

News Release

For immediate release

Montréal's Hyperlocal Media

MATv® UNVEILS FALL SCHEDULE

Montréal, September 19, 2018 – A dozen new series made by and for local residents that reflect Montréal's social and cultural diversity will premiere on MATv this fall. When the fall schedule launches on Monday, September 24, MATv's programming will be more closely in sync than ever with the interests of the communities that make up the Greater Montréal area.

MATv: A bonus for Videotron customers

For nearly 40 years, Videotron has proudly supported community television and made it available to all the communities in its service area. Videotron also provides financial support for nearly 30 independent community channels across Québec. MATv's ongoing commitment to all the localities it serves opens up lines of communication between individuals and between organizations, helps build a sense of community and belonging, and keeps people informed and connected to their neighborhoods.

Why MATv? Because it's more hyperlocal than ever!

The people with ideas who submit projects to MATv and work on-air or behind the camera to bring them to fruition are the driving force behind its programming. "With more than 50% of its schedule made up of citizen projects, MATv is distinguished by its unique local character and its close connection to viewers," says Steve Desgagné, Senior Director, MATv. "What makes our channel different from network television is citizen involvement. The members of the public who come up with the ideas and those who work as volunteers are the people who make MATv what it is. I am very proud of our new shows. They are a window on all of Québec and demonstrate the vital role of community television in today's media landscape."

Bring in the new!

A slate of new shows in each of MATv's program categories – services, culture, history and heritage, vox pop, and of course public affairs – will be added to the line-up in the fall. Coinciding with the start of the new television season, MATv will soon launch a new website (matv.ca) where visitors will be able to access distinctive content and watch episodes online, free and without ads.

English shows feature unique Montrealers and compelling stories

After the addition of English-language shows to the program line-up three years ago to better reflect Montréal's make-up, three new English shows proposed by Montrealers are joining *CityLife* on MATv's schedule: **ART Impact**, created and hosted by Anne Janody, will feature inspirational figures from the art world (Tuesday, 8 p.m.). **514 Undiscovered**, co-hosted by Giordano Cescutti (the show's creator) and Alexa Everett, will introduce viewers to some of our city's vibrant but lesser-known communities (Tuesday, 7 p.m.). In **My Curious City**, the English counterpart of *Ma curieuse Cité*, participants in MATv's MY Volunteering program will look at Montréal places, organizations and events (Tuesday, 7:30 p.m.).

Public affairs: Inform, educate, empower!

CityLife and its French-language counterpart **Mise À Jour** will be back in the fall, informing viewers about what's happening in their city four days a week. Richard Dagenais (*CityLife* – Tuesday and Thursday, 6:30 p.m. and 10:30 p.m.) and Sophie Vallerand (*Mise À Jour* – Monday and Wednesday, 6:30 p.m. and 10:30 p.m.) cover the issues of the day. They delve into the things that matter to Montrealers, ask the right questions, put the issues into perspective and explain them in a relatable way. Both shows follow the neighborhood news that residents care about but the major media outlets often neglect.

Local history and heritage

If you want to know where you're going, you have to know where you came from. **Archéo-Ville**, created and hosted by Vladimir Molina (Monday, 9:30 p.m.), will take audiences back in time with the help of museums, archeological sites, artifacts and relics. In **Des chemins, des histoires**, hosts Denis Anger (the show's creator) and Taïna Lavoie uncover the hidden paths and secrets marking the history of Québec (Monday, 9 p.m., and Sunday, 11 a.m.). In November, **ICONIQUE Château Frontenac**, created by Robert Mercure, will tell the story of an historic heritage building with a unique character. In English, MATv will air a 5-episode series called **Montréal, mon amour, mon histoire** about the histories of Montréal neighborhoods.

At your service!

Active seniors will be pleased to hear that Michèle Sirois will be back with **Ère libre**, her show about the joys and challenges of aging (Saturday, 11 a.m., and Sunday, 8 p.m.). Marie-Eve Boucher and Valérie Thibault, the creators and co-hosts of **Famille au menu**, will serve up a full menu of ideas and activities for young families (Friday, 7 p.m.). People who want to make physical activity part of their daily routine will welcome the return of **LaFormavie Dynamique** (daily at 7 a.m. and 10 a.m.). The show's creator and host Jonathan Lavallée changes it up with a diverse range of targeted workouts. For young entrepreneurs, **Partir en affaires**, created by Mathieu Chevalier and hosted by Marie-Pier Caron, is packed with useful tips for business success (Sunday, 9 p.m.).

Culture any way you like it

Nous sommes la ville, created and hosted by Marilyse Hamelin (Thursday, 9 p.m.), is the show for people who are excited about emerging culture in all its forms. Fans of improv won't want to miss **La Coupe Romanesque**, created by Marc-Olivier Dugas Pelletier (Friday, 9 p.m.). Gospel music enthusiasts will get their fill on **Rythmes Gospel**, created and hosted by Jean-Yves Roux (Friday, 10 p.m.). And MATv's fall schedule features three new shows just for country music fans: **Aller-retour Country**, created and hosted by Karo Laurendeau, **Chanson Via Country** and **En route vers l'Ouest** (starting at 8 p.m. on Saturday).

You have the floor!

In its second season, **Ma parole!**, created and hosted by Hélène Frankland, will continue to provide a forum where members of the public can express their opinions about the things they care about (Friday, 7:30 p.m.). **Mille visages**, created by Edwige Dazogbo and hosted by Sandra Sirois (Sunday, 9:30 p.m.), will look at the issues surrounding immigration and promote mutual understanding. **Ma curieuse Cité**, hosted by participants in the MY Volunteering program, is a wide-ranging exploration of Montréal's multi-faceted cosmopolitan life.

MATv: My community's voice by Videotron

MATv, an exclusive service for Videotron customers, serves the community by reflecting Québec's diversity. It gives all citizens access to a medium of free expression and outreach that promotes public participation. MATv carries useful, informative and educational programming that focuses on topics of local interest and supports the emergence of new talent. It reflects realities of concern to the community of 1.6 million households it serves across Quebec. MATv is broadcast on channel 9 and in HD on channel 609. It is also available on illico TV (channel 900), on the Web (matv.ca and illico.tv), on iPad and Android tablets (through the illico.tv app) and on illico mobile. Follow our MATv communities on social media such as Facebook and Instagram.

– 30 –

Source:

Lyne Paquette, Supervisor, Marketing and Communications

Office: 514 598-2926 | lyne.paquette@videotron.com