



Broadcasting Decision CRTC 2007-163

Ottawa, 1 June 2007

TQS inc.

Rimouski, Quebec

Télévision MBS inc.

Rimouski, Quebec

Applications 2006-1210-3 and 2006-1212-8, received 26 September 2006

Broadcasting Public Notice CRTC 2006-139

27 October 2006

CFJP-TV Montréal and CFTF-TV Rivière-du-Loup – Licence amendments

*The Commission **approves** the application by TQS inc. to amend the broadcasting licence for the television station CFJP-TV Montréal by deleting the transmitter CJPC-TV Rimouski, and **approves** the application by Télévision MBS inc. (Télévision MBS) to amend the broadcasting licence for the television station CFTF-TV Rivière-du-Loup by adding this same transmitter. The Commission also **approves** the request by Télévision MBS for authority to solicit local advertising in Rimouski and surrounding areas, including Mont-Joli, Matane and la Vallée de la Matapédia.*

Introduction

1. The Commission received an application by TQS inc. (TQS) to amend the broadcasting licence of its television programming undertaking CFJP-TV Montréal, Quebec, by deleting the transmitter CJPC-TV Rimouski, Quebec. This transmitter currently operates on channel 18 with an average effective radiated power (ERP) of 458 watts.
2. The Commission also received an application by Télévision MBS inc. (Télévision MBS) to amend the broadcasting licence of its television programming undertaking CFTF-TV Rivière-du-Loup, Quebec, in order to add the same transmitter CJPC-TV Rimouski; this transmitter would continue to operate on the same channel, with the same average ERP. The proposed change would allow CFTF-TV Rivière-du-Loup to serve the population of Rimouski and surrounding areas, including Mont-Joli, Matane and the Vallée de la Matapédia, Quebec. The Commission notes that the transmitter CJPC-TV Rimouski currently rebroadcasts the complete programming of the TQS station CFJP-TV Montréal and would continue to do so upon approval of these applications.
3. In its application, Télévision MBS also proposed to add 17 minutes and 30 seconds of local news programming per broadcast week to its existing CFTF-TV Rivière-du-Loup local and regional newscast schedule, targeting viewers located in Rimouski and the above-mentioned surrounding areas. Télévision MBS also requested the authority to solicit local advertising in these communities.

4. The proposed changes in regard to the deletion and the addition of the CJPC-TV Rimouski transmitter follow an agreement reached between TQS and Télévision MBS such that approval of the application by TQS is conditional upon approval of the application by Télévision MBS.
5. The Commission received interventions providing general comments for the TQS application. For the Télévision MBS application, the Commission received an intervention in support and several interventions providing general comments, as well as three interventions in opposition, from Radio CJFP (1986) ltée, from the Syndicat des Travailleuses et Travailleurs en Communication du KRT, and from Solange Charest, Member of the Quebec National Assembly for the riding of Rimouski. The interventions and replies to the interventions for each of these applications are available at the Commission's Web site at www.crtc.gc.ca under "Public Proceedings."

Commission's analysis and determinations

6. The single issue relevant to the evaluation of the TQS application is that its approval is conditional on the approval of the application by Télévision MBS. As such, the Commission has focussed on issues related to the latter application in making its determinations. After considering the application by Télévision MBS as well as the positions of the parties involved, the Commission finds that the issue relevant to its determination relates to the broadcast of local programming¹ on CFTF-TV.
7. The Commission considers that the increase in local programming proposed by Télévision MBS would benefit the residents of the areas served by the transmitter in Rimouski. However, in the Commission's view, the proposed addition of 17 minutes and 30 seconds of local programming, which amounts to an average of two minutes and 30 seconds per day over the course of the seven-day broadcast week, would result in a minimal amount of local programming for the areas concerned. Consequently, the Commission expects the licensee, in its upcoming licence renewal application, to provide a plan setting out, for the course of its next licence term, the broadcast on CFTF-TV Rivière-du-Loup of at least one hour and 35 minutes of local programming per broadcast week, targeting the Rimouski market and its surrounding areas, including Mont-Joli, Matane and la Vallée de la Matapédia.
8. Finally, given that CFTF-TV Rivière-du-Loup currently broadcasts local programming and would continue to do so upon approval of these applications, the Commission considers that it would be appropriate to allow Télévision MBS to solicit local advertising in Rimouski and surrounding areas.

¹ "Local programming" is defined in *Policy framework for community-based media*, Broadcasting Public Notice CRTC 2002-61, 10 October 2002.

Conclusion

9. In light of the above, the Commission **approves** the application by TQS inc. to amend the broadcasting licence of its television programming undertaking CFJP-TV Montréal, Quebec, by deleting the transmitter CJPC-TV Rimouski, Quebec.
10. The Commission also **approves** the application by Télévision MBS inc. to amend the broadcasting licence of its television programming undertaking CFTF-TV Rivière-du-Loup, Quebec, by adding the transmitter CJPC-TV Rimouski. The transmitter will continue to operate on channel 18, with an average ERP of 458 watts. In addition, the Commission **approves** the request by Télévision MBS for authority to solicit local advertising in Rimouski and surrounding areas.

Secretary General

This decision is to be appended to each 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>