



PRESS RELEASE

For immediate release

QUB radio goes live on 99.5 FM Mario Dumont to host morning show

Isabelle Maréchal, Benoit Dutrizac, Sophie Durocher and Richard Martineau also in the line-up

Montréal, August 12, 2024 - QUB radio goes live on 99.5 FM, Monday to Friday, 6 a.m. to 6 p.m., starting August 26. Known for its solid public affairs programming and experienced broadcasters, QUB will revamp its fall schedule with Mario Dumont helming the morning show. The announcement follows a content distribution agreement between Leclerc Communication and NumériQ, a Quebecor entity. QUB will also continue broadcasting on the web and on the QUB television channel.

Focus on news, comment and analysis

True to its talk and opinion mission, QUB will continue to feature prominent hosts and contributors who have made their mark on Québec's media landscape. Starting at 6 a.m., **Mario Dumont** will accompany listeners through their morning routine, backed by a solid team of regulars including Alexandre Dubé, Benoit Dutrizac, Antoine Robitaille and **Isabelle Maréchal**. Maréchal takes over as host at 9 a.m., a time slot she dominated for years on FM radio. **Benoit Dutrizac** will continue hosting the midday show, followed by **Sophie Durocher** at 2 p.m. and **Richard Martineau** at 3 p.m. for the drive home show, including a regular segment with Mathieu Bock-Côté commenting on current events. Other seasoned columnists will appear throughout the day.

Evenings and weekends

QUB's evening and weekend programming will continue to be available on the web and on television, and QUB radio programs are available 24/7 in podcast format on the web at qub.ca and via the QUB mobile app. In the latest Digital Triton report, for June 2024, QUB continued to dominate public affairs podcasts with 18 of the 30 most-listened-to French-language podcasts in Canada, well ahead of competitors Radio-Canada and Cogeco.

Quotes

"We are proud that Leclerc Communication has chosen QUB's programs to enhance 99.5 FM's weekday schedule. It shows that we have succeeded in assembling a quality line-up of talented hosts and teams of contributors and researchers who make the difference. After the web and TV, we're delighted to bring QUB to the FM dial and add more voices to the current FM offerings." – Mathieu Turbide, Vice President, Digital Content, NumériQ and Quebecor.

“In the hyper-competitive world of Montréal radio, the upheavals in talk radio over the past few months afford us an attractive opportunity to bring powerful new content of high quality to the FM dial. The addition of this new alternative to the radio landscape is timely. With Mario Dumont in the morning slot, Isabelle Maréchal and Benoît Dutrizac returning to the time slots they occupied for 13 and 9 years respectively on Montréal radio, and Sophie Durocher and Richard Martineau in the afternoon, we expect this new collaborative model to deliver strong results.” – Nicolas Leclerc, Vice-President, Leclerc Communication.

“I’m excited to be back with FM listeners this fall, in addition to our web and television audiences. It’s a privilege for me to start the day by sharing the first news and interviews of the day with listeners and staying connected with Montrealers and Quebecers. With my solid team of contributors, we will dissect current events and delve into the issues without fear or favour. Don’t miss it!” – Mario Dumont, host on QUB, LCN and TVA, columnist for *Le Journal de Montréal* and *Le Journal de Québec*.

QUB schedule starting August 26:

- 6 to 9 a.m.: Mario Dumont
- 9 to 11 a.m.: Isabelle Maréchal
- 11 a.m. to 2 p.m.: Benoit Dutrizac
- 2 to 3 p.m.: Sophie Durocher
- 3 to 6 p.m.: Richard Martineau

About QUB

QUB is a multi-platform talk radio station that has been broadcasting since 2018. Every day, its hosts discuss local, national and international events. QUB also offers a number of original podcasts and on-demand content. It is available over the air on 99.5 FM in Montréal, digitally via the QUB app and the qub.ca website, on television by subscribing to the QUB channel, as audio podcasts through all aggregators and as video podcasts on the QUB YouTube channel.

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Information:

relations.medias@qub.ca