

October 23, 2017



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**

Dear Sir/Madam:

My name is Paul Boothe and I am the Managing Director of the Trillium Network for Advanced Manufacturing. Formerly, I was a Professor at the Ivey Business School teaching business and public policy. I am writing to support The Weather Network's application to remain on the basic television service for the next seven years.

The Weather Network goes above and beyond what many private firms do to provide a public service. One of the many ways it earns this mandate is by assisting educational institutions like the Ivey Business School in teaching our students about business-government collaborations. The Weather Network was extremely generous in hosting our students on field trips. Students learned about the important partnership that exists between the company and Environment Canada and the essential role Pelmorex Corporation plays in operating the National Alert Aggregation and Dissemination System. Executives welcomed our students to their facilities and gave generously of their personal time. In my view, the Weather Network is more than deserving of the benefits that being part of the basic cable package afford.

Sincerely,

Paul Boothe CM PhD

Managing Director

CC. regulatory@pelmorex.com