

TRANSCRIPTION OF PROCEEDINGS BEFORE THE CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION

SUBJECT: To consider the broadcasting applications listed in Broadcasting Notice of Consultation CRTC 2012-126, 2012-126-1, 2012-126-2 and 2012-126-3
HELD AT: Room 200 ABC, Allstream Centre , 105 Princes' Boulevard, Toronto, Ontario
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Transcription

In order to meet the requirements of the Official Languages Act, transcripts of proceedings before the Commission will be bilingual as to their covers, the listing of the CRTC members and staff attending the public hearings, and the Table of Contents. However, the aforementioned publication is the recorded verbatim transcript and, as such, is taped and transcribed in either of the official languages, depending on the language spoken by the participant at the public hearing.

Excerpt

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--- Upon resuming at 1347

8862 THE CHAIRPERSON: Madam Secretary, we will begin.

8863 THE SECRETARY: Yes, thank you.

8864 We will now hear item 21 on the Agenda which is an application by Radio Ryerson Inc. for a broadcasting licence to operate an English-language FM community-based campus radio programming undertaking in Toronto.

8865 MR. Sheldon Levy will lead this panel. I would ask that you please introduce your colleagues for the record to start with. You will then have 20 minutes for your presentation.

PRESENTATION

8866 MR. LEVY: Well, thank you, Madam Secretary.

8867 My name is Sheldon Levy. In addition to my job as the President of Ryerson University, I am also presently the Vice-Chair of the Council of

Ontario Universities and I sit on many boards and a number of community organizations.

8868 But before I begin our team's presentation I want to thank you and acknowledge the Radio Ryerson and Ryerson University students, staff, our volunteers in the audience who have come to support us today.

8869 In particular, I just want to mention that Dr. Gerd Hauck, the Dean of the Faculty of Communications, Art and Design and Chair of the Ryerson Board of Directors is here, as well as Professor Michael Murphy.

8870 The rest of our presentation panel will now introduce themselves to you.

8871 MS YAFFE: I am Phyllis Yaffe and I am the Chair of the Ryerson Board of Governors.

8872 Before joining the Ryerson Board of Governors, I was the Chief Executive Officer of Alliance Atlantis Communications.

8873 I currently sit on the Boards of Directors of Astral Media, Lionsgate, Torstar and Cineplex.

8874 MR. DIVERLUS: My name is Rodney Diverlus. I am a third-year Ryerson student and also currently the President of the Ryerson Students Union which represents the over 27,000 fulltime undergraduate and all graduate students at Ryerson University.

8875 As president I will be sitting at the Ryerson Radio Board.

8876 MR. HUDES: My name is Alan Hudes. As a Ryerson journalism student I coordinated a pilot project to broadcast Ryerson Rams games online.

8877 With Radio Ryerson I want to establish a fresh take on amateur and university sports in Toronto and bring the Mattamy Athletic Centre at the historic Gardens back to life.

8878 MR. NOACK: Good afternoon. I am Wil Noack. I study and I work as the Data Manager in Ryerson's RTA School of Media, where I received the Marshall McLuhan Student Choice Award last year. I have been volunteering with Radio Ryerson from the beginning last year.

8879 MR. GELFAND: My name is Bernie Gelfand. I taught for a long time, 31 years at Ryerson's Social Work faculty.

8880 I am here representing a group called Act 2. It's a seniors' community theatre program run by the Continuing Education school at Ryerson.

8881 MR. VU: I am Wilson Yu, the Program and Personnel Director at Culturelink which is the settlement organization which has a lot of newcomers every year and most of our newcomers English is their second language.

8882 We are very happy to be here to work with Radio Ryerson as our community partner.

8883 MR. WISEMAN: I'm Bob Wiseman. I have won Juno Awards as a founding member of Blue Rodeo and Gemini Awards for film and television compositions. I sit on the board for the Blocks Recording club who have put out two Polaris Prize winners.

8884 I am here because I know first-hand how important community radio is for new artists, and I want to see these positive opportunities sustained.

8885 MS ROWE: Hello, I am Ayesha Rowe. Executive Director of FlemoCity Media, a grassroots organization serving at risk youth in the Flemingdon Park communities. FlemoCity Media uses media arts including radio broadcasts as a youth engagement tool for capacity building and community development.

8886 MS BECKSTEAD: Hello. My name is Lori Beckstead. I am the Associate Chair of the RTA School of Media at Ryerson University which until recently was called the School of Radio and Television Arts.

8887 I teach radio and digital media courses and I have spent many years working and volunteering in the campus/community sector.

8888 I am delighted to be the faculty liaison for Radio Ryerson.

8889 MS HARRISON: My name is Jacky Tuinstra Harrison. I am the President and Station Manager of Radio Ryerson. I am also a journalist and an advocate for community media.

8890 MR. BUCHANAN I am Grant Buchanan, a partner at McCarthy Tetrault and outside counsel to Radio Ryerson.

8891 MR. LEVY: Mr. Chairman, Members of the Commission, Commission staff, that concludes our introduction.

8892 Let me begin. Again, I want to thank you for this opportunity to re-establish the bond of trust between the Commission and our University. I will begin by giving you three thoughts.

8893 First, Ryerson is a champion city builder. It's really who we are. I'd be thrilled to talk your ears off about everything we have going on, like our Digital Media Zone, like the new pedestrian walkway on Gould Street, or like the Mattamy Athletic Centre at the Gardens, a legendary hockey shrine in our city.

8894 But, second, city building is more than bricks and mortar. It is reaching out to current and former students, their families and their neighbourhoods across the city. And that is something Ryerson is experienced at.

8895 Our first radio licence goes back to 1948. Our radio and television arts and journalism schools have populated the media industry on a grand scale.

8896 Think of Wendy Mesley of Marketplace; Tanya Kim on ETalk; Dwight Drummond now at CBC; Mark Roe, the CTV sports anchor; Farah Nasser at CablePulse24 who is on Radio Ryerson's board. You just have to wait. Radio Ryerson will connect Toronto with a platform for the next generation of journalists and on-air personalities.

8897 The third point I want to make is Ryerson's FM station was for many years a stable anchor for our students and for our Toronto listeners. A fatal flaw in its governance structure prevented Ryerson University from intervening in what was a crisis.

8898 So let me address what you all must be wondering. That is how do we make sure the new Radio Ryerson doesn't repeat the CKLN experience?

8899 Mr. Chairman and Commissioners, at a university reputation is everything. What happened hurt our reputation as a university and I know it was not easy for the Commission, either.

8900 I want to absolutely assure you that I thought very carefully before supporting the idea of an application by the new Ryerson team. But I am satisfied that the events that led to the revocation have been fully addressed.

8901 As Grant will explain, Radio Ryerson is not just a new non-profit corporation. It is a new governance structure with an important role for volunteers from the community, from our student body and from the university administration.

8902 Students and young people count on us for opportunities to take their place in the community. We can reach out and get them involved. We can bring radio into their lives. To do that, we are asking to bring your new campus/community radio policy to life.

8903 MR. BUCHANAN: this team has worked very hard to make this Application a winner on every level.

8904 Governance was obviously a cornerstone issue. In fact, but for a governance issue, nobody would be here in this room today.

8905 The group considered your new policy very closely. It calls for a board with balanced representation from the student body, the administration, station volunteers and the community at large.

8906 In the case of Radio Ryerson, the heads of the communications and design, radio/television, and Ted Rogers Management schools represent the administration.

8907 The Ryerson Student Union President and the elected student representatives for each of two departments are there for students.

8908 The remaining three board seats go to an elected station volunteer representative and to two other community representatives.

8909 The Board has the ability to remove members and hire and fire staff. Important events like changing the management, approving the annual budget, and the incurring of significant expenditures cannot happen without the positive vote of at least one student board representative and one administration board representative.

8910 Radio Ryerson has a fee agreement in place for its funding and a space agreement for its studios. Extra precautions have been built into both agreements.

8911 And I expect Radio Ryerson is the only applicant that already has a transmitter on top of First Canadian Place and a signed lease arrangement with Brookfield already in hand.

8912 Mr. Chairman, Commissioners, the people who passed the current Broadcasting Act in 1991 cared about the community element of the Canadian broadcasting system. For many years, the Act had said that the Canadian broadcasting system was comprised of public and commercial media.

8913 It was only in 1991 that, the first time, the government stated that Canada's broadcasting system has three pillars, not just two and that community media is one of them. You obviously have taken this to heart.

8914 The Commission has dedicated a lot of energy these last few years to updating its campus/community policy. You have conducted consultations and you have taken the time to visit stations.

8915 But since your policy came into effect there has not been a single campus/community radio applicant. Now is the time to demonstrate what the Commission wants campus community radio to look like going forward.

8916 Radio Ryerson has built a template where the university is involved in the station and the station builds on the strengths and resources of the campus and melds them with the local community.

8917 MR. DIVERLUS: As Grant mentioned, Radio Ryerson's Board includes members from the administration and the student body. And the Board has an explicit mandate to reach out to community groups to join the slate from which we draw board members.

8918 We have had great responses already with groups like the Boys and Girls Clubs, East Metro Youth Services, Toronto Community Foundation, and Maytree Foundation.

8919 But the major part of Radio Ryerson's funding is from the student body, which held a referendum and gave Radio Ryerson a fresh and new mandate. This was the third radio referendum at Ryerson, ever. More than 84 percent of students voted said yes to Radio Ryerson, and became student investors in the station we hope you will license.

8920 MS HARRISON: We think that is an extraordinary gift from Ryerson students to the people of Toronto. They have invested in a platform for launching and nurturing emerging artists in this city.

8921 Now, we have heard a lot of great proposals for Toronto radio last week. But you know they are formats more than a dozen stations are free to adopt tomorrow if they thought they made commercial sense.

8922 However, we are not a commercial applicant. As a campus community station our goals are different. So are our conditions of licence and our funding. We are built from the ground up to fill a niche for emerging artists and for citizens in this community.

--- Video presentation

8923 MS HARRISON: Mr. Chairman, Commissioners, you have our application, including all of our numbers.

8924 Today, we want to tell you a little bit more of the story behind them. So we have a look at our program schedule, and it begins at 9:00 a.m. with artist discovery slots, campus spoken word. At noon and supper we have newscasts and ethnic cultural mix. More spoken word programming at 8:00 p.m., weekend sports coverage. And we've created a format that pours volunteer energy into programming that covers all the bases, posing kids with earphones on and propels them towards radio.

