



The British Columbia Lions Society  
For Children with Disabilities



*"The Easter Seal People"*

## The British Columbia Lions Society For Children with Disabilities

3981 Oak Street, Vancouver, B.C. V6H 4H5

Phone: 604-873-1865 • Fax: 604-873-0166

Toll Free: 1-800-818-4483

Email: [info@lionsbc.ca](mailto:info@lionsbc.ca)

Website: [www.lionsbc.ca](http://www.lionsbc.ca)

February 13, 2012

John Traversy  
Secretary General  
Canadian Radio-television and  
Telecommunications Commission  
Central Building  
Les Terrasses de la Chaudière  
1 Promenade du Portage, Room 206  
Gatineau, Québec K1A 0N2

Dear Mr. Traversy:

This letter is being sent in support of Shaw Television Limited Partnership's (STLP) application 2011-1584-0 for a broadcasting licence to operate a regional, English-language specialty Category B service to be known as Global News Plus BC.

The British Columbia Lions Society for Children with Disabilities and Easter Seals represent the interests of thousands of families and children with both physical and cognitive disabilities in British Columbia all which include but is no way limited to Autism, Seizure disorders, Cancer, Downs Syndrome, Spina Bifida, etc. etc.

Shaw TV and their TV station Global BC, have been a wonderful partner of our charity for many years. They have supported us in many of our fundraising events including the 24 Hour Relay for the Kids, Easter Seals Regatta, Easter Seals Drop Zone, Orcas, Sprit Bears, Eagles and Terracotta Warriors In the City public art projects.

A very significant contribution they have made to us this past year was hosting the 22<sup>nd</sup> annual Timmy's Christmas Telethon. This fundraiser is critical to the success of our charity and delivery of services. It allows our charity to tell our story and tell the stories of thousands of families to everyone in British Columbia.

As such, we strongly believe that STLP's request and application for a new news service would greatly benefit us as well as the Canadian broadcasting system as a whole.

In particular, we believe our community has greatly benefited from our relationship with Global BC in the following ways:

- Every community in BC and every family with a child that has a disability has become more aware of our services provided to them and this is directly attributable to the marketing benefits that Global TV and Shaw TV have provided.
- The contribution of Global TV and Shaw TV has allowed us to make ends meet in our budgeting process by significantly supplying our public relations projects with marketing materials.
- Global TV and Shaw TV's involvement with our charity has allowed us to grow as a not-for-profit charity throughout the province and ultimately has allowed us to offer more services to families throughout BC.
- Currently our 2 main services provide over 34,000 bednights a year through our three Easter Seals Houses and over 900 campers experiences through our three Easter Seals Camps.

We believe that a 24 Hour News channel in BC by the professional organization that Global TV has demonstrated will be excellent for every town and city in BC. We also believe that by having a 24 News Station we will be able to hear more stories and view points from more journalists providing their credibility to Global's News Channel.

We believe in Global BC's ongoing local commitment and that its request for a regional news service is in the best interests of our community and the people it serves. We see Global TV as a strong team player with us that has been loyal, focused and positive in everything we have worked with them on. They truly have a can do attitude.

I do not want to appear at the public hearing.

A copy of this letter has been sent to the applicant.

Sincerely yours,



Stephen J. Miller  
President & CEO  
The British Columbia Lions Society  
for Children with Disabilities  
& Easter Seals BC/Yukon

c.c. STLP.