



Canadian
Association of
Broadcasters

L'Association
canadienne des
radiodiffuseurs

May 12, 2005

Via E-mail

Ms. Diane Rhéaume
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Ms. Rhéaume:

**Re: Broadcasting Notice of Public Hearing CRTC 2005-4, Item 8
(Application No. 2004-1036-6 by Aboriginal Peoples Television
Network (APTN) to renew the licence of its satellite-to-cable
programming undertaking)**

1. The Canadian Association of Broadcasters (CAB) – the national voice of Canada’s private broadcasters, representing the vast majority of Canadian programming services, including private television and radio stations, networks and specialty, pay and pay-per-view television services – is pleased to submit this intervention concerning the above-noted application.
2. Although it is generally not the practice of the CAB to intervene in proceedings arising from licence applications or requests by one of its members, the CAB does, on a case-by-case basis, address broader policy issues raised by the application in question. Accordingly, the CAB does not wish to comment on the specifics of APTN’s licence renewal application. The CAB does, however, wish to acknowledge that the service provided by APTN provides a unique contribution to important policy goals embodied in the *Broadcasting Act*.

APTN’s significant contribution to the objectives of the *Broadcasting Act*

3. Inasmuch as the *Broadcasting Act* recognizes the “the special place of Aboriginal Peoples” in Canadian society and stipulates that “programming that reflects Aboriginal cultures of Canada should be provided within the Canadian broadcasting system,” the CAB recognizes that APTN has made a strong contribution toward the achievement of this objective during its first licence term.

4. As noted in *Reflecting Canadians*, the Report by the Task Force for Cultural Diversity on Television, “Without the Aboriginal Peoples Television Network (APTN), Canada’s Aboriginal Peoples would have only negligible levels of presence within the Canadian private television” (p. 31). As such, APTN provides exposure and a broader representation of Aboriginal Peoples from their own perspective. APTN creates opportunities within the independent Aboriginal production community, providing a foundation and outlet for aspiring Aboriginal producers, directors, writers, artists and musicians. Although APTN’s primary audience is Aboriginal peoples in Canada, the breadth of its programming is also educational for its secondary audience, non-Aboriginal peoples.
5. The CAB formally recognized APTN’s contributions to the objectives of the *Broadcasting Act* and its numerous achievements in programming with CAB Gold Ribbon Awards in 2003 for *Magazine Programming* and *Public Service*.
6. The CAB notes that the Commission has also endorsed APTN’s significant contribution to the Canadian broadcasting system by issuing a distribution order for its national distribution pursuant to section 9(1)(h) of the *Broadcasting Act*.
7. Given the important and unique role played by APTN within the Canadian broadcasting system, it is essential that Canadians of all backgrounds are made aware of APTN’s presence and programming. In this regard, the proceeding initiated by Broadcasting Public Notice CRTC 2004-48, *Call for comments on tools to promote and improve the visibility of 9(1)(h) services* (PN 2004-48), is critical to the ongoing ability of APTN to continue to play a unique and leading role in the achievement of the objectives of the *Broadcasting Act*.
8. As the CAB proposed in its reply to PN 2004-48, “a further, more targeted and direct use of local availabilities would help ensure that 9(1)(h) services receive the visibility necessary for them to meet the special roles that they are mandated to provide. Specifically, the CAB suggests that a further 5% of the local availabilities be set aside for the promotion of 9(1)(h) services, in addition to the 75% that is currently reserved for the promotion of Canadian programming services under existing Commission policy.”
9. The CAB looks forward to the Commission’s determination in the proceeding initiated by PN 2004-48, so that APTN is able to increase its reach and visibility, in consideration of the unique and important role it plays in the achievement of the objectives of the *Broadcasting Act*.

10. The CAB appreciates the opportunity to participate in this proceeding.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Keeble". The signature is fluid and cursive, with a large initial "D" and a trailing flourish.

David Keeble
Senior Vice-President
Policy and Regulatory Affairs

cc: Jean LaRose, CEO, APTN

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