8925 Part of the way we do that is to create a station programmed by young people, for young people, on behalf of young people. But not just young people.

8926 For more than 30,000 student investors, this is a radio station with their name on it, with their peers at the heart of it and that speaks to them.

8927 MS BECKSTEAD: As campus community radio, our job is to reflect the diversity of our campus and of our city. That's the whole point of it. Yet my own research shows that only 11 percent of the voices we hear on private radio in Toronto belong to visible minorities. Radio Ryerson knows that we can do better than that.

8928 We talked a great deal in our application and you've also heard from other applicants about Toronto's diversity.

8929 One of the lessons we've drawn from the past is that what gets measured, gets done. So we will insist that no less than 70 percent of our on-air voices belong to the employment equity designated groups and lesbian/gay/bisexual and transgendered communities. That is a surprisingly high percentage.

8930 You will never have heard a number like this from a non-ethnic applicant before. We have a responsibility to our student investors and to the diverse community we are asking you to license us to serve.

8931 MS HARRISON: For Category 2 music, we committed to 45 percent Canadian content. The fact is that, as a station policy, we are always going to do at least 50 percent in practice. Every one of our logs is going to show that.

8932 In fact, our highest listenership slots, the morning drive, noon program, afternoon drive home, they're all dedicated 100 percent to emerging Canadian artists.

8933 As you can see from our grid, Canadian content is not something that we intend to bury in parts of the day when no one is listening. We will be working with emerging artists on the ground.

8934 In our Artists in Residency program, every month different local artists, record labels or festival promoters will produce weekly shows with thoughts and interviews on the local artists' scene. Also, our local music intern's role is to source new music from other local artists on the ground and we're building partnerships with supporters at the Canadian Music Centre, the Songwriters' Café and Ryerson's own "Sounds Good" magazine.

8935 We have reached out to Toronto artists, and we're listening.

8936 We want to build support mechanisms into activities for these artists, and we're just getting started. One of our secret weapons is tapping into Ryerson itself. The best clips of the best talks that visiting thinkers and dignitaries give on our campus every week, radio drama coordinated by our seniors theatre group, Act II Studio, who can be mentors to work with and pass this art form on to the younger generation.

8937 Additionally, expert support from Ryerson's ombud service mediators and our not for profit management program staff will support the station.

8938 MS BECKSTEAD: Commissioners, this is not an instructional station. Ryerson already has that. We have spiritlive.net, which is an internet-based radio station run out of the RTA School of Media to teach broadcasting, and community groups already have that, like the work Ayesha has been doing in her neighbourhood.

8939 New media is a great venue to hold a conversation, and we will be building that into our plan. But there's a reason you exempted new media saying its impact on the broadcasting system is still limited. And there's a reason more than 20 excellent applications are vying for this same frequency.

8940 Radio is still the mother ship. And what my students and students across our campus have shown is that they have access to radio and will pay attention to radio when it is their radio.

8941 At the same time, Ryerson has been a leader in new media. It's not just the digital media zone where Ryerson incubates Toronto's next start-ups. It's the fact that spiritlive.net was this country's first internet-based radio station back in the 1990s or the on-line radio drama podcasts we've created in collaboration with leading British and Australian broadcasts schools or Global City, where we created a newscast that switched seamlessly between studios on different continents in HD on the internet.

8942 Nobody had ever done that before.

8943 MS HARRISON: Ryerson is a downtown digital innovator, and Radio Ryerson will build on that.

8944 We want to stitch radio together so tightly with other media that we create a continuous experience.

8945 Naturally, that means live streaming, podcasts, live video of our studio, Youtube clips and interacting with on-air hosts through television -- through telephone, Twitter and so on, but it goes much deeper than that. It's more participatory than that.

8946 We will have special hot spot locations set up on campus and in community organizations where listeners can step up, speak their minds and have it come directly to our programming department to consider running on air.

8947 On the nightly DJ youth shows, listeners will go on the net, reach into our music library and program what they want to hear on air. Their collective decisions will make up that show's playlist.

8948 On Monday night, a documentary slot will reflect in-depth reporting on stories that we have pitched to Torontonians and that they have chosen, voted for on-line as most worth covering and that they have pitched in with, feeding insights that we might never have known about.

8949 These will be quality documentaries that break stories.

8950 All last week, we heard about paying into the Community Radio Fund of Canada, and this is the kind of showcase programming that that fund is for.

8951 Our news reporting is going to be just as innovative. We've heard Torontonians and the Commission on the need for neighbourhood news.

8952 With the experience and mentorship of journalism faculty advisers that drive this country's next generation of journalism, we also have supporters like Open Media, with whom we hope to collaborate.

8953 All of our connections in the community will also help us do news differently. And by "do news differently", there's a couple of things I'd like to highlight.

8954 We will have live chat, social media and call-ins that are properly moderated and monitored as well as three-minute news capsules aired regularly throughout the day, but more than that, we really want our listeners to participate, so we have begun developing "En Rue", a mobile app that lets listeners record audio from around the city, collaborate in real time on editing each other's audio files and upload them to us for review.

8955 A short mock-up of that, I believe, is attached on the final page of your package as well.

8956 We will have our ears to the ground and break stories that are fed from the community, and this application is going to help us do that. We will do our student investors proud and add essential voices and creators back into the airwaves, and to do that, we are asking you to continue the 65-year tradition and bring radio back to Ryerson.

8957 MS YAFFE: Sheldon Levy began by expressing his support and satisfaction with the way this new Radio Ryerson has been designed and built.

8958 As Chair of the Board to which Sheldon reports, I want to emphasize to you the support he has from us for the new Radio Ryerson.

8959 A number of us on the Board, like Nadir Mohammed, Jocelyne Côté-O'Hara, have backgrounds in communications. The communications landscape in Canada is full of Ryerson graduates, not just in senior positions like Keith Pelley, one of our supports, but at all levels.

8960 So my closing message is simple. If you believe in campus community radio, this is the licence you should grant.

8961 Its governance, a particular concern of both the Commission and my Board, is in compliance with your policies and will stand the test of time. It has a structure where, when there are problems, the university and the students can get involved and fix them.

8962 We want this service to harness what the Ryerson and Toronto communities do best and show what the community element of the Canadian broadcasting system can do and become in the next 60 years. The service will be diverse and inspirational, a gift from the Ryerson students investing in it to a new generation of Torontonians and to the future of radio in this country.

8963 By meaningfully engaging our young people, our newcomers and all Torontonians in the love and art of radio, we are investing in future listeners and producers.

8964 We are equipping Torontonians for public debate, for community service and for taking their places within their community, our community.

8965 THE SECRETARY: Thank you very much.

8966 We will now hear your intervenors in support, which is Ms Aven Hoffarth, Ms Siobhan Ozege and Ms Shelley Robinson from the National Campus and Community Radio Association.

8967 I'd like to remind this panel you have 10 minutes collectively.

INTERVENTION

8968 MS ROBINSON: Good afternoon, Mr. Chairman, Commissioners. Thank you for the opportunity to appear today.

8969 I am here representing the National Campus and Community Radio Association, l'Association nationale des radios étudiantes et communautaires.

8970 The NCRA/NREC is a not for profit group committed to volunteer-driven, non-profit, community oriented radio across Canada. We believe it is clear from the Radio Ryerson panel that you just heard an application that of all the applicants for this frequency, Radio Ryerson's proposed station provides for the greatest public access on air and in station governance, the greatest diverse of programmers and programming from queer programs to multi-cultural shows to local news, and also, because of all these things, the greatest exposure for new and emerging Canadian artists in multiple genres, from blues to hiphop to bhangra to classical to indie rock.

8971 But my time here is brief, so I will focus on the steps Radio Ryerson has taken to ensure that, if successful, the station will fulfil its mandate while meeting and exceeding all regulatory requirements and conditions of licence.

8972 The Radio Ryerson team includes people from the campus and the community with a diverse range of experience. In preparing their application, they drew from the university's journalism, RTA media arts and other Ryerson departments as well as legal counsel with extensive broadcast expertise to bolster their knowledge of compliance.

8973 They also polled the NCRA and our members for best practices in volunteer recruitment and retention, sourcing diverse music, which is often more than 20,000 songs a year at a lot of campus stations, which dwarfs the music collections of many commercial stations, blending campus and community programming, logging and training volunteer programmers to keep compliant logs, ensuring accessibility for people with disabilities and other under-represented groups, and countless other subjects.

8974 They incorporated the results of these polls into their application.

8975 Radio Ryerson also researched staff and governance structures that would support compliance and built a significant number of staff positions

into their application, including some who would begin developing compliance structures before the station even begins broadcasting.

8976 Certainly the NCRA and c/c stations generally are more aware of the importance of regulatory compliance than ever, but we know of no other applicant in our sector that has pursued a licence after first having done so much research and having made such clear-eyed plans to ensure compliance when working with hundreds of volunteers.

8977 We believe Radio Ryerson's increased commitments for Canadian content, music from new and emerging artists and local spoken word programming not only underscore their desire to serve the diverse audiences of the Ryerson campus and the wider community, but are also practical and achievable.

8978 We also note that Ryerson is one of only a few major Canadian universities that does not currently have a licensed radio station, and our research shows that Toronto is under served in this regard compared to many other major urban markets.

8979 For example, in Montreal there's CKUT, CJLO and CISM as campus community choices on the dial. Vancouver has CJSF and CITR. Ottawa has CKCU, CKDJ and CHUO. Yet in downtown Toronto, there's currently only CIUT for campus community access and programming.

8980 And that, coupled with the applicant's other virtues, means we strongly encourage the Commission to approve this application.

8981 Thank you.

INTERVENTION

8982 MS OZEGE: Mr. Chairman, Commissioners and Commission staff, my name is Siobhan Ozege. I am presently a graduate student at Ryerson University in the Communication and Culture program.

8983 In the past, I've been an on-air host at CIUT, and between 2006 and 2009 I was the station manager for CKRG, the radio station at Glendon College, which is the Bayview campus of York University.

8984 The Glendon radio station had started in 1977 as a direct to cable station on campus. It became a low-power AM service in 1990 and then an FM licensee in 2004, with the right to pump out one watt of power.

8985 Radio Glendon took up its FM licence in 2005. There was a lot of enthusiasm around that, but as station manager, I began the consultation process to move Radio Glendon from an FM station to an on-line only format.

