



January 31, 2007

Madame Diane Rhéaume  
Secretary General CRTC  
CRTC,  
Ottawa (Ontario)  
K1A 0N2

Dear Madame Rheauume,

**Re: Applications 2006-0508-2 and 2006-0508-0**

I have reviewed the above proposal and viewed examples of his productions. I am excited by the possibility that this type of television network and programming might be available in the Vancouver area one day.

The Vancouver Police Department prides itself on open and transparent communications with the residents of our community. We believe people have a right to know what their police department is doing to keep them safe and how they can help in the process. We rely primarily on the generosity and hopefully the accuracy of the media in getting our message out. Anyone who has ever used that as their primary communication tactic knows how difficult it is to control the content and accuracy of the message that the public eventually is fed.

Our preference, whenever possible and practical, is to communicate directly to the people we serve without going through the filter of the media. We utilize our web site as much as possible but driving people to the site remains a challenge. We produce our Annual Report as an insert in the city's largest daily which has been quite an effective tactic. But our most effective tactic to date has been producing a comparatively costly 30 second TV spot as part of our crime prevention program aimed at reducing residential break and enters. Even with this, the aim was to drive people to our web site where they could read crime prevention tips.

Recently we produced a web page with the names and photos of people wanted locally on warrants. The response has been overwhelming from the public and has allowed us to quickly locate and arrest more than 30 criminals. As successful as this tactic is, we still are painfully aware that asking people to go to a web site requires a very active response on their part. If that information was available to them passively on TV, we suspect the effectiveness of the tactic would increase dramatically.

My point is that nothing communicates more effectively than TV and nothing controls the message more than when we produce the programming. To have an entire channel in our area dedicated to producing and broadcasting our message and other public service safety messages would be ideal.

I endorse his efforts enthusiastically, believe it is strongly in the public interest and would look forward to any opportunity to intervene on his behalf in any regulatory approvals he may be seeking.

I hope that his efforts are successful. By the way, our TV campaign was so effective that during the six weeks it ran, property crime in our city fell 20 per cent. I can only speculate what effective an ongoing TV network might have on crime prevention in our city.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'Paul Patterson', with a large, stylized flourish extending from the end of the signature.

Paul Patterson  
Director  
Public Affairs and Marketing  
Vancouver Police Department