberta,
Meadow Lake and Alcot Trail, Saskatchewan

Application 2001-1311-8

Public Hearing in the National Capital Region

7 June 2004

CITL-TV Lloydminster and its transmitters – Licence renewal

The Commission renews the broadcasting licence issued to Mid West Television Ltd. for the television programming undertaking CITL-TV Lloydminster and its transmitters CITL-TV-1 Wainwright, CITL-TV-2 Provost and CITL-TV-4 Bonnyville, Alberta; CITL-TV-3 Meadow Lake and CITL-TV-10 Alcot Trail, Saskatchewan, from 1 September 2004 to 31 August 2011.

The application

1. The Commission received an application by Mid West Television Ltd. (Mid West) to renew the broadcasting licence of the television programming undertaking CITL-TV Lloydminster and its transmitters CITL-TV-1 Wainwright, CITL-TV-2 Provost and CITL-TV-4 Bonnyville, Alberta; CITL-TV-3 Meadow Lake and CITL-TV-10 Alcot Trail, Saskatchewan. CITL-TV is an affiliate of the television network operated by CTV Television Inc. (CTV).
2. Mid West is also the licensee of CKSA-TV Lloydminster, which is an affiliate of the Canadian Broadcasting Corporation's English-language television network.¹ Mid West operates CITL-TV and CKSA-TV on a twin-stick basis. A twin-stick operation is one that involves the over-the-air broadcasting of two distinct and competing services by a single licensee.
3. The Commission did not receive any interventions in connection with this application.

Local reflection

4. In its application, Mid West made a commitment to continue to broadcast a weekly average of 30 minutes of original local reflection programming on CITL-TV. The local reflection programming would consist entirely of news.

¹ In *CKSA-TV Lloydminster and its transmitters – Licence renewal*, Broadcasting Decision CRTC 2004-381, also released today, the Commission has renewed CKSA-TV's licence, from 1 September 2004 to 31 August 2011.

5. As requested by the licensee, the Commission will consider the CITL-TV and CKSA-TV commitments in the area of news as an aggregate when examining fulfilment of the licensee's commitments to original local news.

Priority programming

6. The licensee also made a commitment to broadcast, in each broadcast week, averaged over the broadcast year, a minimum of 5 hours of priority programming on CITL-TV originating with CTV's television network.

The Commission's analysis and determination

Reflection of Canada's diversity

7. In its licence renewal application, the licensee stated that it has implemented a number of initiatives to ensure that CITL-TV reflects Canada's cultural diversity. The licensee stated that CITL-TV's news programming regularly features issues, achievements and events involving Aboriginal peoples and ethno-cultural minority groups and that, wherever possible, members of visible minorities are presented as expert spokespersons on various topics in news coverage. CITL-TV also carries the Aboriginal series *Sharing Circle* and *First Story*, which deal with the First Nations issues and achievements. The licensee affirmed that it does not purchase or schedule programming that portrays any individual or group in a negative manner and the managers of the various departments involved in program production are required to ensure that all on-screen portrayals are fair and accurate.
8. All broadcasting licensees have a responsibility to contribute to the reflection and portrayal of Canada's cultural diversity in furtherance of the policy objectives contained in section 3(1)(d) of the *Broadcasting Act* (the Act). Specifically, broadcasters share responsibility for assisting in the development of a broadcasting system that accurately reflects Canada's ethno-cultural minorities and Aboriginal peoples. Broadcasters must therefore ensure that the portrayal of such groups, through their presence and participation on-screen, is accurate, fair and non-stereotypical.
9. The Commission encourages Mid West to develop a corporate diversity plan, in order to allow the licensee to assess its progress towards meeting the foregoing objectives.
10. As noted in *Introduction to Broadcasting Decisions CRTC 2004-6 to 2004-27 renewing the licences of 22 specialty services*, Broadcasting Public Notice CRTC 2004-2, 21 January 2004, the Commission considers that the presence, portrayal and participation of persons with disabilities is also an important matter. The Commission notes that the Canadian Association of Broadcasters is developing a plan to examine issues surrounding the presence, portrayal and participation of persons with disabilities in television programming. The Commission considers that initiatives designed to make programming more reflective and inclusive of Canada's ethno-cultural diversity can, in many cases, be extended or adapted to also ensure fair, balanced and inclusive reflection

and representation of persons with disabilities. Accordingly, the Commission expects the licensee to include persons with disabilities in its corporate planning for cultural diversity.

