



Broadcasting Notice of Consultation CRTC 2010-847

PDF version

Ottawa, 17 November 2010

Notice of applications received

Various locations

Deadline for submission of interventions/comments: 22 December 2010

The Commission has received the following applications:

[Submit an intervention/comment or view related documents](#)

Applicant and Locality

1. **Canadian Broadcasting Corporation**

Across Canada

Application 2010-1493-5

2. **Rogers Broadcasting Limited**

Toronto, Woodstock and Ottawa, Ontario; Calgary, Lethbridge, Edmonton and Red Deer, Alberta; Portage La Prairie/Winnipeg, Manitoba; Vancouver and Courtenay, British Columbia

Application 2010-1079-3

1. **Across Canada**

Application 2010-1493-5

Application by the **Canadian Broadcasting Corporation** (CBC) to amend the broadcasting licence for the Category 1 specialty service known as bold.

In *bold* – *Licence amendment*, Broadcasting Decision CRTC 2010-214, 14 April 2010 (Broadcasting Decision 2010-214), the Commission directed the CBC to submit an alternate programming proposal for bold that would ensure that the majority of the programming is reflective of the living realities of rural Canadians, that the nature of service is sufficiently specific and representative of the programming strategy, and that the service is non-competitive with any existing specialty services.

In response, the licensee proposes to replace the condition of licence relating to its nature of service, which reads as follows:

The licensee shall provide a national English-language Category 1 specialty television service for rural Canadian families, with a focus on adults 25-54. The service will provide information, interaction and entertainment from a rural perspective.

For the purposes of this condition, “rural Canadians” shall be defined as individuals who live outside of the large urban centres, in small communities, and who predominantly make their living from the land and sea and/or through businesses that are directly associated with those that do.

with the following condition of licence:

The licensee shall provide a national English-language Category A specialty television service with a focus on adults 25-54. The service will provide information, interaction and entertainment programming dedicated to reflecting Canada’s various regions, including Canada’s rural and non-urban regions, to national and regional audiences. The mandate of the service will be to reflect in its programming the unique tapestry of Canada’s regions, including programming that reflects the living realities of rural Canadians.

For the purpose of this condition, “rural Canadians” shall mean individuals from the three distinct segments of the rural populations as defined by Statistics Canada, namely, individuals from rural non-metro adjacent areas, rural metro adjacent areas and rural northern areas.

The licensee is of the view that its proposal addresses the issues raised by the Commission in Broadcasting Decision 2010-214, in particular:

- the replacement of the current definition of “rural Canadians,” in the nature of service definition, by Statistics Canada’s definition of rural Canada reflects today’s diversity amongst rural areas and rural Canadians;
- the proposed schedule includes programs and stories that reflect Canadian experience outside of the country’s major urban centres; and
- the reflection of rural Canada in bold’s programming will ensure that the service is not directly competitive with specialty services such as Showcase and Bravo!

In addition, the licensee notes that its programming proposal would allow it to enhance its capacity to address part of its mandate under the *Broadcasting Act*, which is to “reflect Canada and its regions to national and regional audiences, while serving the special needs of those regions.”

The licensee also notes that under the current nature of service definition, the only way to address the Commission’s concerns set out in Broadcasting Decision 2010-214 is to produce approximately 250 hours per year of new low-cost in-house and independent productions which would render the service financially unviable.

Licensee's address:

Head Office
 P.O. Box 3220, Station C
 Ottawa, Ontario
 K1Y 1E4
 Fax: 613-288-6257
 E-mail: regulatoryaffairs@cbc.ca

Examination of application:

181 Queen Street
 Ottawa, Ontario

2. Toronto, Woodstock and Ottawa, Ontario; Calgary, Lethbridge, Edmonton and Red Deer, Alberta; Portage La Prairie/Winnipeg, Manitoba; Vancouver and Courtenay, British Columbia
Application 2010-1079-3

Application by **Rogers Broadcasting Limited** (RBL) for the authority to redirect one of the remaining tangible benefits resulting from CHUM Television's acquisition of Craig Media Inc., for which RBL became responsible as a result of the transfer of effective control of 1708487 Ontario Inc., 1738700 Ontario Inc. and CHUM Television Vancouver Inc. to Rogers Media Inc., approved by the Commission in *Transfer of effective control of 1708487 Ontario Inc., 1738700 Ontario Inc. and CHUM Television Vancouver Inc. to Rogers Media Inc.*, Broadcasting Decision CRTC 2007-360, 28 September 2007. This transaction involved CITY-TV's group of television stations comprised of the following:

- CITY-TV Toronto and its transmitters CITY-TV-2 Woodstock, CITY-TV-3 Ottawa and CITYDT Toronto, Ontario;
- CKAL-TV Calgary and its transmitter CKAL-TV-1 Lethbridge, Alberta;
- CKEM-TV Edmonton and its transmitter CKEM-TV-1 Red Deer, Alberta;
- CHMI-TV Portage La Prairie/Winnipeg, Manitoba; and
- CKVU-TV Vancouver and its transmitter CKVU-TV-1 Courtenay, British Columbia.

The licensee proposes that the remaining tangible benefits originally allocated to the establishment of news bureaus in Lethbridge and Red Deer be redirected to new local programs incremental to the current local programming broadcast on the stations in Calgary and Edmonton. RBL indicated that the remaining benefits could be used to produce, or licence, programs that could feature local events or concerts, local histories, or local community leaders.

The licensee also indicated that none of the tangible benefits monies would be used to cover administration costs and that it is prepared to file annual reports with the Commission detailing its expenditures.

Licensee's address:

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Toronto, Ontario
M4W 1G9
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E-mail: susan.wheeler@rci.rogers.com

Examination of application:

At the licensee's address

Public participation

Deadline for interventions

22 December 2010

The intervention must be received by the Commission and by the applicant on or before the above-mentioned date. The Commission cannot be held responsible for postal delays and will not notify a party whose intervention is received after the deadline date. The intervention will not be considered by the Commission and will not be part of the public file.

Interventions will be considered by the Commission and will form part of the public record of the proceeding without further notification to intervening parties, provided the procedure set out below has been followed. Parties will be contacted only if their submissions raise procedural questions.

Written interventions should be submitted to the Secretary General of the Commission in **only one** of the following formats:

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

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.

Parties must ensure that, before initiating service through electronic mode, they will be able to satisfy the Commission, upon request, that service of the notification was completed.

Submissions longer than five pages should include a summary.

Each paragraph of the submission should be numbered. In addition, 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.

Interventions should clearly identify the application referred to and indicate whether parties support or oppose the application, or, if they propose changes to it, include the facts and grounds for their proposal.

Important notice

All information that parties provide as part of this public process, except information granted confidentiality, whether sent by postal mail, facsimile, e-mail or through the Commission's website at www.crtc.gc.ca, becomes part of a publicly accessible file and will be posted on the Commission's website. This information includes personal information, such as full names, e-mail addresses, postal/street addresses, telephone and facsimile numbers, and any other personal information parties provide.

The personal information that parties 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 website in their entirety exactly as received, 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.

The information that parties 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 web page of this particular public process. As a result, a general search of the Commission's website with the help of either its own

search engine or a third-party search engine will not provide access to the information that was provided as part of this public process.

The Commission encourages interested parties to monitor the public examination file and the Commission's website for additional information that they may find useful when preparing their interventions.

Examination of documents

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

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

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 two (2) working days, at any other Commission offices and documentation centres.

Location of Commission offices

Toll-free telephone: 1-877-249-2782
Toll-free TDD: 1-877-909-2782

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Central Building
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Secretary General