8986 CKRG did not apply to renew its licence, which expired in 2011. I wanted to share with you some reasons for that.

8987 There was a lot of excitement around going on FM, but it also took a lot of resources. There was the technical side. There were the regulatory obligations. There were the copyright payments. There were the logging for each of those functions.

8988 Despite tremendous goodwill and active involvement, we made the hard decision to flip from FM to on-line to ensure the station's viability.

8989 My Radio Glendon experience has taught me two things that are relevant to this application. First, a lot of people want to see campus community radio happen and get involved with it, especially young people like me.

8990 I continued in the radio arena and I'm now doing my MA at Ryerson studying broadcasting policy, and I'm working part-time in the industry.

8991 Campus community radio helped me catch the radio bug, even at just one watt.

8992 But second, campus community radio needs size and scale of its own. It can't just be a handful of people or a negligible budget. It takes expertise, people, time and money.

8993 I'm here today because I think that Radio Ryerson has all of those things. Number and the calibre of people and the budget they are able to work with thanks to the decision of the Ryerson students are simply in a different league than Radio Glendon's.

8994 I live downtown. My campus radio options are very limited. There are lots of commercial radio formats out there, but only one community radio format, CIUT's. I just don't think that's enough.

8995 There's only so much one campus community station can do, just like there's only so much that could happen if Toronto only had one commercial radio station.

8996 Toronto is teeming with artists in every neighbourhood. Campus community radio gives them a launching pad.

8997 Ryerson is an amazing student -- or an amazing school for broadcasting, culture and communications, and I think it's the right place for campus community radio and I think that you should license its station.

INTERVENTION

8998 MS HOFFARTH: Mr. Chairman, Commissioners and Commission staff, my name is Aven Hoffarth and after high school in my home town of Walkerton, I moved to Toronto to attend Ryerson University.

8999 I intervened to support this station because, as a media student and as someone who is now proud to live in Toronto, I think we need it and this city needs it.

9000 When I moved to this city, the radio was not that much different than my home town. There were a few more stations and different hit

charts, but it was the same stuff that I can get on Youtube, on Vevo or on iTunes.

9001 Like most of my friends, the deepest playlist that I know is on my hard drive so if I want to find out about new music, there are lots of blogs, websites and other places to go for that. But that's probably why most of my friends don't usually listen to radio.

9002 But last year, I got involved with Radio Ryerson effort. I helped campaign on the "yes" side of the radio referendum we had last October. I talked to a lot of Ryerson students. It was pretty interesting, and it was overwhelming.

9003 The reaction was really, really positive. What students wanted to know were things like "How do I get a show on the air? How do I get my kind of music on the air, and how far will it reach? Will I be able to get it at home or in my car? And is it going to broadcast sports?"

9004 One thing nobody said to me is, "No, thanks, I don't listen to radio" or "I've never heard of radio".

9005 What that told me was something I already knew. The problem for young people and radio is that it's not something we don't know about and it's not something we can't get. It's that radio doesn't do what we need it to do.

9006 We don't need it to listen to our favourite music or to find other songs that are kind of like our favourite music. We can get that without the radio. What does work for radio is the same kind of things that work for social networking; hearing each other, getting local information and connecting with people.

9007 I think community radio can be great for that. I have experience volunteering at CFBW in Hanover and have seen the power of community radio. I also believe my time with CFBW influenced my acceptance into

Ryerson University and my current summer position with a commercial broadcaster in Owen Sound.

9008 Commercial radio stations certainly do have their place, but campus community radio lets young people connect directly with each other.

9009 Right now, living downtown, we are served by a lot of commercial radio stations, and just one community radio station. I think people my age in Toronto need more community radio and I think Radio Ryerson's plan to do this is very exciting.

9010 That's why I'm supporting the Radio Ryerson application. Thank you.

9011 THE CHAIRPERSON: Thank you all.

9012 I would ask Commissioner Menzies to begin the questioning.

9013 COMMISSIONER MENZIES: Thank you.

9014 First of all, I'll be pitching and I need to know who's catching so that you don't all have to answer at once.

9015 Who is --

9016 MS HARRISON: Absolutely, I'd be pleased to take your questions.

9017 COMMISSIONER MENZIES: You're the director general? Okay.

9018 MS HARRISON: Thank you.

9019 COMMISSIONER MENZIES: You can feed them out to whoever might most appropriately respond. Thanks.

9020 On page 2 of the presentation you just gave, you noted that extra precautions have been taken with the fee agreement and the space agreements.

9021 Could you expand on the why and how of those agreements?

9022 MS HARRISON: Absolutely. We were really pleased to, after the referendum, sign a new fee agreement and begin negotiations for studio space at Ryerson.

9023 To speak a little bit about how the student investors, the administration and the community is all protected in both of those agreements, I'm going to turn that to our counsel, Grant Buchanan.

9024 MR. BUCHANAN: Well, the why is fairly straightforward. It was a rather significant problem with the previous licensee, so the first thing we did was look at what were the governance agreements and how could we make them bulletproof for a new licensee.

9025 So there are two in question. The first one you asked about is the fee agreement.

9026 There are, generally speaking, a couple of ways to fund community radio -- or campus community radio. Ryerson is fairly typical there. The money comes through the student levy and is forwarded over.

9027 So what we wanted to do there was make sure that they couldn't just pull the plug, that if, for some reason, the students got upset -- not that anybody imagines that happening with this group -- that there would be a mechanism to forestall any withholding of funds. So that was built right in to this agreement, and I think that's very important for you to know that there's a consistency in the funding.

9028 The --

9029 COMMISSIONER MENZIES: Sure. Just how is that done?

9030 So once the levy -- the levy has been approved by a vote and now it's -- there's no going back? Is that --

9031 MS HARRISON: So the levy will increase. Right now it's \$10.35 and it will increase by CPI unless there is another referendum.

9032 And to answer your question more fully, although briefly, I'm going to pass it to Rodney Diverlus, who can explain a little bit about what it would take to change that agreement vis à vis another referendum.

9033 COMMISSIONER MENZIES: Thank you.

9034 MR. DIVERLUS: So for us at the Ryerson campus, referendums are really an important way to provide stable funding for student-led initiatives and just like to fund the Radio Ryerson it took a referendum.

9035 To remove funds from Radio Ryerson, it would take more work to essentially build critical mass to get students on board and to run another referendum.

9036 But the great thing about the Fee Agreement between ourselves at the Ryerson Students Union but also folks in Radio Ryerson, a lot of thought has been put into it to ensure that the rights of both parties are actually protected and to ensure that students who voted for this referendum truly wanted to put a system in place that supported Radio Ryerson for years to come.

9037 COMMISSIONER MENZIES: Okay. I'm still not quite clear. I will just stick with the referendum. I promise I will come back to the Space Agreement.

9038 You had a referendum, 84 percent approved. What percent -- what was the voter turnout?

9039 MS HARRISON: The voter turnout was just over 10 percent, which is just a little bit higher than average for the larger general elections.

9040 COMMISSIONER MENZIES: Right, okay. So you said the funding could go away if there was another referendum and I just want to be clear

on how many -- is there a signature process, a petition process for another possible referendum or isn't there?

9041 MR. LEVY: I could help you. Let me help you with it.

9042 The rules of funding at Ryerson require the Board of Governors to allow a referendum to happen and therefore there can't be an end of the funding of a referendum unless there is another referendum.

9043 So the Board of the University would have to agree to a referendum for what you might call defunding of the station. That is not only very unlikely, my expectation if that was ever allowed would be the administration would come in and be the funder of it.

9044 But the students cannot on their own have a referendum without the Board's support and it is almost impossible for me to believe that the Board would ever support a referendum for defunding without the obligation for the funding part of it.

9045 COMMISSIONER MENZIES: I don't want to put words in your mouth, but I kind of am, but I'm not really.

9046 This is what I'm getting from this, is there would have to be some sort of major unrest, an uprising and discontent with the station for the Board of Governors to pay attention, and what you're saying is it would be fixed before it got broken?

9047 MR. LEVY: A hundred percent and the students in generations to come cannot simply say I'm going to have a referendum to stop the funding of the station. They have to seek the permission of the Board of Governors in whatever year that is to have that referendum and given that the University collects the tuition fees and that's the funding for the radio station, that funding would just continue.

9048 So my expectation in whatever year it will never be would be if the University ever agreed to it they would obviously take the obligation for

the continuing funding, but it is so hypothetical that I could with quite a bit of confidence assure it would never happen.

9049 COMMISSIONER MENZIES: Okay. Thank you.

9050 Mr. Buchanan, back to the Space Agreement.

9051 MR. BUCHANAN: Well, I did have one follow-on to that --

9052 COMMISSIONER MENZIES: Okay, please.

9053 MR. BUCHANAN: -- which is simply there is an intermediate step which is written into the new agreement.

9054 There can't be any kind of withholding, not only with this but before 30 days notice is given both to the President and to the Chair to give them time to wade in and sort it out before you ever get to the kind of thing you were talking about. That wasn't there before.

9055 COMMISSIONER MENZIES: Thank you.

9056 MR. BUCHANAN: The Space Agreement. The Space Agreement, the concern there, recognizing that any radio licensee that doesn't own its own premises pays rent to somebody and every landlord has a right of re-entry, is to design the contract in such a way that you don't find yourself out on the street trying to run a broadcasting undertaking from somewhere that's not appropriate.

9057 So the key here was to build into this an appropriate notice provision, recognizing that the Palen Foundation and the students, when I was negotiating with them, were kind of one and the same. You are again dealing with are the students going to be upset, is there some kind of reason why they would be when they are so included in this governance structure.

9058 We looked around to see how long would you need from day one to relocate a radio station if you got notice today. Fair question. About 120

days is plenty for a community radio station. They said no problem, we will -- you know, whatever, if it was 30 or 60 days before, immediately in some cases, we said fine, make it 120 days and they said fine.

9059 So now we have lots of time should they decide for whatever reason they want us out to build -- to move into new premises. Really, you don't need more than 60 days. That is ample time to move over.

9060 So there is a cure period, there is a notice period. We built in the kind of things that you would expect rather than immediate re-entry.

9061 So I think that's the most important thing dealing with the Space Agreement, is that you -- I mean it's the same space they had before. It's already set up to broadcast, so it's not like it needs a lot more than that.

9062 COMMISSIONER MENZIES: Thank you.

9063 Ms Harrison, in your presentation here you referred to your 30,000 student investors and I would just like you to tell me as concisely as you can what steps have you taken.

