

Canada's Superstation joins Local TV Matters Campaign

Campaign builds momentum with Newfoundland Broadcasting Co. Ltd., NTV, as a new member

[St. John's, NL] - October 20, 2009 –NTV, Canada's Superstation, is the latest broadcaster to stand up for local viewers and to speak out against the cable and satellite companies' misinformation by joining CTV, 'A', CBC, Global, CHEK NEWS and V in the *Local TV Matters* campaign. NTV is the only independent and privately-owned conventional television station serving Newfoundland and Labrador since 1955. NTV understands that its local presence is important, not only to the residents of Newfoundland and Labrador, but to those thousands of expatriate Newfoundlanders and Labradorians living elsewhere in Canada.

"Without vital links to local news and special events that NTV has committed many thousand of hours of air time towards throughout its history, Newfoundlanders and Labradorians would be denied the diversity of voices, which is so important to the fabric of any democracy," says Doug Neal, Senior Vice President of Newfoundland Broadcasting Co. "The coverage of special events provided by NTV brings our people closer together and provides us all with the sense of community. It is important that viewers understand the issues related to cable and satellite providers and how the current regulations allow them to take the signals of televisions stations for free and charge their subscribers for them, while paying nothing to the television station originating the signal. The future of local TV is at stake. It's imperative that all Canadians understand these issues and make their views known to Government and the CRTC. The *Local TV Matters* campaign will go along way to accomplishing this, to the future benefit of all."

The *Local TV Matters* campaign launched on September 14 in an unprecedented move that has united the vast majority of local television stations across Canada in an effort to preserve and protect local television for viewers in all regions of Canada.

The campaign includes an official website – www.localtvmatters.ca – and national advertising that informs and engages Canadians about the issues facing local television today.

About NTV:

NTV (CJON-TV) is owned and operated by Newfoundland Broadcasting Co. Ltd. It has been in operation since 1955 and was affiliated with CBC (until 1963), and later with the CTV Television Network. In 2004, NTV became an independent station, but maintained its news affiliation with CTV, carrying The National CTV News, Canada AM and W5, along with many CTV specials. NTV also carries the Global National News and the majority of Global's prime time entertainment programming. The NTV Evening Newshour, NTV's own local News, is award winning and the number one newscast in the province. NTV is available on Bell ExpressVu Ch 199, Starchoice Ch 310 and on most Rogers cable systems (except Ontario). NTV is also available on many other cable systems throughout the nation.



About *Local TV Matters*:

Local TV Matters is a campaign launched by local Canadian television broadcasters with a focus on the protection and preservation of local television for viewers across Canada. *Local TV Matters*' members include CTV, 'A', Global, CBC, CHEK NEWS, V and NTV, with thousands of supporters located across the country. The campaign encourages all Canadians to share their voice and support local television by joining the conversation at www.localtvmatters.ca.

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