



Broadcasting Decision CRTC 2009-118

Route reference:

Broadcasting Public Notice 2008-13

Additional reference:

2008-13-3

Ottawa, 5 March 2009

Diffusion communautaire des Îles inc.

Îles-de-la-Madeleine, Quebec

Application 2008-0941-0, received 9 July 2008

Public Hearing in the National Capital Region

16 December 2008

New community television station in Îles-de-la-Madeleine, Quebec

*The Commission **approves** an application by Diffusion communautaire des Îles inc. to operate a community television station in Îles-de-la-Madeleine, Quebec.*

Introduction

1. The Commission received an application by Diffusion communautaire des Îles inc. (DCI) for a broadcasting licence to operate a French-language community television programming undertaking in Îles-de-la-Madeleine. The Commission received numerous interventions in support of this application.
2. DCI is a not-for-profit corporation controlled by its board of directors.
3. In its application, DCI indicated that it has the support of Persona Communications Inc., the only broadcasting distribution undertaking serving the Îles-de-la-Madeleine market. The applicant also stated that its project will have a positive impact as an alternative news source and that it will also promote job creation, citizen engagement and local expression.

Programming

4. The programming will be primarily composed of programs with a regional focus. These programs will complement and differ from what is currently offered by the traditional broadcasters. For example, DCI will broadcast televised bingo, municipal council sessions, documentaries on the lives of citizens of Îles-de-la-Madeleine as well as short films produced in Îles-de-la-Madeleine.

5. DCI proposed to broadcast, over the the licence term:
 - two hours of programming in each broadcast week in 2008-2009;
 - three and a half hours of programming in each broadcast week for the years 2009-2010 to 2011-2012;
 - five hours of programming in each broadcast week in 2012-2013.
6. The programming will be rebroadcast three times each week. Furthermore, DCI committed to obtain Commission approval in order to increase or reduce the proposed hours of programming by 20% or more.

Commission's analysis and determinations

7. After reviewing the applicant's file, the Commission is satisfied that the application is in conformity with the objectives and requirements relating to community television programming undertakings set out in *Policy framework for community-based media*, Broadcasting Public Notice CRTC 2002-61, 10 October 2002 (Broadcasting Public Notice 2002-61). Accordingly, the Commission **approves** the application by Diffusion communautaire des Îles inc. for a licence to operate a French-language community television programming undertaking in Îles-de-la-Madeleine.
8. The Commission reminds the applicant that, as set out in Broadcasting Public Notice 2002-61, community television programming undertakings are subject to the *Television Broadcasting Regulations, 1987*, including section 10, which pertains to the retention of logs and records.
9. Further, consistent with the minimum requirements set out in Broadcasting Public Notice 2002-61, the Commission has imposed **conditions of licence** requiring DCI to devote at least 80% of the broadcast year to the broadcast of Canadian programming and at least 60% of the broadcast year to the broadcast of local programming.

Secretary General

This decision is to be appended to the licence. It 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>.

Appendix to Broadcasting Decision CRTC 2009-118

Issuance of the broadcasting licence to operate a French-language community television programming undertaking in Îles-de-la-Madeleine, Quebec

Terms

The licence will expire 31 August 2015.

Conditions of licence

1. The licensee shall devote not less than 80% of the broadcast year to the broadcast of Canadian programming.
2. The licensee shall devote not less than 60% of the broadcast year to local programming, as defined in *Policy framework for community-based media*, Broadcasting Public Notice CRTC 2002-61, 10 October 2002.
3. The licensee shall adhere to the *Cable television community channel standards*, Public Notice CRTC 1992-39, 1 June 1992, as amended from time to time and approved by the Commission.
4. The licensee shall adhere to the *Voluntary Code Regarding Violence in Television Programming*, as amended from time to time and approved by the Commission. However, the application of the foregoing condition of licence will be suspended as long as the licensee is a member in good standing of the Canadian Broadcast Standards Council.