9064 Those 30,000 student investors will be a diverse group. They will look differently from each other, they will be from different backgrounds, they will have different points of view, they will have different intellectual positions, different world views.

9065 What steps have you implemented in your infrastructure to make sure there is a fair representation of all points of view that exist within the community you intend to serve?

9066 MS HARRISON: Thank you for the question.

9067 We have made that commitment of 70 percent of our on-air volunteer voices will be members of the four employment equity groups, which is Aboriginals, visible minorities, those of us with disabilities and women, as well as including the GLBTQ communities, and I think that that is something that we can measure and something we can deliver on.

9068 Very briefly, the Ryerson campus is really a microcosm of the City of Toronto and the diverse viewpoints, the different dialogues and conversations students have, the different languages students may speak at home and the different countries that the students or their parents may have come from will all find a place on the station.

9069 That will be done through a vigorous recruitment process where we identify the communities that are not being served and then we have partnerships to recruit from them.

9070 COMMISSIONER MENZIES: How will you monitor that and respond to groups that feel like their voice isn't being heard?

9071 I certainly appreciate the 70 percent number in terms of that, but in terms of points of view and that, what processes will you have in place to do a review and test yourself against your own performance measures and the expectations of others and adjust if necessary?

9072 MS HARRISON: We have a program review process in place that will be completed annually.

9073 So after volunteers in good standing have applied for a show, especially if we have recruited specifically with underserved communities for that spot, they sign an agreement that acknowledges all the codes and conduct and relevant policies of the station. It also includes a little bit of biographical information about themselves.

9074 And then part of that program review process, which is led by three staff members, is to check in with the show yearly and with the hosts to make sure that the vision that they originally applied for is on track and being implemented, to check if they need extra support or training to sort of increase their success in some areas of their show.

9075 But that's absolutely a powerful, powerful tool for us to track and engage our volunteer hosts.

9076 COMMISSIONER MENZIES: Okay. Who is in charge of your regulatory affairs?

9077 MS HARRISON: Radio Ryerson assumes all responsibility for compliance at the radio station. However, we are really benefited today, as you can see, by having a lot of supporters who want to be there for us in times of need.

9078 We do have a budget line for legal and regulatory expertise should we need, for example, the services of McCarthy Tétrault to answer some very specific questions or policies for us.

9079 We also have the National Campus and Community Radio Association providing us some printed tools and Web-based materials that we may integrate into our training.

9080 The ultimate responsibility for compliance does rest with us.

9081 Grant, and you have anything else to say about McCarthy Tétrault's support?

9082 MR. BUCHANAN: I wasn't aware you had a budget line.

--- Laughter

9083 MS HARRISON: It's year one. Year one.

9084 MR. BUCHANAN: We're clearly there to help them. We told them, you know, the regulatory strengthening I think is critical. The NCRA has done a great job. I don't know if you've seen the package that they have put together for regulatory compliance, but it's terrific.

9085 We told Jacky, there's nobody going to air, you know, when you -- if you give them a licence, this first wave of volunteers, 150-200 volunteers, nobody is going on-air unless they have passed through our sieve. We are going to do regulatory training, they are going to have the NCRA package, but we have already committed to help them out on that.

9086 COMMISSIONER MENZIES: Okay, thank you.

9087 Just again for Ms Harrison, when you said you would do news differently, community -- neighbourhood news I think was the term, not to take anything away from you saying that but we hear that a lot from people, and do you have sort of specific example of how you would do news differently?

9088 Give me an example if you can think of an example of a story you might cover and how you would do it differently than the other many, many people who do stories.

9089 MS HARRISON: If time permits I actually have two examples, but we will start with just one.

9090 So with the mobile news app called enRU -- there is a little sort of picture demo at the back of your package for that -- a good example of that would be there is a sudden story in different parts of the city breaking perhaps about lane closures, sudden changes to city services, pool closures, any kind of locally focused municipal story.

9091 If we have volunteers in those locations they will be able to see each other on the app, record audio from those separate locations and see each other editing it in real-time at the same time, upload it to our Web site and we will have that news very quickly and it will be hyperlocal voices.

9092 And also in the training we are prioritizing first sources. So we won't be recycling audio that they are getting off of other news streams or other news wires, voices and stories that are already being recycled. We want to produce new stories and new voices.

9093 If I have time for a second example?

9094 COMMISSIONER MENZIES: Go ahead.

9095 MS HARRISON: The second example of that would be the Monday night documentary slot. What has had some success at other community

media organizations is really involving the listeners in the community on setting the agenda. So it's ground up, it's not top down.

9096 So rather than the news sort of filtering down to the listeners and hopefully they get a chance to weigh in on a poll or maybe tweet about the news, we want to make people active cultural participants and producers.

9097 The documentary slot will allow people to pitch her stories online and have the listeners vote for those stories so that we can direct the resources to produce those voices.

9098 COMMISSIONER MENZIES: Thank you.

9099 What steps have you taken -- humour me for a minute, I'll just try to give some context to this.

9100 Often with volunteer-run organizations they come out of the gate with a great burst of enthusiasm and passion, and then, you know, life happens to everybody, people get distracted, people move on, they move away from the campus, executives change, board people -- members of the Board of Governors change, whatever, and people get competitive and things happen.

9101 So this is kind of a philosophical question but it actually needs -- I'm looking for some kind of tangible answer.

9102 The question is: What have you done or what would you do if you got this licence to ensure that the memory of the enthusiasm and the approach that you have put together into this application will be embedded in the culture of the operation for years to come?

9103 MS HARRISON: Thank you for the question.

9104 We will have annual volunteer consultations, we will have annual community consultations and we will have annual working meetings where we will have speakers come and talk to us about all the reasons campus community radio remains relevant and remains important.

9105 Our volunteers are going to be constantly in contact with our volunteer coordinator. So we have really dedicated an important full-time staff position so that the volunteers have that point of contact and that person that they can count on. When their energy is a little bit low, their enthusiasm is going to be bolstered by that person.

9106 I would also like briefly, if time permits, to let Lori Beckstead speak to the enthusiasm there is now, but how that is going to be there seven years out when we are renewing.

9107 MS BECKSTEAD: Thank you, Jacky.

9108 Yes, one of the things that I wanted to mention is simply the fact that part of our governance structure has faculty members, the Dean, et cetera, who are involved, and those positions don't tend to turn over a lot and that sort of corporate memory, if you will, gets passed on to the next person who assumes that position.

9109 We also have a lot of enthusiasm from the faculty at Ryerson, whether it's from the journalism school or the RTA School of Media and beyond, the Ted Rogers School of Management, et cetera, and so the more that we can involve our own students and through our curriculum in the radio station I think that there will be an ongoing -- because you are right, at campus community radio there is a lot of turnover of students as they come and graduate and so on, but the faculty is there and in the governance structure I think that is taken care of.

9110 COMMISSIONER MENZIES: Okay, thank you.

9111 One of the things that became apparent and was noticeable in your application -- and I want to give you the opportunity to dispossess me of this notion -- but one of the primary roles of community-based campus radio is can play, is a platform for Canadian artists and emerging artists in particular.

9112 Your proposal is 45 percent Canadian content, but in terms of this competitive process there is a commercial operator who is -- there is a commercial proposal that offers just as much in terms of Canadian content and in terms of emerging artist commitment two years is 50 percent and there is another application that we have seen that was actually as high as 60 percent.

9113 So I want you to explain to me why this community campus radio is going to be -- can do something for Canadian artists and for emerging Canadian artists that the private sector would not normally do, because there is some evidence that the private sector alleges at least that it can hit the same numbers that you have put forward.

9114 MS HARRISON: Thank you for the question.

9115 To pick up a little bit about what we talked earlier about the importance of volunteers and keeping that enthusiasm going, when it's volunteers choosing the music and reaching out to artists and calling them and saying, I played your song, I want you to come in for an interview, it's very much different from when that happens because it has been filtered down through, you know, a manager who has instructed a lower staff to then call the artist's promoter and then reach the artist, sort of five or six degrees of separation.

9116 The life of the fan is very important and the life of the volunteer, and the fact that they are not getting paid to do this but it's their passion, it's their -- it's what they want to do with their spare time, that makes a wonderful world of accessibility open up to emerging artists who can't just walk in the door at another station.

9117 I'm just going to ask Bob Wiseman who's here to briefly weigh in on that, having lived that experience.

9118 MR. WISEMAN: Well, if there are other applicants wanting to play a lot of Canadian music, you know, that's great, that opportunity is great for all of us musicians, but the history of it actually happening in my

experience is with campus community stations. So I already know that they will be here tomorrow and in 10 years.

9119 Other stations might change their format, too, and because they are commercial stations they are always going to be answering to management and there will be decisions made about music that will be different than at campus community radio where, precisely as Jacky says, because they are volunteers, they are fans.

9120 You know, nobody gets behind your music and wanting to make your music known to people as much as a fan does. The other stations, that might be great, too.

9121 There is more than just the music that makes me excited about campus community radio, like I like the whole thing of what goes on there. But yes, I hope that answers you.

9122 COMMISSIONER MENZIES: Actually, maybe you can follow up with that by telling me how you came to choose the numbers that you chose.

9123 Because one of the challenges that -- this is purely anecdotal -- but from visits to community or campus stations, is that people playing the music are very enthusiastic. They don't always share the regulator's enthusiasm for some of the numbers.

9124 They may have a particular enthusiasm for music from Molly, that they found this artist that they think is really funky and they want to share with the world, and managing that can be an issue for the operator. So how did you reach the numbers that you came to?

9125 MS HARRISON: We did indeed have a very in-depth discussion about the number 45 and then in Category 2 and then half of that being for new and emerging artists and it was a little bit of a dialogue around that diversity of music question and recognizing that so many of our volunteers are going to want to bring us music that they found from places that, you know, may not contribute to MAPLE.

9126 So wanting to represent that musical diversity and balancing that with our true commitments to emerging Canadian artists is a challenge that -- and we put a number on it. In practice, we can do 50 percent and we think 45 percent is a number that reflects the balance between the diversity of music.

9127 Additionally to your question, I think it speaks to training. So we are going to do things a little bit different. People will be able to submit show proposals for the open format slots on the grid, but we have also set very sort of stringent guidelines for recruiting those volunteers.

9128 So there are a lot of marked slots where your slot will need to be 100 percent emerging or your slot will need to be 100 percent Canadian content, as in the morning timeslots.

