



Broadcasting Notice of Consultation CRTC 2014-609

PDF version

Ottawa, 25 November 2014

Notice of application received

Thetford Mines and Victoriaville, Quebec

Deadline for submission of interventions/comments/answers: 13 January 2015

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

The Commission has received the following application:

Attraction Radio inc.

Thetford Mines and Victoriaville, Québec

Application 2014-0524-1

Application by **Attraction Radio inc.** (Attraction Radio), on behalf of Gestion Appalaches inc. (Gestion Appalaches), for authority to effect a change to the ownership and effective control of Gestion Appalaches through a transfer of shares to Attraction Radio.

Gestion Appalaches is the parent company of the following licensees:

- Radio Mégantic Itée, licensee of CKLD-FM Thetford Mines and its rebroadcasting transmitter CJLP-FM Disraeli (Quebec);
- Réseau des Appalaches (FM) Itée, licensee of CFJO-FM Thetford Mines and its rebroadcasting transmitter CFJO-FM-1 Lac Mégantic (Quebec); and
- Radio Victoriaville Itée, licensee of CFDA-FM Victoriaville (Quebec).

Gestion Appalaches is owned by François Labbé (99.9%), Annie Labbé (0.03%) and Fiducie familiale F. Labbé (0.07%). Effective control of Gestion Appalaches is exercised by François Labbé.

Attraction Radio is owned by Attraction Média Inc. and controlled by Richard Speer.

The proposed transaction would be effected through the transfer of all of the shares in the share capital of Gestion Appalaches to Attraction Radio.

Following the transaction, Gestion Appalaches would be wholly owned by Attraction Radio and controlled by Richard Speer.

Pursuant to the letter of offer, the purchase price to acquire all of the issued and outstanding shares in the share capital of Gestion Appalaches is \$5 million.

The applicant proposes a tangible benefits package representing 6% of the value of the transaction to be paid over a seven-year period.

To ensure compliance with *Commercial Radio Policy 1998*, Public Notice CRTC 1998-41, 30 April 1998 and with *Revised guidelines for the application of the Common Ownership Policy for Radio*, Broadcasting Information Bulletin CRTC 2010-341, 4 June 2010, Attraction Radio proposes to cease operating CKYQ-FM-1 Victoriaville. It would also accept, as a condition of approval, to submit an application for a technical change in order to reduce the overlap of the primary contours of CKYQ-FM Plessville, Quebec and CFDA-FM Victoriaville to less than 5%.

The Commission reminds the applicant that any non-compliance issues will be dealt with in the context of each radio station's licence renewal.

Applicant's address:

5455 de Gaspé Avenue
Suite 805
Montréal, Quebec
H2T 3B3
Fax: 514-846-1227

Email: schamberland@attractionradio.com

Email to request electronic version of application: serge.bellerose55@gmail.com

Procedure

Deadline for interventions, comments or answers

13 January 2015

The *Canadian Radio-television and Telecommunications Commission Rules of Practice and Procedure* (the Rules of Procedure) apply to the present proceeding. The Rules of Procedure set out, among other things, the rules for content, format, filing and service of interventions, replies, answers of respondents and requests for information; the procedure for filing confidential information and requesting its disclosure; and the conduct of public hearings. Accordingly, the procedure set out below must be read in conjunction with the Rules of Procedure and its accompanying documents, which can be found on the Commission's website under "Statutes and Regulations." *Guidelines on the CRTC Rules of Practice and Procedure*, Broadcasting and Telecom Information Bulletin CRTC 2010-959, 23 December 2010, provides information to help interested persons and parties understand the Rules of Procedure so that they can more effectively participate in Commission proceedings.

An intervention or answer from a respondent must be received by the Commission and by the applicant on or before the above-mentioned date. An answer from a respondent must also be served on any other respondent.

Interventions and answers 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.

The Commission encourages interested persons and parties to monitor the record of the proceeding, available on the Commission's website, for additional information that they may find useful when preparing their submissions.

Submissions longer than five pages should include a summary. Each paragraph of all submissions should be numbered, and the line *****End of document***** should follow the last paragraph. This will help the Commission verify that the document has not been damaged during electronic transmission.

Submissions must be filed by sending them to the Secretary General of the Commission using **only one** of the following means:

by completing the
[\[Intervention/comment/answer form\]](#)

or

by mail to
CRTC, Ottawa, Ontario K1A 0N2

or

by fax at
819-994-0218

A true copy of each intervention or answer from a respondent must be sent to the applicant and, in the case of a respondent to an application, to any other respondent.

Parties who send documents electronically must ensure that they will be able to prove, upon Commission request, that service/filing of a particular document was completed. Accordingly, parties must keep proof of the sending and receipt of each document for 180 days after the date on which the document is filed. The Commission advises parties who file and serve documents by electronic means to exercise caution when using email for the service of documents, as it may be difficult to establish that service has occurred.

In accordance with the Rules of Procedure, a document must be received by the Commission and all relevant parties by 5 p.m. Vancouver time (8 p.m. Ottawa time) on the date it is due. Parties are responsible for ensuring the timely delivery of their submissions and will not be notified if their submissions are received after the deadline. Late submissions, including those due to postal delays, will not be considered by the Commission and will not be made part of the public record.

The Commission will not formally acknowledge submissions. It will, however, fully consider all submissions, which will form part of the public record of the proceeding, provided that the procedure for filing set out above has been followed.

Important notice

All information that parties provide as part of this public process, except information designated confidential, whether sent by postal mail, facsimile, email 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, email addresses, postal/street addresses, telephone and facsimile numbers, etc.

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.

Availability of documents

Electronic version of the application is available on the Commission's website at www.crtc.gc.ca by selecting the application number within this notice. It is also available from the applicant, either on his website or upon request by contacting the applicant at their email address provided above.

Electronic versions of the interventions and answers, as well as of other documents referred to in this notice, are available on the Commission's website at www.crtc.gc.ca by visiting the "Participate" section, selecting "Submit Ideas and Comments," and then selecting "our open processes." Documents can then be accessed by clicking on the links in the "Subject" and "Related Documents" columns associated with this particular notice.

Documents are also available from Commission offices, upon request, during normal business hours.

Location of Commission offices

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Secretary General