



Press release

For immediate release

New citizen-produced shows hit the screens on September 26

MAtv REFLECTS THE INTERESTS OF MONTREALERS

Montreal, September 14, 2016 – This fall, by focusing on local ideas and distinctive content, MAtv Montreal will screen new shows proposed by Montrealers. With over 50% of its programming comprised of projects from the community, the channel wants more than ever to be the voice and mirror of all citizens of Greater Montreal.

“MAtv is constantly challenging itself to renew its television offering and innovate by introducing new formats and themes that resonate with the different Montreal communities,” says Isabelle Larin, MAtv Director of Programming and Marketing. “The programs selected are among many projects submitted by Montrealers. We receive an increasing number of requests every year. We look for ideas and content that support local expression and reflect the interests of Montrealers,” she says.

Among the shows from the community

- [Urban Nations](#) (Tuesday at 6:30 pm), a new English series of ten programs, proposed and hosted by Lachlan Madill, will present inspiring portraits of Aboriginal people involved in the community. This show will highlight the commitment of Innu surgeon, Dr. Stanley Vollant, McGill University teacher Allan Vicar from the Micmac community, Huron / Wendat actor Charles Bender and Cree lawyer Marie-Ève Bordeleau.
- English documentary series [Black Wealth Matters](#) (Thursday at 7:30 pm), with Henri Pardo, will enlighten us on entrepreneurship at the heart of Montreal's black community and the growth drivers for its citizens. The director followed Projet Montreal candidate Kerlande Mibel in Montréal-Nord during the last municipal elections. As a leader in the International Black economic Forum, she will also be among the guests of a special Forum show this fall.
- The new weekly [UrbArt](#) (Friday at 9 pm) will be hosted in French by Jay Du Temple. Presenting the cultural and artistic diversity of Montreal with *Slow Bike*, he will welcome such guests as editor François Cardinal, DJ Bee (Abeille Gélina), director Maxime Giroux (award-winning film *Félix et Meira*), songwriter Gabriel Malenfant from Radio Radio, and the Vice President of Infopresse Arnaud Granata.
- [The Street Speaks](#) (Tuesday at 7:30 pm) and [Mosaïque en lumière](#) (Monday at 9 pm) are coming back to deal with topics such as death, the birth of a child, the perception of the police within cultural communities and ethnic humor.

New local interests

Two new French programs offering specific themes will be presented this fall:

- [Coup d'marteau](#) (Saturday at 11:30 am) is hosted by passionate contractor Stéphanie Lévesque, who will tour Montreal with her truck full of tools to help Montrealers who may be struggling with small renovations.
- [Figures marquantes de notre histoire](#) (Friday at 7 pm). Host and historian Eric Bedard will interview his guests about historical figures who made a mark on Quebec. Recorded in the Grande Bibliothèque, the series of ten interviews will include a history of the cooperative movement with a presentation on Dorimène and Alphonse Desjardins, as well as many other leading figures, including Jeanne Mance, a pioneer of Nouvelle-France and co-founder of Montreal.

New hosts

Starting this fall, three shows will feature new hosts:

- Richard Dagenais takes the helm of [CityLife](#) (Tuesday at 8 pm)
- Kim Sullivan settles in command of [Montreal Billboard](#) (Tuesday and Thursday at 6 pm)
- Myriam Fehmiu becomes the new host of [Montréalité](#) (Monday and Wednesday at 6 pm)

Popular shows [Mise À Jour](#) (Monday at 8 pm), which covers Montrealers' concerns, as well as [Premières vues](#) (Tuesday at 9 pm), the only show devoted entirely to cinema and television, are also back for a new season.

Volunteers at work

Through its *My Volunteering* program, MA tv offers people who wish to get involved in their community TV the opportunity to do so by being mentored by industry professionals. To ensure the quality of the shows, volunteers take part in a three-step training process: theory, practice and production. During the last year, hundreds of volunteers have contributed to the production of new programming, including:

- [Mtl je thème](#) (Wednesday at 6:30 pm) will present different perspectives related to Montreal's cosmopolitan life.
- [Culture Zone](#) (Wednesday at 7 pm), will showcase places, people and events of Montreal's cultural fabric. Some episodes will be presented in English.
- [Ma curieuse Cité](#) (Wednesday at 7:30 pm), a new take on infotainment with a mandate to entertain and inform Montrealers about the hidden gems that make Montreal so vibrant.

MA tv: My community's voice by Videotron

To serve the community, MA tv, distributed exclusively to Videotron customers, reflects Montreal's diversity. It gives all citizens access to an expression and dissemination space that encourages participation. Helpful, informative and educational, MA tv advances local interests and promotes the emergence of talent. It is also very interested in the reality of the community comprising the 1.7 million households it serves across Quebec. MA tv is broadcast on channel 9 and in HD at position 609. It is also available on illico TV (channel 900), on the Web ([illico.tv](#)), on iPad and Android tablets (through the illico.tv app) and on illico mobile. Follow our MA tv communities on [Twitter](#), [Facebook](#), [YouTube](#) and [Instagram](#).

– 30 –

Source : Céline Langlois, Senior Manager, Marketing and Communications
Tel.: 514 598-6098 | Mobile : 514 462-3188 | celine.langlois@videotron.com

Media contact: Claire Strunck | 514 632-2472 | claire@pingcommunication.ca