9129 COMMISSIONER MENZIES: Okay, thank you.

9130 So did I hear you say that you would have an internal target that is higher than the 45?

9131 MS HARRISON: I believe we feel confident enough to take 50 as a condition of licence because we had discussed internally that we could reach 50 percent in practice.

9132 COMMISSIONER MENZIES: Okay. I wasn't asking for that, but ---

--- Laughter

9133 COMMISSIONER MENZIES: Our policy on campus and community states that the role of the stations is to provide programming that should be "rich in local information and reflection."

9134 In your supplementary brief you -- at least I interpreted it to be -- you said you were going to -- 20 percent of your news would be local. I found that a little challenging in terms of that number.

9135 And again, perhaps you could explain to us how you reached a number of 20 percent local news and how that number -- how you believe that number to be consistent with the policy expectation.

9136 MS HARRISON: I'm just going to check to make sure we have it correct, but I believe my recollection is that that is 20 percent locally produced spoken word and news. Is that correct, Grant? Yes.

9137 So we plan to do a lot of spoken word and news. We have a dedicated staff person for that. We also have a local news intern, so an internship that is fully devoted to producing that local news, as well as the technological app enRU that I mentioned earlier. We also have the resources of the journalism school and we also have some great community news resources.

9138 Ayesha is here to talk about her project a little bit with FlemoCity Media and Flemingdon Park. A lot of those students are also interested in producing community news.

9139 In an urban market such as Toronto we feel there is both an appetite and the ability to produce that much spoken word and local news.

9140 COMMISSIONER MENZIES: Okay. What's the breakout between pure news and spoken word in terms of that and what does the other 80 percent consist of?

9141 MS HARRISON: The breakdown between the spoken word and the news, we would be airing news capsules that are about three minutes along regularly throughout the day. We would have a mixed news --

9142 COMMISSIONER MENZIES: I'm sorry, I'll just stop you right there. That three minutes throughout the day, is that local news or is that a mix?

9143 MS HARRISON: That would be local.

9144 COMMISSIONER MENZIES: Okay, thank you. I'm sorry, continue.

9145 MS HARRISON: There's also a noon-hour newscast and a drive-home newscast in addition to those. So that will be sort of what you would think of as hard news programming.

9146 As well, more magazine style shows, longer format spoken word is well represented on the grid. In the afternoon there is a campus spoken word slot Monday to Friday and that's for the use of the over 100 student groups on campus that represent a wide variety of interests and backgrounds.

9147 We also have the Monday night documentary slot that I spoke about. We also have live sports broadcasting that we are really anxious and excited about launching. Also the radio drama is part of our spoken word department and we hope to do that in connection with the mentorship of Act 2 Seniors Studio.

9148 COMMISSIONER MENZIES: Okay. So where would the bulk of your news be coming from then?

9149 MS HARRISON: We would have two news teams set up. One would be student news teams out of the journalism department and our volunteers on campus. Another would be community news teams drawn out of the community agencies we partner with.

9150 One of them you saw in the video is Say Word Journalism Project and another is here today with Ayesha from Flemingdon Park.

9151 COMMISSIONER MENZIES: Okay. So would they be reading provincial, federal, international news reports in those news slots?

9152 MS HARRISON: The training at a campus community station, but in particular at Radio Ryerson, will be focused on local news.

9153 We do have one spot that covers the provincial legislature, we do have one spot that covers City Hall, but by and large, even if they are discussing international issues a good rule of thumb that we want to

include in our training is that it needs that local angle and first and foremost it needs those local voices that that volunteer has recorded and not recycled that audio elsewhere and not recycled that text from elsewhere, that it's new, original programming.

9154 COMMISSIONER MENZIES: Okay, thank you.

9155 I need to clarify, or I need you to clarify I guess for me what you mean by ethnic programming. You propose 20 percent of the broadcast week for ethnic programming, but there is actually no regulatory limit on ethnic programming if it's in French or English for a non-ethnic licensee, which you would be if you were licensed.

9156 There is, however, a 15-percent limit on third-language programming as distinct from ethnic for licensees in a market served by an ethnic station, which is the case here.

9157 So to keep it simple, what percentage of third-language programming do you intend to offer?

9158 MS HARRISON: Thank you for the question.

9159 I'm just going to refer to my chart to make sure I have the correct figures for you.

9160 COMMISSIONER MENZIES: Sure.

--- Pause

9161 MS HARRISON: So the percent of total programming during the broadcast week devoted to third-language programming is 2.4 percent.

9162 To sort of answer the first part of your question, what do we mean when we mean ethnic programming, we do hope to program in English but for an ethnic community audience and also bilingually but English third language instead of English-French.

9163 Does that answer your question?

9164 COMMISSIONER MENZIES: It was going fine and then you said bilingually English third language and I'm not quite sure what English third language means.

9165 MS HARRISON: Thank you.

9166 Because we feel we have so many second-generation youth coming to Ryerson we think that that's kind of an important part of sharing their cultural experience and keeping their language, but feeling like there is a space for both them to share their music with a broad range of listeners, most of whom just speak English but they will be able to share their culture that way but also preserve their languages.

9167 COMMISSIONER MENZIES: Is the broadcast in English or French?

9168 MS HARRISON: The ethnic programs have the option of programming in a third language or in English but to an ethnic community.

9169 COMMISSIONER MENZIES: Okay. Third-language programming you said was 2.something percent; right?

9170 MS HARRISON: 2.4.

9171 COMMISSIONER MENZIES: Okay. And then the rest we are talking about 17.6 percent ethnic programming or programming aimed at ethnic audiences, is that going to be broadcast in English?

9172 MS HARRISON: That is our intention.

9173 COMMISSIONER MENZIES: Okay, thanks. That's all I needed.

9174 Okay. This is overall a very well-served market and I guess this kind of gets to the heart of things.

9175 Apart from being in a different category of licensee -- I mean there's commercial, there's public, there's community, specialty stations serving this market -- and other than being in a separate category I still need to get a fuller understanding of exactly what it is that Ryerson brings to the party that hasn't already been brought by others.

9176 MS HARRISON: Thank you for the question.

9177 You have heard many worthy applicants. Toronto already has many FM stations, many AM stations, but currently if you live downtown you can only reliably access the CIUT campus community station and we feel that for a market of Toronto's size, but also the many communities and the growing diversity in this city, that one campus community station does not adequately address all the enthusiasm vis-à-vis volunteers, often many communities that want to have a voice, all the many emerging artists that still want to be on air.

9178 Additionally, we have brought firm financial measures to make sure that we can meet those commitments to those communities.

9179 I'm just going to let Lori Beckstead have a word as well on what I think are some of our winning features in the application.

9180 MS BECKSTEAD: So as a campus community applicant, under that licence, we feel that we are one of the only applicants that you may have heard last week and this week who can truly deliver diverse programming to this diverse city.

9181 Because we are not beholden to any one particular format in order to try to increase our market share and that sort of thing, so we can be all things to everyone. We can offer a variety of programming that appeals to that wide diversity.

9182 Jacky mentioned that, you know, one station in Toronto is not enough to do that. We also feel that by licensing our station what you are allowing for is community access to the station.

9183 So it's not just about listening to it and enjoying it in that way but also being able to become part of it and we feel that campus community radio and Radio Ryerson in particular will offer that, whereas we don't believe that the other applicants you may have heard from, specifically under private licences, will provide that opportunity.

9184 MR. LEVY: I wonder if I could try a response.

9185 COMMISSIONER MENZIES: Please do.

9186 MR. TEVY: Thank you for the opportunity.

9187 Students spend four, maybe five years at the University, and therefore you could think of a radio station and this radio station always refreshed, refreshed with young people that see the ever-changing Toronto with new eyes and new communities. And when you get many radio stations, I'm sure that maybe they don't change and they don't stay refreshed.

9188 But one of the attributes of a community station is you are always getting a view of Toronto in the eyes of a constant 18- or 19- or 20-year-old and as Toronto changes the community that will be in charge of the station will change. So it's a fresh and a constant refreshing of a radio station that sometimes becomes stale in careers of individuals.

9189 COMMISSIONER MENZIES: Thank you, and thank you for the segue too because I was just sort of -- the next part was, do you have a sort of plan to foster that sort of evergreen process of renewal in terms of that?

9190 Because, you know, if you -- I will use if it was me and I had a program on your station and I enjoyed it and I was well known, getting better known because of it, I might not want to give it up and I might be living at home at Ryerson when I'm 29 with my radio gig, right?

9191 So how do you -- how will you either accept that or how will you make sure that I'm not taking up a spot on the team that shouldn't be filled by a rookie?

9192 MS HARRISON: I will refer firstly to the designated slots on the program grid that are marked "campus." Those are meant to be reserved for campus groups and societies so that their participation is built into the station.

9193 Additional to that, we have a document that we have been working on since January. It's called "The Volunteer and Volunteer Programmer Agreement," which we would be happy to file. That has to be renewed annually with your volunteer coordinator and you have to keep your condition of being a volunteer in good standing.

9194 So part of that is an annual program review process and in that process, you know, times shift and even if you are doing a wonderful program sometimes the priorities of the station may have changed and it's through that program review process mechanism that we are able to refresh the grid.

9195 COMMISSIONER MENZIES: Okay, thank you.

9196 In your financials, I just have one quick question about that in addition because we touched on the levy -- actually two questions of that nature.

9197 You indicated \$40,000 in year one; it was designated as bridge financing. What's the nature of that? Is that money forwarded? I'm just trying to figure out how the faculty was acting as your banker there in terms of that.

9198 MS HARRISON: Thank you. That is perhaps a good summary.

9199 Because we believe it will take us about six months to be operational because of the way the allotments work and the levy

payments, we imagined a worst-case scenario whereby we were needing to purchase a transmitter and begin the studio renovations in, say, the fall.

9200 At that point we wouldn't have received the largest levy payment of the year yet, so we would require this bridge financing, which thankfully the university is kind enough to provide interest free.

9201 However, were we to be licensed sort of at a later date, after October, we would have received a large allotment vis-à-vis the Students Union and would no longer require that financing.

9202 COMMISSIONER MENZIES: Thank you.

9203 Could you describe the nature of your fundraising plans and how you would see that developing and what you would use it for?

9204 MS HARRISON: Thank you.

9205 The operational costs and the core staff positions do not require fundraising and are taken out of the levy so that our operations are secure.

9206 However, we would fundraise for a special projects line and other initiatives and the fundraising would include online donation pitches as well as a traditional weeklong funding drive.

9207 Also, special events have proven to be both a great way to track your listenership and see who is actually coming out to community events and also to do some fundraising in that department.

