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TO: City Clerk
Hamilton City Council

FROM: Don Shafer
Torstar

DATE: October 16, 2001

SUBJECT: Request for City Council Appearance
Hometown *Television* application

On behalf of Torstar, I am writing to request an opportunity to make a brief presentation to Hamilton City Council on October 30, 2001

Torstar has applied to the CRTC for a license to operate three brand new local television stations, all to be known as Hometown Television. Applications have been made for stations in Toronto, Hamilton and Kitchener.

We would like to share with City Council our strong desire to build on our community roots in Hamilton and history of service to the community. We are also excited to be able to share our unique program schedule which offers a range of programming for the region.


Attached is a briefing note, which offers an overview of Hometown Television and the important and unique contribution it will bring to Hamilton.

Mark Boudreau will follow-up with you with respect to our request. He can be reached at 416-869-8639. In the meantime, please feel free to contact Mark should you have any questions or require further information.



People in Hamilton tell us they
don't see themselves-on television. . .
Hometown Television will change all that.

Hometown Television is...



Tot-star has applied for licences to launch new television stations to serve Hamilton, Kitchener-Waterloo and Toronto. We envision a return to the roots of local television. We call it Hometown Television.

Hometown Television will be a full-service television station, a new destination channel for news, opinions and entertainment.

People told us they want to see themselves on television. They want to watch television programming that tells them what's going on in their community. They want to find out where the good local restaurants are, how their kids' hockey teams are doing, what plays they can attend, what's hanging in the art galleries, what cultural events are coming up. They want to see information, programming and documentaries that tell them about their community, its people and history. Hometown Television will deliver all this and more.

Local businesses told us that they want to be able to advertise their products and services directly to the people in their community, without having to pay extra for regional audiences that live hundreds of miles away. Hometown Television will provide them with a cost-effective option.

Hometown Television will build on Torstar's track record of commitment and investment in these communities.



The things that really matter, closest to home...

Hometown Television will keep you in touch with the things that matter to you: Local, regional and community affairs; what's on around town and what your neighbours, friends and colleagues are up to, seven days a week. More than 80% of Hometown Television's schedule will consist of programs made right here, about us. If we tell you about a new variety for your garden, it will grow here. If we show you a recipe, you'll be able to get to the restaurant that serves it. And if we describe a school situation, it will be one that affects your kids.

And speaking of kids, we'll be providing them a safe haven of quality, commercial-free programming every morning. In fact, we'll also provide something for lots of people who are left out of television now: teens and tweens, seniors and community volunteers, accomplished local stars and budding talents.

like the cities we serve, we'll be a gathering place for people of all ethnic origins and different persuasions, curious and open about each other. But we're not going to create islands where they only talk to themselves. Our "us" is *all* of us.

People in Hamilton, St. Catharines, Kitchener-Waterloo, Cambridge, Guelph, London, and Toronto have told us that even though they have dozens of television signals available to them, they don't have this kind of television... and they'd love to watch.

Why we can do it better

Through our newspapers, we have deep roots in these communities and have been here for over 100 years. We provide the strongest, deepest and best local coverage in our newspapers and online. With television stations, we can do much more by creating original video for television and our web sites. We'll create a place where communities can watch, learn, interact, finding unique value and depth — and have fun. And we'll do it all independently from our newspapers, so that the diversity of editorial voices is greater than before.

Right now, you're not getting the full benefit of what local television can and *should* be doing — for you.

In this era of globalization and fragmentation, the need to celebrate the local community and local culture is more important than ever. Hometown Television will be a dynamic, inclusive local meeting place which will be relevant and reflective for people of every age and ethnic origin.

We're committed. We have the resources and the will to make a big contribution to life in our community and region.



Who wins if we get licensed by the CRTC?

We all do.

If you feel you don't get access to information, enlightenment and entertainment that's relevant to your daily life, we'll provide that.

If you feel you don't have a say in local television, we'll listen — and we'll give you a platform to express yourself. Our stations will truly reflect our communities — on-camera, and behind the camera.

If you're a local television producer with insufficient outlets for your work, we'll be commissioning \$10.6 million of local and regional programming every year or \$74.2 million over the course of the seven-year licence term.

If you're a local advertiser who doesn't want to pay for the whole province, we'll be opening up entirely new options for broadening your customer base through cost-effective local television advertising.



Hometown Television in Brief

- 118 hours of local and regional programming each week, all produced by or for Hometown Television by independent producers
 - 32.5 hours of local Hamilton programming
 - 85.5 hours of regional programming
- 298 new jobs, 85 in Hamilton
- A St. Catharines bureau
- At least 80% Canadian programming, virtually all of it original to Hometown Television
 - 10.5 hours a week of "priority programs" — documentaries, movies and series — the kind of programming the CRTC says is most important to our system
 - A local entertainment magazine five nights a week
 - 15 hours a week of children's programming
 - Audience participation
- \$10.6 million a year in spending on 1,230 hours a year of programming from independent producers — a total of \$74.2 million over the course of the seven-year licence term for these stations
- \$7 million in capitol spending in Hamilton
- New local advertising inventory that will make television cost-effective for local businesses
- Editorially independent from our newspapers, but supported and enriched by their depth and commitment to community service
- A completely different television model, based on a return to full service local television



Hometown Television Needs You!

The CRTC needs to know that your community supports Hometown Television.' You can help create these new services for Hamilton and St. Catharines by writing a Letter to the CRTC in support of the application.

You can write to the CRTC as follows:

Ms. Ursula Menke
Secretary General
CRTC
Ottawa, ON
K1A 0N2

RE: Applications 2000-2368-o; 2000-2369-8; 2000-2370-6

You can send your Letter by mail or fax: (819) 994-0218. Please bear in mind that the CRTC needs to receive your communication regarding these applications on or before midnight on November 8, 2001.

For your letter to be counted by the CRTC, you must show that you have provided a copy to us:

Torstar Media Group Television
The Hamilton Spectator
44 Frid Street
Hamilton, Ontario
L8N 3G3

Telephone: **866-834-4407**
Fax: **866-834-4408**
Website: **tmgtv.ca**
E-mail: **info@tmgtv.ca**

You can also **email** your message to the CRTC at **procedure@crtc.gc.ca**. Please be certain to CC **interventions@tmgtv.ca** and include "**Applications 2000-2368-o; 2000-2369-8; 2000-2370-6**" in the subject Line of your message.

For more information on **filing** a broadcasting intervention please visit the CRTC **website** at **crtc.gc.ca**.

**For more information visit us online at <http://tmgtv.ca>
or call us at 1-866-834-4407.**