



JEUNESSE AU SOLEIL
SUN YOUTH ORGANIZATION

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 write to you in support of renewal for “*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.

Since its inception as a Public Interest service in early 2008, *ADR-TV* has emerged as a vital resource in preventing crime and improving public security. It allows the details and events of criminal acts and suspects to be publicized broadly and quickly, a characteristic which is critical to the apprehension of suspects and the prevention of crime: when a would-be criminal feels that he is more likely to get caught, his desire to commit a criminal act is discouraged.

Not only does *ADR-TV* provide a new and original resource by which the public can become more secure, but it supplements the work of existing organizations in that field. We at Sun Youth Organization have had the singular opportunity to work with the team at *ADR-TV* since its beginnings, and can testify that they have made our work more efficient and effective, particularly in publicizing our crime prevention initiatives and our monetary reward offers which, in coordination with the various police and public security services of Quebec, help bring criminal cases to their just resolution. Between 1991 and 2011, our 58 reward offers, put up by concerned anonymous donors, yielded a 38% success rate in procuring information or identification of various wanted criminals or missing persons. In working with *ADR-TV* we see an opportunity to attain a long-term increase in the success rate of this particular program. This is one example of the collaborations we believe are possible in the future, but only if *ADR-TV*'s license is renewed.

ADR-TV does not only seek excellence in its use of its broadcasting rights. It continues to seek out better ways to fulfill its mission of preventing crime and maintaining the public's security. With the development of its free-of-charge “*ADR-ALERT*” and “*Child Alert*” smart phone apps, *ADR-TV* has proven itself to be at the cutting edge of public security. Its model for free information distribution to mobile devices has even been adopted by the Federal Bureau of Investigation (FBI) in the United States, and *ADR-TV* understands that the quick and accessible dissemination of information is an integral aspect to fulfilling its mission. Failure to support the

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renewal of *ADR-TV*'s broadcasting license would represent a critical blow to the development of public security in Quebec and Canada.

We would also request that you grant license to its English-language sister station "*All Points Bulletin*", so that English speakers across the country can experience the same public good that *ADR-TV* has brought to its community of origin. *ADR-TV* has shown that it is motivated to improve the security of all Canadians, and would be the most efficient organization to grant license for this new service, as they have already developed an effective model for public security in French-speaking Quebec, one which continues to increase in scope and effectiveness.

Please accept our most cordial gratitude for your time and attention.

Sid Stevens
Executive Vice-President
Sun Youth Organization

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