9208 COMMISSIONER MENZIES: Okay, thank you.

9209 I have almost one question, but I will do them one at a time, first for your interveners, first of all, Shelley Robinson, which I asked this question of Ryerson here.

9210 But given the diversity of the operators currently operating in the market, given the diversity of the applications, what specifically would you

point to that Ryerson would introduce to the market in terms of diversity of sound experience that would add richness other than beyond an additional number in a regulatory column?

9211 MS ROBINSON: So I would add that it's tied to access. So the fact that the station is driven by volunteers isn't usually just about their passion, though that's obviously really central, it's also that they bring different kinds of material.

9212 So when a broadcaster, a commercial broadcaster promises 50 percent Canadian content, for instance, you are probably going to have a higher percentage of repeated songs.

9213 So they are all Canadian content by the MAPLE definition, but it's the same kind of thing, whereas in community radio the huge selection of music that people have available in Canadian and other genres means that there is such -- there are so many more different songs.

9214 So the bang for your buck for Canadian content is much higher, for instance, and the pure public access of people who don't get a chance to speak for themselves anywhere else get a chance to come in and speak directly for themselves to their neighbours.

9215 COMMISSIONER MENZIES: And just as a follow up to that, it just struck me -- and you don't have to answer this, Ms Harrison can or others, but you may.

9216 In terms of that whole concept of people having a voice, I'm not dismissing it, it's very important, but it strikes me that legacy media constructs like community radio, and commercial radio for that matter and other radio, are no longer the only source of that given the Internet and the blogosphere and that sort of stuff.

9217 This used to be -- media used to be the gatekeepers of conversations and they are very important still but they are no longer the gate. Conversations take place without their permission. Ideas are running

wild in the streets and going where they want to go and opinions are being expressed here and there.

9218 Why is it important still that community campus radio -- what is it that distinguishes it from the democracy that takes place on the Internet?

9219 MS ROBINSON: I can start. Jacky, do you want to take that? I don't have to answer it.

9220 MS HARRISON: Sure. I will just say a few words and then let Shelley continue on that.

9221 I think what has happened in new media is affirming because it allows radio to build a collaborative platform that incorporates those conversations and it's something that we have always done very well as a two-way dialogue as campus community broadcasters, and I think also the diversity of opinions is important.

9222 Sometimes because Internet is more narrowcasting sometimes than broadcasting we are not learning about ideas that don't reinforce our own, which is an important part of community development.

9223 I will let Shelley take it here.

9224 MS ROBINSON: Okay, briefly.

9225 One example is CIVL, which is a station in Abbotsford, B.C., the University College of the Fraser Valley. So they had an online only -- whatever, they were broadcasting online only and they got an FM licence and their listenership online also jumped.

9226 I think that speaks to the credibility of the fact that people know that when you are broadcasting on FM that that means something. It comes along with all this training, it comes along with all this commitment and that's meaningful and people can listen to it.

9227 Online, sure, when they are in their dorm rooms or if they have the app on their mobile they can also listen to it in their car, they can listen to it, you know, if they're camping, you know, with batteries. So I think that's significant.

9228 And yes, I also would say local. It's easy to get lost on YouTube. You can do amazing local programming and if you post it on YouTube how is somebody going to find it? But they can just tune their dial and it's there.

9229 COMMISSIONER MENZIES: Okay, thank you.

9230 The next question is for Siobhan Ozege. Did I pronounce your last name correctly?

9231 MS OZEGE: Yes, that was great.

9232 COMMISSIONER MENZIES: Okay, thanks.

9233 Basically the same first question that I asked Ms Robinson. What would you point to, something tangible, that the Ryerson application brings that doesn't already exist in the market or hasn't been presented in some of the other applications, a distinguishing feature?

9234 MS OZEGE: I think one of the most important things about this application coming from Ryerson is the history of institution behind the radio station. I think it's very obvious to any of us on the panel here, as well as any of us in the room, that Ryerson has a very rich history in terms of media.

9235 It's a leading school for journalism. It's a leading school for digital arts. Excellent, excellent. People are making their careers based out of what's happening at Ryerson and I think that we have the institution in place to really train journalists to appreciate Canadian content and to understand the regulatory mechanisms behind our media system.

9236 And I think unlike many of the other applicants, Ryerson really is a wealth of information that, you know, in addition to having the community

behind it, it has a very strong campus that is media- and communications-oriented behind any of the people that will be on air. I think that makes it very distinct and I think it also adds a certain level of professionalism to the station.

9237 COMMISSIONER MENZIES: And for Ms Hoffarth.

9238 MS HOFFARTH: Thank you.

9239 COMMISSIONER MENZIES: Do you want me to repeat the question or did you --

9240 MS HOFFARTH: Just once for me, yes, that would be great.

9241 COMMISSIONER MENZIES: Okay. What is it that -- what can you point to, a tangible specific item, in the Ryerson application that distinguishes it -- that will distinguish it in the marketplace for listeners and that distinguishes it from other applications that we have seen in this process? What would make it -- what gives it -- what would give it status as a unique contributor to the spectrum mosaic in Toronto?

9242 MS HOFFARTH: Thank you.

9243 I think that its backbone of being community and the fact that it's not driven by dollars, and money really shapes everything else that makes a station, meaning that they can really give a lot of concentration into everything they do and the passion is there and the access is there, especially as a student. That's huge for allowing Ryerson students to get involved with the station and the community as well to get involved. It is an access point, I think, that is undeniably great for everyone involved. Thanks.

9244 COMMISSIONER MENZIES: Thank you.

9245 Ms Harrison, I don't think you are allowed to -- you can play as much Canadian content as you want, there is nobody -- the minimum is not a ceiling, right? I don't think we are allowed to let you take on an enhanced

condition of licence in this process, but, you know, if you want to play 80, 90, 100 on any program it's entirely up to you, it's a minimum in terms of that.

9246 I don't have any more questions, but I'm sure my colleagues do. Thank you.

9247 THE CHAIRPERSON: Thank you very much. You are a very popular applicant. I think there are a lot of commissioners that are waiting and chomping at the bit to ask you questions, but I'm going to use my Chairman's prerogative to go first.

9248 Mr. Wiseman, in your remarks you talk about the fact that you are here because you know firsthand how important community radio is for new artists.

9249 MR. WISEMAN: Yes.

9250 THE CHAIRPERSON: Last week we heard from a lot of people saying that new artists aren't being played at all. There is indie representation, there are emerging artists representation, saying they all want commercial stations because of that.

9251 Knowing full well that Ryerson's application goes beyond music, but as an artist would you rather be played on a commercial station or on a campus station?

9252 MR. WISEMAN: As an artist I would like to be played on both. On a commercial station I will be paid a lot more than on a community station, but on a community station it will be a lot more real. I will be dealing more with folks that resemble the world I live in than on a commercial station where people talk like this and it's just --

--- Laughter

9253 MR. WISEMAN: You know, I don't know who those people are.

9254 At the community station I feel like it reflects the city I live in and the life that I have lived, and the people are approachable and it's a very immediate experience.

9255 So I feel like even a lot of artists that I work with, who I produce, that don't know how to start or where to go, it's a real clear road that I can direct them to, where they can have some real experience of being on the radio, whereas the commercial stations have many filters in place.

9256 They never add an independent artist, they are always adding people associated with major record labels. The commercial stations hire consultants to tell them what to play, who they pay, and those consultants in turn often are paid to tell the stations who to play.

9257 The disc jockeys, unlike the 1950s and '60s, which I wish I -- I would love to have known what it was like to live in that era when disc jockeys could discover music and play it. It hasn't been that way really since the '70s, and so commercial radio doesn't discover people. Those openings really are at campus community stations.

9258 THE CHAIRPERSON: But the reality is we only have one frequency to give away right now and that's why I asked the question the way I did. I understand that Ryerson is looking at a broader raison d'être than just being a music station clearly, but from an artist's perspective, surely you would want to have spins more on a commercial station than on a campus station?

9259 MR. WISEMAN: No. Myself as an artist I would rather the campus station because it represents -- I'm an artist, I write about things, not just about myself selfishly, and that station represents more things in my life than the commercial station does as well.

9260 THE CHAIRPERSON: You still have to put food on the table, period.

9261 MR. WISEMAN: I know. That's the problem of being an artist, you know, but that's my problem.

9262 THE CHAIRPERSON: Okay.

--- Laughter

9263 THE CHAIRPERSON: Mr. Buchanan, I'm trying to understand the governance here and maybe it's the way it's written. Is this a 9-person board or an 11-person board?

9264 MR. BUCHANAN: This is a 9-person board.

9265 THE CHAIRPERSON: Okay. Because the way that you read into the record, there's a reference to the Ryerson Student Union President and the elected student representatives, plural, from each of two departments. It sounds like there's four there and the president being five.

9266 So it's actually three student representatives, three administration representatives, two at large and one volunteer?

9267 MR. BUCHANAN: Correct.

9268 THE CHAIRPERSON: Okay. What would it take to change the composition of the Board? If X number of years downstream one of the parties wanted to enlarge the Board, how would that happen?

9269 MR. BUCHANAN: There would be a vote of the members, and you would have to have --

9270 In this particular case, with the governance structure that we set up, the members are the directors. So you would have to have a members' meeting and vote to enlarge the Board, and figure out some way to qualify who it was you wanted to have to enlarge the Board.

9271 Why, is that something that you think we should do?

9272 THE CHAIRPERSON: No, I am just wondering if, for argument's sake, four years downstream, or something, five members of the Board, however it is composed, either three administrative or three student, and

two of the three independents, decide that they want to enlarge the Board to 15, how could that happen?

9273 MR. BUCHANAN: I am trying to remember whether or not that is one of the items that requires both a positive vote of the students and the others.

9274 I would imagine that it would be.

9275 So you would have to have a positive vote not only of a majority, but you would have to have at least the faculty and the students onside for doing something like that.

9276 THE CHAIRPERSON: So there are super votes, then, when it comes to that?

9277 MR. BUCHANAN: Yes, there are super votes.

9278 THE CHAIRPERSON: And we have copies of that governance?

9279 MR. BUCHANAN: Yes, you do.

9280 THE CHAIRPERSON: Okay. On the bottom of page 3, Mr. Diverlus, you read one thing and said something else, so I am just trying to get it clear.

9281 It says that more than 84 percent of students who voted said yes to Radio Ryerson. I thought I heard you say that 84 percent of students said yes.

