



Canadian Independent Music Association

June 25, 2010

Mr. Robert A. Morin
Secretary General
CRTC
Ottawa, ON
K1A 0N2

Dear Mr. Morin,

Re: Broadcasting Notice of Consultation CRTC 2010-0503-3: Application by CTVglobemedia Inc. to amend the broadcasting license for the English-language specialty television service known as MuchMusic

1. This is a supplementary intervention that we wish to submit in support of our colleagues at ADISQ who have pointed out that in addition to all other modifications, the applicant wishes to be relieved of the requirement to exhibit videos in the French language over the course of their schedule and in featured programming slots.
2. We strongly object to this, and we feel it worth pointing out that the requests demonstrates that the applicant has little regard for the cultural implications of these requests. It is through these videos that thousands of Canadians, both French and English speaking, experience contemporary French culture in Canada.
3. Canada has been celebrated for its cultural diversity world-wide and has endorsed international efforts and organizations that support such diversity. This request flies in the face of our well-earned reputation as a country which celebrates and promotes diversity as the essential character of Canada.
4. There are some things that should never be sacrificed for the sake of profit. Certainly this is one occasion where the Commission must firmly support the principle that cultural goals trump the narrower interests of business.

Yours sincerely,

Duncan McKie
President and CEO