



Broadcasting Public Notice CRTC 2007-96

Ottawa, 24 August 2007

*The Commission has received the following applications. The deadline for submission of interventions/comments is **13 September 2007**.*

[\[Broadcasting intervention/comments form\]](#)

Item Applicant and Locality

1. **Persona Communications Corp., on behalf of itself and Bragg Communications Incorporated**
Across Canada
Application No. 2007-0791-1

1. **Across Canada** **Application No. 2007-0791-1**

Persona Communications Corp. (Persona), on behalf of itself and Bragg Communications Incorporated (Bragg), filed two applications that would authorize 4402511 Canada Inc. (4402511 Canada), a wholly-owned subsidiary of Bragg, to acquire ownership and control of Persona and its wholly-owned subsidiary Northern Cablevision Ltd. (Northern). One application is seeking authority to transfer the shares and effective control of Persona to 4402511 Canada and a second one is seeking authority to transfer the effective control of Persona's wholly-owned subsidiary, Northern, to 4402511 Canada.

Persona is the licensee of cable distribution undertakings in Sudbury and Timmins, Ontario, Marystown, Newfoundland and Labrador and Delta and Sechelt/Gibsons, British Columbia, and of a radiocommunication distribution undertaking in Tumbler Ridge, British Columbia. 4402511 Canada is committed to operate both undertakings under the same terms and conditions as those in effect under their current respective licences. Persona also owns some 600 Class 2 and Class 3 broadcasting distribution undertakings across seven provinces.

Northern is the licensee of a cable distribution undertaking in Grande Prairie, Alberta. 4402511 Canada is committed to operate that undertaking under the same terms and conditions as those in effect under the current licence.

The Commission is consequently inviting comments on the particulars of these applications, as well as on the potential effects that approval of these applications would have on the broadcasting industry as a whole.

Applicant's address:

P.O. Box 12155, Station "A"
 17 Duffy Place
 St. John's, Newfoundland and Labrador
 A1B 4L1
 Fax: 709-754-3883
 E-Mail: dmacdonald@personainc.ca

Examination of applications:

At the licensee's address, and

Newfoundland and Labrador

150 Villa Marie Drive
 Marystown, Newfoundland and Labrador

Ontario

500 Barrydowne Road, Unit 15
 Sudbury, Ontario

865 Mountjoy Street South
 Timmins, Ontario

Alberta

9823-116 Avenue, Suite 102
 Grande Prairie, Alberta

British Columbia

5381-48th Avenue
 Delta, British Columbia

5555 Wharf Road
 Sechelt, British Columbia

Public Participation

Deadline for Interventions/Comments

13 September 2007

The intervention must be received by the CRTC and by the applicant on or before the above-mentioned date. The Commission cannot be held responsible for postal delays.

Your intervention will be considered by the Commission, and will form part of the public record of the proceeding without further notification to you, provided the procedure set out below has been followed. You will be contacted only if your submission raises procedural questions.

Submit your written intervention to the Secretary General of the Commission in **only one** of the following formats:

by using the
[\[Broadcasting intervention/comments form\]](#)

or

by mail to
CRTC, Ottawa, Ontario K1A 0N2

or

by fax at
819-994-0218

A true copy must be sent to the applicant and proof that this has been done must accompany the intervention sent to the Commission.

The Commission advises those who file and serve by electronic mode to exercise caution when using e-mail for service of documents or notification, as it may be difficult to establish that service has occurred.

Before initiating service through electronic mode, please ensure that you will be able to satisfy the Commission, upon request, that service of the notification was completed.

Where the intervention is filed by electronic means, the line ***End of document*** should be entered following the last paragraph of the document, as an indication that the document has not been damaged during electronic transmission.

Each paragraph of the document should be numbered.

Your intervention should clearly identify the application and indicate whether you support or oppose the application, or if you propose changes to it, include the facts and grounds for your proposal.

Important notice

Note that all information that you provide as part of this public process, except information granted confidentiality, whether sent by postal mail, facsimile, e-mail or through the Commission's web site at www.crtc.gc.ca, becomes part of a publicly accessible file and will be posted on the Commission's web site. This information includes your personal information, such as your full name, e-mail address, postal/street address, telephone and facsimile number(s), and any other personal information you provide.

The personal information you provide will be used and may be disclosed for the purpose for which the information was obtained or compiled by the Commission, or for a use consistent with that purpose.

Documents received electronically or otherwise will be put on the Commission's web site in their entirety exactly as you send them, including any personal information contained therein, in the official language and format in which they are received. Documents not received electronically will be available in PDF format.

Please note that the information you provide to the Commission as part of this public process is entered into an unsearchable database dedicated to this specific public process. This database is accessible only from the webpage of this particular public process. As a result, a general search of our website with the help of either our own search engine or a third-party search engine will not provide access to the information which was provided as part of this public process.

Examination of Documents

An electronic version of applications is available from the Commission's web site by selecting the application number within this notice.

A list of all interventions/comments will also be available on the Commission's Web site. An electronic version of all interventions/comments submitted will be accessible from this list. To access the list, select "Lists of interventions/comments" under "Public Proceedings" from the Commission's Web site.

Documents are also available during normal office hours at the local address provided in this notice and at the Commission offices and documentation centres directly involved with these applications or, upon request, within 2 working days, at any other CRTC offices and documentation centres.

Central Building
 Les Terrasses de la Chaudière
 1 Promenade du Portage, Room 206
 Gatineau, Quebec K1A 0N2
 Tel: 819-997-2429
 Toll free Telephone: 1-877-249-2782
 Toll-free TDD: 1-877-909-2782
 Fax: 819-994-0218

Metropolitan Place
 99 Wyse Road, Suite 1410
 Dartmouth, Nova Scotia B3A 4S5
 Tel: 902-426-7997
 Fax: 902-426-2721

205 Viger Avenue West
 Suite 504
 Montréal, Quebec H2Z 1G2
 Tel: 514-283-6607

55 St. Clair Avenue East, Suite 624
 Toronto, Ontario M4T 1M2
 Tel: 416-952-9096

Kensington Building
 275 Portage Avenue, Suite 1810
 Winnipeg, Manitoba R3B 2B3
 Tel: 204-983-6306 – TDD: 204-983-8274
 Fax: 204-983-6317

Cornwall Professional Building
 2125 – 11th Avenue, Room 103
 Regina, Saskatchewan S4P 3X3
 Tel: 306-780-3422

10405 Jasper Avenue, Suite 520
 Edmonton, Alberta T5J 3N4
 Tel: 780-495-3224

530-580 Hornby Street
 Vancouver, British Columbia V6C 3B6
 Tel: 604-666-2111 – TDD: 604-666-0778
 Fax: 604-666-8322

Secretary General

This document is available in alternative format upon request, and may also be examined in PDF format or in HTML at the following Internet site:

<http://www.crtc.gc.ca>