9282 So it's only those that voted --

9283 MR. DIVERLUS: -- said yes.

9284 THE CHAIRPERSON: What percentage of the population voted?

9285 MR. DIVERLUS: We had over 10 percent.

9286 THE CHAIRPERSON: So 10 percent of the population was able to drive 100 percent of all students, paying \$10.50 or whatever. So there was no threshold as to what the requirement was for a vote?

9287 A quorum, I guess. Ten percent was a sufficient quorum to do that?

9288 MR. DIVERLUS: Yes. The minimum quorum was just at 10 percent, and we reached over.

9289 THE CHAIRPERSON: Okay. So 10 percent is your quorum.

9290 Then, on page 5, Ms Beckstead, you talk about 70 percent of on-air voices belonging to Employment Equity designated groups, and you used the words "we will insist".

9291 We in the CRTC have conditions of licence, we have commitments, we have encouragements; this is an insistence.

--- Laughter

9292 THE CHAIRPERSON: This is something different, once again.

9293 How will you enforce your insistence?

9294 MS BECKSTEAD: We would like to take our cues from you. If you would like to see that as a condition of licence, we would be happy to agree to that.

9295 It's a target that we would like to hit, that we are going to hit if we are licensed to do this station.

9296 So, whichever way you see fit for us to commit to that, we would be happy to do that.

9297 THE CHAIRPERSON: Okay. Ms Harrison, you reference on the bottom of page 7 a supporter called Openfile. I think you said "Openmedia". Is that one and the same?

9298 MS HARRISON: No. If I did say that, I misspoke. It's Openfile, the news website.

9299 THE CHAIRPERSON: Okay. So it's not Openmedia.

9300 MS HARRISON: Correct.

9301 THE CHAIRPERSON: I have one finance question. In your budget numbers, your projections, you have something called "Signal Expansion" as an operating cost. What is it that you are proposing to do with regard to your signal?

9302 MS HARRISON: Currently we have an older model omni antenna. What we would like to do is purchase a new directional antenna, which will allow us to maximize the footprint of 88.1. We have priced out those costs with a gentleman named Gus Sundermeier, and we have determined that that's a figure that we would be spending in our first year, but it is a one-time cost.

9303 THE CHAIRPERSON: And that is within the contours that you have had approved by Industry Canada and the like?

9304 MS HARRISON: That is correct.

9305 THE CHAIRPERSON: Okay. Those are my questions.

9306 Commissioner Patrone...

9307 COMMISSIONER PATRONE: Thank you, Mr. Chairman.

9308 Thank you for your presentation this afternoon.

9309 I, too, have a question about the 70 percent. How does that 70 percent compare with the makeup of the student body as a whole?

9310 MS HARRISON: I think I will let Rodney Diverlus speak a little bit to the diversity of our student body. I will just say ahead of time that we have

over 100 student groups, clubs and societies, there are over 60 different languages spoken on campus, and what we are fond of saying is that Ryerson is a microcosm of the larger GTA.

9311 Rodney, could you speak a little to the diversity of our student body?

9312 COMMISSIONER PATRONE: I was actually curious -- if I could just help you in that regard, before you move ahead with the answer -- as to whether or not the 70 percent insistence compares with the overall makeup of the people who attend Ryerson.

9313 You have 30,000 people?

9314 MS HARRISON: That's correct, 30,000 full-time students. Additionally, there are part-time students.

9315 And over half of them are coming from second generation homes. They are newcomers themselves. They speak other languages in addition to English.

9316 So we believe that number is very achievable at Ryerson.

9317 COMMISSIONER PATRONE: So 70 percent of your student body would fall into that category, or not?

9318 I am not looking for an exact figure, but I am curious as to the degree to which it does not or does.

9319 MR. DIVERLUS: There are no real concrete numbers, but with the statistics that we have, we know that, by far, 51 percent of the students at Ryerson are women. So, automatically, that's that.

9320 We are known as a campus to be a stone's throw away from the gay and lesbian village and, as such, the campus is a hot spot and it becomes attractive for a lot of students to come and study.

9321 We have a very vibrant Aboriginal community that is growing every year.

9322 And, as Jacky said, we are probably the most diverse place on earth, with over 60 languages spoken, and over 100 different, distinct cultural groups. We have over 100 different even campus groups of students who organize based on cultural, ethnic or religious identities, and those are students who are active, and those are students who build our campus life.

9323 COMMISSIONER PATRONE: Can you enlighten me as to the groups that would fall into the 70 percent?

9324 I get women and Aboriginals, and then you have the disabled, correct?

9325 MS HARRISON: Correct. We took them from the Employment Equity groups, which are women, those with disabilities, visible minorities, and Aboriginals -- and, then, as Rodney mentioned, we felt that special consideration should be paid to representation for the gay, lesbian, and transgender communities.

9326 COMMISSIONER PATRONE: That group would fall outside the four, though, normally speaking, right?

9327 MS HARRISON: That would be counted in our 70 percent. They are currently not part of the Employment Equity groups, but for our internal purposes, we did add that in.

9328 COMMISSIONER PATRONE: Do you expect to turn people away who don't fit in with that?

9329 MS HARRISON: The campus community model is really "The More the Merrier". Nobody who has good community programming need be turned away.

9330 But we do think that the diverse campus at Ryerson is going to return to us a very high proportion of volunteers who fall into those groups, which is why we felt confident in making the target.

9331 However, were there to come a day where we have done our equity audit and we are looking on-air, there are many options for sharing time, for pairing volunteers together to do collective work in programming.

9332 So it's not that we would want to single out a group to turn them away. We wouldn't need to do that because there would be enough space on the grid to share that programming.

9333 COMMISSIONER PATRONE: But if it were a condition of licence, then, presumably, you would be required, under our regulations, to fulfil that.

9334 The only way I can think of that occurring is that you would have to turn people away, who, for whatever reason, were not the correct gender.

9335 MS HARRISON: If at the end of our annual equity audit we found that we were falling short of that target, we would immediately need to take action, and that may include moving people off the grid.

9336 COMMISSIONER PATRONE: The student levy is applied equally -- is that correct -- amongst all students?

9337 MS HARRISON: Full-time students.

9338 COMMISSIONER PATRONE: But access is not equal.

9339 Is that a fair statement?

9340 I mean, if you are going to limit according to the 70 percent, the levy is applied equally, but access is not equal.

9341 So I am just wondering, where is the fairness in that?

9342 MS HARRISON: There are many ways to participate in a campus community radio station. They don't all include on-air programming. So we feel that, in that way, we can also offer lots of opportunities, even to the small subset that may not fit into our 70 percent of target groups.

9343 COMMISSIONER PATRONE: Small subset?

9344 You are talking about people who don't fall into the 70 percent, which -- I guess people who look like me, except a lot younger.

9345 Is that right?

9346 MS HARRISON: I think that I would be most pleased to review an application for programming. I think that we could find a collaborative structure. There are always interests in news teams, news reporting, pre-production.

9347 It really is the more the merrier, and we are not about turning people away. That's not what that subset --

9348 COMMISSIONER PATRONE: News reporting would be an on-air function, though, would it not?

9349 So they couldn't do that either, if they didn't meet your stipulation.

9350 I am just trying to understand what you have here.

9351 MS HARRISON: Yes.

9352 The 70 percent is really counted for on-air volunteer hosts. There may be other training programs that we engage in that produce some pre-produced material.

9353 But we are really not about turning people away. What that 70 percent is about is reflecting the actual diversity that exists on campus today.

9354 COMMISSIONER PATRONE: Those are my questions. Thank you.

9355 THE CHAIRPERSON: Thank you.

9356 Commissioner Molnar...

9357 COMMISSIONER MOLNAR: Thank you.

9358 I have a couple of questions regarding governance, as well.

9359 You went through with the Chair the fact that it's a three-member Board. My question is: Are there any rules regarding how often this Board meets?

9360 Whoever wants to answer...

9361 MS HARRISON: I will let Grant answer that.

9362 MR. BUCHANAN: No, at this point there are no minimum requirements. We have met a lot --

--- Laughter

9363 MR. BUCHANAN: -- surprisingly enough.

9364 COMMISSIONER MOLNAR: Are you on the Board?

9365 MR. BUCHANAN: I am not on the Board. No, I'm not. It has met a lot, and I have been there.

9366 We are hoping to meet less frequently, but --

9367 COMMISSIONER MOLNAR: There is no minimum requirement.

9368 Are there any requirements regarding attendance by Board members at Board meetings, in order to stay a Board member in good standing?

9369 MR. BUCHANAN: No, that structure was not adopted. Instead, what we did was, you can throw people off the Board for non-attendance, or for any other reason that the rest of the Board thinks they are not fulfilling their duties as a Board member.

9370 COMMISSIONER MOLNAR: Okay. Because there was space for certain of these member groups in the past Ryerson radio station, when, in fact, the Board -- there were no sitting members on the Board.

9371 I mean, there was room on the Board for them under the documents, but they were not sitting.

9372 So how is it that we would be assured under this that, in fact, all of these different groups, including the student body, the administration, volunteers and the community, would actually all be sitting on the Board and active and participating?

9373 Is there anything within any of the documents regarding how it has been constituted to assure that, in fact, the Board operates under the arrangement upon which it has been established?

9374 MR. BUCHANAN: There is the usual quorum requirement. I mean, you can't have a meeting unless you have a majority of the directors there.

9375 But you can't make people come to Board meetings. What we did, instead, was set up a scheme where, if someone found that they were chronically busy and could not make Board meetings, they can name an alternate to the Board -- or they can nominate an alternate, and that has actually happened once already, and it has worked out just fine.

9376 That would be true of any Board, really.

9377 MR. LEVY: Could I perhaps try to respond, because you are onto an issue that was very important to me when putting this up.

9378 The fact that there are three administrative members of the nine, and the fact that the other three are students -- and, as we identified, any

significant vote requires both one administrative vote and one student vote. This will ensure that the administration is not only attentive to having the right people there, but will have the right people there.

9379 Or, to put it another way, being absent means that nothing could pass of significance, because the administration has to be there as one of the key members of the vote.

9380 And, to me, to ensure that no one would ever be in the position that we were in last time, that was a key requirement of it.

9381 So you will have, by this governance, a very active and attentive administration, both in participation and making sure they are there. But, also, nothing could be passed unless we are there, and the same for the students.