Employment equity and on-air presence

11. The licensee stated that it has already implemented measures to attract personnel from the four designated groups (women, Aboriginal persons, persons with disabilities and members of visible minorities). For example, there are regular meetings between the station's Employment Equity Co-ordinator and the station's management to ensure that efforts are being made to recruit and retain personnel from the designated groups. The licensee noted that the station's proximity to Aboriginal communities allows it to identify and attract members from this group. In addition, the licensee provides flexible work arrangements and parental leave policies that allow staff members to balance work and family commitments.
12. The Commission encourages the licensee to consider employment equity issues in its hiring practices and in all other aspects of its management of human resources.
13. With respect to on-air presence, the Commission expects the licensee to ensure that its programming is reflective of Canadian society and that members of the four designated groups (women, Aboriginal persons, persons with disabilities and members of visible minorities) are presented fairly and accurately.

Service to persons who are deaf or hard of hearing

14. In Decision CRTC 95-571, 23 August 1995, which last renewed CITL-TV's licence, the Commission encouraged the licensee to caption all local news programs and at least 90% of all programming during the broadcast day, by 31 August 2002. The licensee stated that, during the 2002-2003 broadcast year, it had captioned only 22% of all local news programs.
15. In its present licence renewal application, the licensee made a commitment to caption only the scripted portions of local news programs. The licensee also stated that it was unable to make a commitment to caption at least 90% of all programming broadcast on CITL-TV during the new licence term.
16. The Commission notes that nine years have elapsed since the licensee was encouraged to achieve captioning of all local news programming broadcast by CITL-TV and at least 90% of all programming aired during the broadcast day. The Commission expects the licensee to improve its performance with respect to captioning of programming early in the new licence term. Furthermore, in the circumstances, the Commission considers that it is appropriate to impose a **condition of licence** on CITL-TV requiring that, beginning not later than 1 September 2009, the licensee must provide closed captioning for all news programs and for not less than 90% of all programs aired during the broadcast day. A condition of licence to that effect is set out in the appendix to this decision.

Service to persons who are blind or whose vision is impaired

17. Section 3(1)(p) of the Act states that, as part of the broadcasting policy for Canada, “programming accessible by disabled persons should be provided within the Canadian broadcasting system as resources become available for the purpose.” Accordingly, the Commission expects all broadcasters to work toward improving the accessibility of their programming to persons who are blind or whose vision is impaired.
18. Greater programming accessibility can be achieved through the provision of audio description² and/or of video description.³ All broadcasters can, and should, provide audio description.
19. The licensee indicated that it currently provides audio description of all pertinent information in its newscasts. During the new licence term, the licensee plans to increase the amount of audio description it provides, particularly for weather warnings and announcements made outside its newscasts. The Commission expects the licensee to continue to provide audio description, wherever appropriate.
20. The CTV television network is required, by condition of licence, to provide a number of described programs. Accordingly, over the course of the new licence term, CITL-TV will likely receive described programs from the CTV network. The licensee, however, stated that it does not currently have the capability to use the secondary audio program (SAP) channel, which would allow CITL-TV to provide these described programs to viewers who are visually impaired.
21. The Commission expects the licensee to include the capability to use the SAP channel as part of CITL-TV’s normal technical upgrades, in order to deliver the video description associated with these described programs to the station’s audience. At CITL-TV’s next licence renewal, the Commission will ask the licensee to make specific hourly commitments for described video.

Conclusion

22. The Commission is generally satisfied that, during the current licence term, the licensee has adhered to the requirements of the *Television Broadcasting Regulations, 1987*, and has complied with its conditions of licence and the Commission’s expectations, specifically those regarding Canadian programming and local news.

² Audio description consists of basic voice-over recitations or descriptions of the text or graphic information that is displayed on the screen. Although a measure of sensitivity and creativity on the part of a broadcaster is necessary to ensure the quality and effectiveness of audio description, no special equipment is required.

³ Video description, or described video, takes the form of a narrative description of a program’s key visual elements which permits the audience to create a mental image of what is on the screen. It is generally provided using the secondary audio program (SAP) channel.

23. On the basis of its review of this licence renewal application, the Commission **renews** the broadcasting licence for CITL-TV Lloydminster and its transmitters CITL-TV-1 Wainwright, CITL-TV-2 Provost and CITL-TV-4 Bonnyville, Alberta; CITL-TV-3 Meadow Lake and CITL-TV-10 Alcot Trail, Saskatchewan, from 1 September 2004 to 31 August 2011. The licence will be subject to the conditions specified therein, and to the **conditions of licence** set out in the appendix to this decision.

Secretary General

This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined at the following Internet site: <http://www.crtc.gc.ca>

Appendix to Broadcasting Decision CRTC 2004-380

Conditions of licence

1. The licensee shall operate this broadcasting undertaking as an affiliate of the television network operated by CTV Television Inc.
2. The licensee shall provide closed captioning for all news programs and for not less than 90% of all programs aired during the broadcast day, beginning not later than 1 September 2009.