



April 20, 2021

Dear Mr. Fry,

I am writing in response to the comments you filed in the CRTC review of the regulatory framework for commercial radio.

I am the Senior Vice-President, Brands and Content at Stingray Radio. At Stingray, we take the very issues that you are raising about our stations in Moncton, New Brunswick extremely seriously. We believe that we have a responsibility to our listeners and the greater community to ensure that they are well-served by the local radio stations we are licensed to operate.

To that end, we have taken steps to ensure that we are always in a position to cover all local emergencies, weather, and traffic issues. Here are some examples:

- During the morning period there are two on-air hosts in the building who are monitoring weather, traffic, and news for both CJMO-FM and CJXL-FM. If at any point it is required, we are equipped and prepared to interrupt syndicated programming with local updates.
- CJMO-FM offers local on-air talent from 10am until 7pm each weekday. Mandy MacDonald and Brock Gallant are both based locally in Moncton. During this prime-time listening period, we are as well-equipped as any radio station in Canada to handle breaking information for our listeners.
- In the evening from 7pm to midnight, *Rock of the Atlantic* specifically strives to bring the Maritimes together as a larger community. For example, when storms are brewing this program is able to cover them on a regional basis, warning people across the area of what is to come. Similarly, when Moncton is playing Halifax in the QMJHL, this program is able to thrive on the rivalry.
- Every one of our radio stations across Canada is fully connected to the emergency broadcast system, ensuring that urgent issues such as Environment Canada weather warnings and Amber Alerts are never missed. This is a priority for our team from coast-to-coast, regardless of whether the programming originates locally or via syndication.

Thank you for raising these important concerns. We welcome the privilege to be held accountable to providing quality local service. I hope the additional information I've provided helps to reassure you that we are committed to ensuring local service will not be diminished, and all essential breaking news, weather, and traffic urgencies will continue to be covered.

Respectfully,

A handwritten signature in black ink, consisting of a large, stylized initial 'S' followed by several horizontal strokes.

Steve Jones

SVP, Brands & Content

Stingray Radio