9382 I just want to give you absolute confidence that this is a different game, totally, than the one that was in play, and one where the administration has a big stake and will not only honour that stake, but we have written in the ability to ensure good governance, and I would say that the same is true of the students.

9383 This is not the position we were in last time.

9384 COMMISSIONER MOLNAR: I just have one more question on the agreement.

9385 Is there any way that the student body, student union -- I think, under the past arrangement, the money flowed through the student union and could be withheld and not passed directly to the radio station. Is there anything that would enable that money to be withheld?

9386 MR. BUCHANAN: There is a provision in there if there were a set-off, if there had been some other obligation going in the other direction. Otherwise, they have to pass it over immediately. I think it is within ten days of their receipt of it that they have to give it over to the station.

9387 So it should flow through automatically.

9388 COMMISSIONER MOLNAR: Okay. Thank you.

9389 THE CHAIRPERSON: Thank you.

9390 Commissioner Poirier...

9391 COMMISSIONER POIRIER: Good afternoon.

9392 I have another governance question. I am not sure if I understood, is there an annual general meeting, an AGM?

9393 MS HARRISON: There is a volunteer general meeting. Because the membership is the directors, they won't be voting on all of the typical things, like the adoption of the budget, but their volunteer general meeting is linked to the volunteer representation policy, where they elect their Board representative.

9394 COMMISSIONER POIRIER: So who will attend?

9395 MS HARRISON: Volunteers in good standing. I believe they have to have completed eight hours of service, and attended their meetings, and completed their training.

9396 COMMISSIONER POIRIER: Okay. My second set of questions -- you know that reputation -- and you mentioned it -- is one of the most important things that we bring along in life, and a lost reputation is never easy to regain.

9397 So, Mr. Buchanan, you are from McCarthy's, and McCarthy's has a good reputation. Why have you decided to associate your company with Ryerson?

9398 MR. BUCHANAN: You know, we could have rehearsed for a year, and I wouldn't have prepared for this question.

--- Laughter

9399 COMMISSIONER POIRIER: I like to surprise people, destabilize them.

9400 MR. BUCHANAN: Well, you certainly have surprised me.

9401 When we first contacted each other, it was with the view to considering whether this was something that was deserving of another try, and we shared a belief that it was.

9402 It's not something that I have ever done before. It's not something that McCarthy's has done before. This is community radio, it is part of the system, and that we spend a lot of time on, but we have never done this before, and we thought that this was a very worthwhile project.

9403 The more we got to know them, the more excited we got about it, the more enthusiastic.

9404 This is very different from anything we have worked on before, and it was a lot of fun.

9405 And, to our mind, helping a group that clearly required help, and that has an annual budget of \$300,000, was something very different for us. It was very worthwhile.

9406 I guess that is the long answer. The short answer is, it is part of the pillar of the broadcasting system. That's what the legislators said. Let's try to get this thing licensed.

9407 MS YAFFE: Could I just add to that, because --

9408 COMMISSIONER POIRIER: I was going to ask you a question, but go ahead and answer.

9409 MS YAFFE: Well, I do want the Commissioners to understand that Grant Buchanan came to Ryerson with the notion that we would work

together, and I am sure that it is not clear to everyone, but he and his firm are doing it pro bono because they believe in what we are asking for today.

9410 And I do want to say that the reputation of the university, as President Levy pointed out, is fundamental, and as the Chair of the Board, it is the thing you have to worry about the most, and what we are here to suggest to you is that this is an opportunity for the university's reputation to regain the credibility that it needs in the broadcast world, but also to bring to the community --

9411 I would say that Ryerson's reputation, in general, is now that it is a place where innovative and interesting new things get started. It is a place where the city can participate in the university culture.

9412 You just have to walk down the streets of Toronto now to see what we are doing to change the face of Toronto.

9413 So, for me, I would say that the reputation of the university, mingled with the people you see around us today, is what we can offer the Commission in terms of credibility and our belief that we can really be a part of the community of broadcasters and serve the public, as well.

9414 COMMISSIONER POIRIER: And I am sure you know that you couldn't lose your reputation a second time.

9415 Mr. Levy, Ms Yaffe and Ms Beckstead, what kind of support did you get from the Board?

9416 You represent the Board, but is it massive support, or is it cautious support -- and from the teachers, because you cannot do it all on your own.

9417 MS YAFFE: The Board is absolutely behind this. It has been brought to us by the President over the years. We understand the issues that we faced in the past, and we are totally supportive of this.

9418 One of the things that attracts people to the Board of Ryerson is the broadcast side of the university, the radio and television arts, the journalism faculty, and the Ted Rogers School of Management. So people like Nadir Mohamed are part of --

9419 Nadir Mohamed is the Vice-Chair of the Board.

9420 So we have a group of members of that Board who really do believe in journalism and in communications and broadcasting, and I think we are 100 percent behind this application.

9421 COMMISSIONER POIRIER: Did you vote on a resolution?

9422 MS YAFFE: We didn't have to, because what we do is approve the levies that are brought to us.

9423 COMMISSIONER POIRIER: Okay.

9424 MS YAFFE: We have to approve each individual levy that the students will be asked to pay, and we do that every year, and we have approved this one.

9425 COMMISSIONER POIRIER: Mr. Levy and Ms Beckstead, do you have something to add?

9426 MR. LEVY: Yes. What I will say to you is that, as an administration, we took very seriously the importance of a governance structure, so that we would never be in the position before, and we were never going to have a repeat performance, if I could say that.

9427 From the dean to the chairs to the faculty to the students, the amount of enthusiasm, interest and pushing us to again make sure that we do it, and do it right, was not only impressive, but for the students to come out and have another referendum for our Board to support it -- all of it was very positive, and I can tell you, with the amount of energy and commitment, that you would be proud to say is part of this entire submission.

9428 MS BECKSTEAD: Yes, I would like to say, on behalf of the faculty, that the faculty are 100 percent behind this. We are very, very enthusiastic about this new initiative.

9429 We were often left scratching our heads that, you know, here we are at the RTA School of Media, and the Journalism School at Ryerson University, and Ryerson has -- as we have mentioned, it has populated the broadcasting and communications industry in this country, and it is a no-brainer for us to have this on our campus.

9430 And we are 100 percent behind it. We are willing to tweak our classrooms and our curriculum so that we are driving a lot of that material.

9431 If you can imagine the types of -- you know, in partial answer to a question earlier about newscasts, how much news is being produced on a daily basis within the School of Journalism and the RTA School of Media, and now that can all be pushed out via this radio station.

9432 COMMISSIONER POIRIER: Will you be working with other faculties?

9433 MS BECKSTEAD: Yes, absolutely. The Ted Rogers School of Management is part of our Board, as well. There is widespread support from across all faculties at Ryerson for this.

9434 COMMISSIONER POIRIER: Thank you.

9435 Thank you, Mr. Chair.

9436 THE CHAIRPERSON: Thank you.

9437 Vice-Chairman Pentefountas...

9438 COMMISSIONER PENTEFOUNTAS: Thank you.

9439 Very briefly, I have a governance question. I get tired of them, but I just want to make sure that everyone is clear on things.

9440 You have nine members on the Board. In the hypothetical situation where the three members of the administration and the three members that are from the community were to be in favour of a major change or budget, if they could not get one member of the student representation on board, that change could not go through?

9441 MR. BUCHANAN: That's right.

9442 COMMISSIONER PENTEFOUNTAS: So you could have, potentially, six members of the Board on board, but nothing would change.

9443 MR. BUCHANAN: Well, nothing would change that needed --

9444 COMMISSIONER PENTEFOUNTAS: Right, management, annual budgets, significant expenditures --

9445 MR. BUCHANAN: Right.

9446 As Mr. Levy says, they are paying. It is the student levy funding it. They have a veto there, you are right.

9447 COMMISSIONER PENTEFOUNTAS: As does the administration.

9448 MR. BUCHANAN: As does the administration, that's right.

9449 COMMISSIONER PENTEFOUNTAS: Okay. I am sure that you have spent some time thinking this through and trying to figure out the right balance, and you are comfortable with this proposal?

9450 MR. BUCHANAN: We spent a lot of time thinking about it, and reading your policy. I was very fortunate because there are a lot of people at my firm that spend a lot of time on not-for-profit governance in hospitals and in a lot of other places that were willing to chip in and help.

9451 COMMISSIONER PENTEFOUNTAS: I'm sure that the partners are quite pleased with the time that partners of the firm are spending on non-profit --

9452 MR. BUCHANAN: They are thrilled to be part of it.

9453 COMMISSIONER PENTEFOUNTAS: Great. Thank you.

9454 THE CHAIRPERSON: Just to pick up on that, you are saying that the students are paying for it, and we all understand and recognize that they have to have a voice, but at the end of the day they could also freeze the station, as well.

9455 MR. BUCHANAN: Do you mean freeze the funding?

9456 THE CHAIRPERSON: They can freeze the operations to the status quo in perpetuity, without any changes, by simply not agreeing to certain proposals by the administration and the volunteer and the at-large members.

9457 MR. BUCHANAN: I'm sorry, the list of vetoes is for non-normal course events. So, in the normal course, you don't get into this problem.

9458 THE CHAIRPERSON: Okay. What is the non-normal course of events?

9459 MR. BUCHANAN: Well, it's the opposite. We have a shopping list in - I forget which section it is. Those are the ones that require the affirmative vote of one of the members of each of the students and the faculty.

9460 Other than that, it's majority.

9461 In everything we have done so far, all the meetings we have had, it has just been majority vote --

9462 COMMISSIONER PENTEFOUNTAS: On the important issues -- budgets, expenditures, management -- the students will enjoy a veto.

9463 MR. BUCHANAN: The students do enjoy a veto.

9464 COMMISSIONER PENTEFOUNTAS: Great.

9465 THE CHAIRPERSON: Okay. I have one follow-up item. The reference to 70 percent on-air voices belonging to Employment Equity designated groups, I am being asked to ask you where one would find that in your actual application, because, so far, no one seems to have found it, and if this is a new position that you are taking, you are not allowed to enhance your application.

9466 So, if you could direct us to where in the application it might be, that would be helpful.

9467 MS HARRISON: We didn't in the application refer to our commitments for diversity. This was something that came out of discussions we had for the volunteer program agreement, and other documents that we have been drafting since January.

9468 So that was an internal target that we sort of started discussing. You won't find it in the application we filed December 19th.

9469 THE CHAIRPERSON: Okay. Thank you.

9470 Are there any other questions?

9471 Thank you very much, that completes our questioning on Ryerson.