



Filed By E-Pass

September 17, 2010

Mr. Robert A. Morin  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Les Terrasses de la Chaudière  
Central Building  
1 Promenade du Portage  
Gatineau, Quebec  
J8X 4B1

Dear Mr. Morin,

**Re: Broadcasting Notice of Consultation CRTC 2010-539 – Application No. 2010-0982-9**

1. CHUM Radio, a division of CTV Limited (“CTV”), is responding to the interventions received with respect to the above-noted application.
2. In its application, CTV applied to increase the effective radiated power (ERP) of the station from 7.5 kW to 25 kW. The application was made to improve the coverage in Peterborough and the surrounding area as well as to maximize the protected coverage area of the station in advance of upcoming changes to the FM protection rules which come into effect on January 1, 2011.
3. While our application is entirely consistent with Industry Canada’s protection rules, we recognize the concerns expressed by Durham Radio and Pineridge Broadcasting. Consequently, CTV will file an amended application to increase the effective radiated power of CKQM-FM but remain within its current class. We anticipate being able to file our amended application within two to three weeks.
4. CTV appreciates the opportunity to provide its comments. Should the Commission require anything further, we would be pleased to provide it upon request.

Sincerely,

A handwritten signature in black ink that reads "Lenore Gibson".

Lenore Gibson  
Director, Regulatory Affairs  
CTVglobemedia Inc.

cc. Interveners