



December 4, 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; Application #2017-0586-5 by Pelmorex Weather Networks Inc. to renew the licence of The Weather Network/MétéoMédia

The Canadian Centre for Child Protection (Canadian Centre) is a registered charity dedicated to the personal safety of all children. The Canadian Centre operates several programs to reduce child victimization, including Cybertip.ca, Canada's tipline to report the online sexual exploitation of children (www.cybertip.ca), and MissingKids.ca, a national missing child resource centre. Cybertip.ca accepts reports of potentially illegal content and activities occurring online (e.g., child pornography, online luring, agreement or arrangement to commit a sexual offence against a child), and forwards the information received to the appropriate law enforcement and/or child welfare for investigation. MissingKids.ca offers support to Canadian families and police dealing with missing child issues, and providing the public with educational materials to help prevent children from going missing.

The Canadian Centre supports The Weather Network's application to remain on the basic television service for the next seven years. From the perspective of the Canadian Centre, the Weather Network makes an invaluable contribution to the safety of Canadians by operating the backbone infrastructure of the national emergency alerting system. This system is integral to the issuance of AMBER Alerts, which is a warning system designed to quickly alert the public of an abducted child believed to be in imminent danger. In such circumstances, every second matters. Research has shown that if an abducted child is going to be harmed, it usually occurs within a short time period.¹ The AMBER Alert program helps expedite the recovery of an abducted child and apprehension of the abductor and is a powerful tool that is a necessity in these serious situations.

Thank you. Please contact me should you have any questions regarding the above.

Yours truly,

A handwritten signature in black ink, appearing to read 'Lianna McDonald'.

Lianna McDonald
Executive Director, Canadian Centre for Child Protection Inc.

cc: regulatory@pelmorex.com

¹ See: Abducted then Murdered Children – A Canadian Study at:

https://www.protectchildren.ca/pdfs/C3P_AMC_PreliminaryFindings_en.pdf

See also: National Center for Missing and Exploited Children, "What hours are most critical when trying to locate a missing child?" http://www.missingkids.com/missingkids/servlet/PageServlet?LanguageCountry=en_US&PageId=2816#2