



December 06, 2017

Mr. Scott Hutton  
Secretary General (Acting)  
Canadian Radio-television and  
Telecommunications Commission  
Ottawa, Ontario, K1A 0N2

Re: Broadcasting Notice of Consultation CRTC 2017-365

**CRTC Application #2017-0586-5 by Pelmorex Weather Networks (Television) Inc.**

Dear Mr. Hutton,

New Brunswick is pleased to support the Pelmorex Weather Networks application (2017-0586-5) for the license renewal of The Weather Network/MeteoMedia's as per Broadcast Notice of Consultation CRTC 2017-365, "Application for the renewal of services with mandatory distribution of the basic service pursuant to section 9(1)(h) of the Broadcast Act". New Brunswick has worked closely with the applicant over the past number years on the National Alert Aggregation and Dissemination (NAAD) project and has found them to be an excellent partner in this joint endeavor.

New Brunswick has experienced a multitude of weather related events in recent years, with increasingly concerning frequency and severity. The ability to disseminate timely and relevant public alerts is a key component of our emergency response strategy. Public Alerts have been repeatedly used to positive effect in these instances. With a steady increase in emergency incidents caused by weather events, the importance of a robust public alerting system is well recognized.

Pelmorex has been responsive to our provincial needs with regard to training and subject matter expertise. They have demonstrated leadership and innovation in the field of public alerting and are well-positioned to progress the incorporation of wireless alerting in their capability.

This current public/private partnership has delivered a valuable and critical service to New Brunswick in supporting our Emergency Management operations. We are supportive of the application to renew the existing service and look forward to the opportunity to continue to further develop this system in partnership with the applicant.

Yours truly,

Greg MacCallum  
Director  
New Brunswick Emergency Measures Organization

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