

Secretary General  
CRTC  
Ottawa, Ontario  
Canada, K1A 0N2

August 4, 2010

**RE: Broadcasting Notice of Consultation CRTC 2010-497**

Shaw has been a positive presence in our community for years. Shaw TV continues to provide coverage to stories in our community one does not see elsewhere. Shaw TV helps promote good news stories in Kelowna, helps promote local events, and provides access to groups who would otherwise not be able to gain access to the airwaves.

In addition, I know the value the community places on Shaw's production and broadcast of our council meetings. This is a valuable service that serves residents and elected officials alike.

Shaw has demonstrated a strong commitment to Kelowna. This includes the new Shaw studio in our multiplex arena, the construction of a new Shaw office building, and significant expansion of services to outlying areas surrounding Kelowna.

We value Shaw's commitment to Kelowna and our residents, and as such I am pleased to offer my support to the renewal of their broadcast license.

Sincerely,

Sharon Shepherd  
Mayor, City of Kelowna

cc. Shaw Communications Inc. (250) 475-7289 fax

## SUGGESTED POINTS OF INTEREST FOR INCLUSION IN SUPPORT LETTER

Shaw's acquisition of Canwest will preserve a strong and critical broadcasting network at a time when Canadians are expecting more competition – not less – in their domestic television universe. This deal would ensure the survival of a Canadian broadcast giant that is relied on by millions of Canadians as a news and entertainment source.

This acquisition will significantly strengthen Canadian ownership within the broadcasting system. While the network's specialty channel division is currently majority-owned by Goldman Sachs, the Shaw proposal would make all of Canwest's broadcast assets 100% owned and operated by Canadian interests.

This is the Canadian-made solution that Canadian consumers have been waiting for, as it would preserve local television through Canwest's 11 local stations, and ensure a healthy, dynamic and competitive Canadian broadcasting system for the future.

This acquisition will ensure that the benefits of the 2007 merger of Canwest and Alliance Atlantis are not lost through an asset break-up driven by insolvency.

Stable ownership by Shaw will end the uncertainty that has plagued Canwest during the past eighteen months, and re-establish the company's financial and operational viability. At a time of fragile economic recovery, the CRTC should support an acquisition that would bring security to Canwest's 1,700 full-time employees and their families.

This acquisition will ensure programming quality, preserve a strong local presence and sustain diversity of voices for the benefit of creators, viewers and the Canadian broadcasting system.

The combination of our second largest private television network and Canada's leading broadcasting distributor will ensure continued broadcasting competition and a modernization of broadcasting infrastructure to sustain a vibrant industry into the future.

A strong Canadian broadcasting system requires not only healthy competition but a solid financial footing. The financial, management and operational expertise that Shaw brings to this acquisition will position Canwest for the development of new and innovative business models and success in the emerging digital universe.

In today's open and fragmented media market, this acquisition will transform Canwest into an integrated, multi-platform communications company capable of competing on all fronts.

A secure major Western-based television network will preserve regional balance in a broadcasting sector otherwise dominated by Eastern Canada.

Secretary General  
CRTC  
Ottawa, Ontario  
K1A 0N2

SENT Via Facsimile (819) 994-0218 - CRTC fax

August 4, 2010

**RE: Broadcasting Notice of Consultation CRTC 2010-498**

To Whom It May Concern,

I am writing in support of the Shaw acquisition of Canwest Global.

This deal would maintain the survival of a Canadian broadcast giant that is depended upon by millions of Canadians as a reliable news and entertainment source.

I would like to see Canwest be totally Canadian owned and operated. The network's specialty channel division is currently majority-owned by Goldman Sachs but the Shaw proposal would allow Canadian interests to have full control of Canwest broadcast.

Quality programming and an evident local presence are both major considerations in this application. The Shaw acquisition ensures the continuation of this as well as enabling a greater diversity of voices for the benefit of national viewers and the Canadian broadcasting system.

Further, such a merger between our second largest private television network and Shaw would allow for increased broadcasting capability as well as the development and modernization of broadcasting infrastructure.

Finally, I'd like to touch on the impact on individual stakeholders; the employees of Canwest. In the current economic climate at a time of much needed recovery, the CRTC must consider the 1700 + employees of Canwest. Ultimately, this acquisition would bring security and a continued assurance of their livelihood.

I look forward to the CRTC joining me in the support of Shaw's acquisition of Canwest Global. Thank you for your consideration.

Sincerely,

Mayor Sharon Shepherd  
City of Kelowna

c.c. Shaw Communications – (250) 475-7289 fax

Regular Meeting – A.M. April 12, 2010

Excerpt from Minutes:

15. ISSUES ARISING FROM CORRESPONDENCE & COMMUNITY CONCERNS

15.1 Mayor Shepherd, re: Corus Entertainment CRTC Application

Moved by Councillor Hobson/Seconded by Councillor Rule

**R268/10/04/12** THAT Council receive the Corus Entertainment's request to support their application to the CRTC for a new TV channel for Western Canada;

AND THAT Council authorizes the Mayor, on behalf of Council, to write a letter to the CRTC in support of any application that increases the local news coverage in the Kelowna area.

Carried

Councillor Hodge – Opposed.