

January 31, 2013

Mr. John Traversy
Secretary General
CRTC
Ottawa (ON) K1A 0A3

Notice of Consultation : CRTC 2013-19
Reference Numbers : 2012-1051-7 and 2012-0689-7

Dear Mr. Traversy,

We are writing in complete support of the renewal of «*Avis de recherche's*» (ADR-TV) television license, as well as its renewal of its "Public Interest" status as per Article 9(1)h) of the Broadcast Act.

As Director General of the Missing Children's Network, we know all too well about the importance of working with television networks and their affiliated programs that help in the search for missing children by airing their photos. For nearly the past ten years, we have had the privilege of collaborating closely with the professional and dedicated staff of ADR-TV, a 24-hour specialty television channel entirely dedicated to the well-being of children and the safety of our local communities.

ADR-TV is strongly committed to serving its community and has played a crucial role in the successes of the Missing Children's Network as the station has brought and continues to bring to the attention of the public our on-going efforts in either finding a missing child or effective ways in which to keep children safe. They are to be commended for the exemplary manner in which they deal with the sensitive issue of missing and exploited children as they have always demonstrated the utmost respect and concern for the families involved.

In the past two years, we have strengthened our collaboration by working closely with their staff in the production of an eight part-series entitled, «*Nos enfants disparus*». The series focused on several long-term unresolved cases. It also highlighted the issue of parental abductions, as well as the alarming incidence of runaway youth in our country. Last autumn, we teamed-up once again to produce a four-part series entitled «*Enfants Avertis*», a new television series entirely dedicated to the prevention of aggression and abduction of young children. The most effective way to protect children and keep them out of harm's way is to empower them with the skills and knowledge needed to identify potentially dangerous situations. It is essential to note that ADR-TV is a valued partner of our organization, respected by law enforcement agencies throughout Quebec as it vehicles important safety messages to the community.

ADR-TV is staunchly committed to the well-being of its citizens and the communities in which they live. We are fortunate and privileged to work with a remarkable team of professionals. When a child disappears, every second counts! The rapid dissemination of information is crucial in the search for a missing child and can truly make the difference between quickly locating a missing child or conducting a prolonged search. Last year, ADR-TV brought their level of commitment to an entirely new level when they revolutionized the manner in which we search for missing children by developing a new tool, «**ADR-ALERT**» - a smart-phone application available free of charge which enables the public to receive missing children alerts in a matter of seconds. Did you know that **one out of every five children** is successfully located because ordinary citizens take the time to study the photos of these children?

In this fast-paced world we now live in and with technology evolving, both the Missing Children's Network and ADR-TV are deeply committed to providing the most up-to-date and quality services to families. In the Spring of 2011, ADR-TV developed yet again, another state-of-the art APP, "**Child Alert**" - a smartphone application, available free of charge, that now offers Canadian families the ability to create and store a current electronic child ID booklet right on their very own mobile device. Moving this crucial program into an electronic platform has made the Child Identification program more readily available and easily accessible to all families. Considering that one in five missing children is located as a result of recognition from a photograph, it is clear that parents should always have in their possession current photos readily available to provide to police in the event that their child goes missing.

For all these reasons, we not only support ADR-TV's license renewal but as well request that the CRTC grant the application to its sister station, **«All Points Bulletin»**, thereby allowing all Canadians from coast-to-coast to equally benefit from such an invaluable and professional service. They are both truly exceptional Public Interest services.

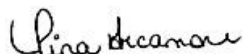
Every child in Canada deserves to live a happy and safe childhood ... every missing child in our country deserves to be safely located ...

Since 1985, the Missing Children's Network has been supporting families who are living every parent's worst nightmare. We are proud of our many initiatives that include the successful resolution of 870 cases of missing children, teaching personal safety strategies to over 150,000 school-age children, the implementation of the Amber Alert program in Quebec, the creation of a complete and comprehensive prevention and education program for children from birth to adolescence, as well as collaborating with law enforcement agencies in the publication of several resource booklets for parents and professionals. However, every day, dozens of children go missing and countless others fall victim to exploitation and aggression. We need to do more because our children deserve no less!

We thank you for your consideration of this special request and hope that the CRTC will continue to aid us in giving missing children a resounding voice in Quebec and hopefully soon all across this beautiful country of ours!

I would like to appear at the hearing.

Sincerely,



Pina Arcamone
Director General