THE READING OF THIS PAGE REQUIRES A REPLY!

YOUR REPLY!*

WHAT IS CHANNEL 8?

Channel 8 is the last remaining high power allocation in the central Maritime region and, as such, it demands an operation of maximum power in order to give the optimum service. To create, in fact, a television channel and service worthy of this vital segment of our Maritime population.

In applying for a license to operate Channel 8, CJCH Limited is eager to establish the last microwave link in Canada's second television network, so that CTV may become a truly Canadian, ten-province network. Also, through this application we are attempting to bring about the objective outlined in the recent Governmentwhite paper, ". . . alternative television service is an amenity now regarded almost as a necessity of life."

OUR APPLICATION FOR CHANNEL 8

In puting forth our application for Chanel 8, CJCH Limited has expressed plans to build a maximum power rebroadcasting station near Amherst, Nova Scotia. This location has been chosen to give maximum alternative television programming to the central Maritime region.

An exhaustive engineering examination has been made of this region in order to find the most efficient, most functional site for Channel 8. Technical parameters dictate that this channel could only be employed in three areas within the region: Summerside, Moncton or Amherst. However, in order to serve all three areas best, only Amherst, using maximum power, is capable of serving all three from this one location.

TO SUMMARIZE OUR APPLICATION

Our application proposes that a maximum power rebroadcasting station near Amherst, utilizing Channel 8, is the **only** proposal calculated to serve you and all people of the central Maritime region. Also, this same proposal is looked upon as being the only method of making alternative television viewing available to all the people of this region.

WHAT WILL CHANNEL 8 MEAN TO YOU?

First of all, as mentioned, alternative television, a selection of programs . . . and inclusion in Canada's second television network, CTV!

In outright entertainment, you'll witness top CTV and CJCH programming, eventually re constituted so that you will see programmes not seen on any other Maritime channel. There will also be a more regional presentation of news and public affairs, Maritime news and views — your **news, and news** about you!

CJCH Television has always provided, and will continue to **provide, the** best **in all-round**. viewing entertainment.

AND COLOR!

Forty hours of color programming every week from CJCH Television—the first television station in Canada to experimentally transmit color.

YOUR ROLE IN CHANNEL 8

As a resident of Prince Edward **Island**, you **play a most** important role in the selection of a second television channel.

Already our application is meeting with widspread favor and support. Newspapers, organizations, societies, labour unions, municipalities, and individuals have provided constant encouragement. Such comment afffirms that Islanders are **demanding** a choice of two television channels—and are saying so in letters, postcards and petitions.

How about **you?** Have you made your feelings known? NOW —right now—is the time to express your approval of Channel 8. Make public your demands for alternative television in Prince Edward Island!

* WE URGE YOU TO REPLY TODAY, IN WRITING, TO:

JOHN JAY
VICE-PRESIDENT
CJCH LIMITED
P. O. BOX 1120
CHARLOTTETOWN, P.E.I.

VOICE YOUR APPROVAL OF CHANNEL 8! WRITE TODAY!