

**Supplementary Brief for:** 102025363 SASKATCHEWAN INC.

**As part of our Application to obtain a Broadcasting Licence to operate a Campus or Community Radio Undertaking (including low-power) - Form 114; we provide this Brief Supplementary in accordance to Doc3 - Appendix 1 - Supplementary Brief.**

The proposed musical format of the station is Active Rock (Subcategory 21-1.) English Language Low Power FM Community Station.

This station will broadcast 126 hours of local programming per week, dedicating 14 hours a week to local news, sports, weather, community calendar reports and local concert listings.

The demographic group that our radio service will target will be Male & Female, aged from 25 to 55, within 50km radius of Moose Jaw, Saskatchewan.

Our principal marketing area will cover a 50 km radius from Moose Jaw, Saskatchewan consisting of the communities of: Moose Jaw, Belle Plaine, Bethune, Gravelbourg, Lumsden, Mossbank, Caronport, Mortlach, Milestone, Rouleau, Avonlea, Pense, Wilcox, Caron & Central Butte

We will be broadcasting from 96.1 FM CKBR using a 25 watt transmitter attached to a 18.289m tower located in Moose Jaw, SK.

This station will be owned and operated by the non-profit corporation 102025363 SASKATCHEWAN INC. This station will be operated by volunteers and will run on sponsors, fundraising events and donations. This station should not financially impact any other station in the region due to its community format. This station has been operating as a digital radio station since 2015 on the website [www.thebuzzrocks.ca](http://www.thebuzzrocks.ca).

There are only 4 radio stations with local programming within our contours:

- CILG 100.7 FM - Country 100 - format : Country
- CJAW 103.9 FM - MIX 103 - format : Adult Contemporary
- CHAB 800 AM - 800CHAB - format : Oldies
- CFVZ 90.9 FM - Moose Jaw Minor Hockey - format : Local Sports Radio

None of the stations listed above are a community station or an active rock music format.

At this time we have identified an alternate frequency 102.7 FM in the event we are not granted our requested frequency of 96.1 FM CKBR.

We are not proposing any exceptions to any regulations or policies at this time.

We have proposed to take the following CCD initiatives:

- 100 min of airtime per day of Local artists,
- organizing local concerts and music competitions to showcase local musicians,
- we will also use our Social Media platforms and website to feature Articles, Interviews, Pictures and Music Videos of emerging artists.