

From: Don Mumford [<mailto:Don.Mumford@bellmedia.ca>]
Sent: Tuesday, March 12, 2013 4:12 PM
To: Fontana, Joe
Cc: Mandi Fields; John Cordiner; Don Mumford
Subject: Seeking Your Support - Bell and Astral



His Worship, Joe Fontana
Mayor,
Corporation of the City of London
London, Ontario

Dear Mayor Fontana (Joe),

As you may be aware, Bell and Astral are back before the Canadian Radio-television & Telecommunications Commission (CRTC) seeking the authority to allow Bell to acquire control of Astral.

Astral has a proud legacy as a leading Canadian media company and with Bell's ownership, they will be able to continue and improve upon this legacy. The combination of the Bell Media and Astral assets would bring the respective strengths of each group together in a total that is greater than the sum of its parts, and will result in the creation of more and better Canadian programming.

Furthermore, as part of the transaction process at the CRTC, benefits proposals have been put forward. These proposals represent substantial financial contributions to the Canadian broadcasting system, including drama and youth programming, feature films, **support for emerging musical artists and a commitment to keep open all of the local television stations until the end of their current licence terms in 2016 (Bell) and 2017 (Astral)**. For more information please visit this website www.CanadiansDeserveMore.ca

To ensure all this is possible, we need your help. The application is currently before the CRTC and has recently been made public. As part of its process, the CRTC looks for written support as a key part of its deliberations. I hope that you will take the time to lend your support for this application, and I have attached instructions explaining how to participate in the process.

The deadline for letters to be received by the CRTC is **Friday April 5th, 2013**. Please don't hesitate to contact me or Mandi Fields if you have any questions about the application.

Your support is extremely important to us and is very much appreciated.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Don Mumford', with a large, stylized flourish above the name.

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