



Broadcasting Decision CRTC 2004-537

Ottawa, 3 December 2004

Télé Inter-Rives Itée

Rivière-du-Loup, Trois-Pistoles, Baie-Saint-Paul,
Saint-Urbain, Les Escoumins and Cabano, Quebec,
and Edmundston, New Brunswick

Application 2003-1438-6

Public Hearing at Québec, Quebec

16 February 2004

CIMT-TV and its transmitters – Licence renewal

The Commission renews the broadcasting licence of CIMT-TV Rivière-du-Loup and its transmitters CIMT-TV-1 Edmundston, CIMT-TV-2 Trois-Pistoles, CIMT-TV-4 Baie-Saint-Paul, CIMT-TV-5 Saint-Urbain, CIMT-TV-6 Rivière-du-Loup, CIMT-TV-7 Les Escoumins and CIMT-TV-8 Cabano from 1 January 2005 to 31 August 2008. This term will enable the Commission to consider the next licence renewal application for this undertaking at the same time as it considers the licence renewal applications for the originating station, CFTM-TV Montréal, and the TVA French-language television network, with which the station is affiliated.

The application

1. The Commission received an application by Télé Inter-Rives Itée (Télé Inter-Rives) to renew the broadcasting licence for the television programming undertaking CIMT-TV Rivière-du-Loup and its transmitters CIMT-TV-1 Edmundston, CIMT-TV-2 Trois-Pistoles, CIMT-TV-4 Baie-Saint-Paul, CIMT-TV-5 Saint-Urbain, CIMT-TV-6 Rivière-du-Loup, CIMT-TV-7 Les Escoumins and CIMT-TV-8 Cabano. The undertaking is affiliated with the TVA French-language television network.
2. The Commission's general approach with respect to its consideration of this and other applications for licence renewals for French-language television stations heard at the 16 February 2004 Public Hearing is set out in *Introduction to Broadcasting Decisions CRTC 2004-530 to 2004-540 renewing the licences of 21 French-language television stations*, Broadcasting Public Notice CRTC 2004-94, 3 December 2004 (Public Notice 2004-94).

3. The Commission received nine interventions in connection with this application, and all have been taken into account in its deliberations. All of these interventions were in support of the licence renewal of CIMT-TV. In some cases, this support was conditional on the licensee accepting the requirements related to various issues, such as local programming and the broadcast of programs produced in the region. Given that these interventions are related to several licence renewal applications heard at the 16 February 2004 Public Hearing, the Commission discusses these interventions in Public Notice 2004-94, which introduces this and other decisions of today's date.
4. In its application, Télé Inter-Rives made a commitment to continue producing a 57-minute-per-day local newscast and headline news segment from Monday to Friday. It also committed to continue broadcasting its community notice board program for 14 minutes per week as well as its *La bonne nouvelle CIMT* program for 1 minute per week. It also added that it planned to continue broadcasting the *La Vie en Vacances* and *Le défi CIMT Promutuel* programs.
5. The applicant also committed to close caption all of its newscasts and headline news segments and to provide voiceovers for graphics used in the presentation of news, weather, sports results, etc.

Employment equity and on-air presence

6. In accordance with *Implementation of an employment equity policy*, Public Notice CRTC 1992-59, 1 September 1992, the Commission encourages the licensee to consider employment equity issues in its hiring practices and in all other aspects of its management of human resources.
7. With respect to on-air presence, the Commission expects the licensee to ensure that its programming is reflective of Canadian society and that members of the four designated groups (women, Aboriginal persons, persons with disabilities and members of visible minorities) are presented fairly and accurately.

Conclusion

8. The Commission has carefully reviewed the application, taking into account the comments made by the licensee and the interveners. The Commission is generally satisfied that, during the current licence term, the licensee has adhered to the requirements of the *Television Broadcasting Regulations, 1987*, and has complied with its conditions of licence and met the Commission's expectations set out in *Licence renewal for CIMT-TV and its transmitters*, Decision CRTC 98-121, 9 April 1998 (Decision 98-121), specifically those regarding local programming.

9. The Commission notes that the licensee has exceeded expectations with regard to local programming. In Decision 98-121, the Commission expected the licensee to broadcast, on an annual basis, a minimum weekly average of 2 hours and 24 minutes of local news programming. The Commission notes that, over the course of the licence term, the licensee broadcast 4 hours and 45 minutes of local news per week. The Commission notes that the licensee has exceeded the Commission's expectations in this regard and it expects the licensee to continue in this vein throughout the new licence term.
10. Accordingly, the Commission **renews** the broadcasting licence for CIMT-TV and its transmitters from 1 January 2005¹ to 31 August 2008. This term will enable the Commission to consider the next licence renewal application for this undertaking at the same time as it considers the licence renewal applications for the originating station, CFTM-TV Montréal,² and the TVA network, with which the station is affiliated. The licence will be subject to the conditions specified therein and to the **conditions of licence** set out in the appendix to this decision, as well as to the other applicable terms set out in Public Notice 2004-94.

Secretary General

This decision is to be appended to the licence. It is available in alternative format upon request, and may also be examined at the following Internet site: <http://www.crtc.gc.ca>

¹ In *Administrative renewals*, Broadcasting Decision CRTC 2004-189, 25 May 2004, the Commission renewed until 31 December 2004 the licences of the television programming undertakings whose renewal applications were heard at the 16 February 2004 Public Hearing at Québec, and whose licences expired on 31 August 2004.

² See *Licence renewals for the French-language national television network TVA and for the French-language television programming undertaking CFTM-TV Montréal*, Decision CRTC 2001-385, 5 July 2001.

Appendix to Broadcasting Decision CRTC 2004-537

Conditions of licence

1. The licensee shall adhere to the guidelines on gender portrayal set out in the Canadian Association of Broadcasters' (CAB) *Sex-role portrayal code for television and radio programming*, as amended from time to time and approved by the Commission. The application of the foregoing condition of licence will be suspended as long as the licensee remains a member in good standing of the Canadian Broadcast Standards Council (CBSC).
2. The licensee shall adhere to the provisions of the CAB's *Broadcast code for advertising to children*, as amended from time to time and approved by the Commission.
3. The licensee shall adhere to the guidelines on the depiction of violence in television programming set out in the CAB's *Voluntary code regarding violence in television programming*, as amended from time to time and approved by the Commission. The application of the foregoing condition of licence will be suspended as long as the licensee remains a member in good standing of the CBSC.
4. In addition to the 12 minutes of advertising material permitted by subsection 11(1) of the *Television Broadcasting Regulations, 1987*, the licensee may broadcast infomercials as defined in *Amendment to the Television Broadcasting Regulations, 1987 to permit, by condition of licence, the airing of "infomercials" during the broadcast day*, Public Notice CRTC 1994-139, 7 November 1994, and in accordance with the criteria contained in that notice, as amended.