

October 20, 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**

The Alberta Severe Weather Management Society (ASWMS) is a private, non-profit organization that was established by the Property and Casualty insurance companies of Alberta in 1996 to administer the cloud seeding program to help reduce the costly damage that hail storms cause Albertans each year.

There are a number of ways to help Albertans prepare and prevention is a key factor. We support The Weather Network's application to remain on the basic television service. There are many reasons why The Weather Network's presence on the basic television service is essential for Albertans:

- In the months of June, July and August, thunderstorms occur on average 75% of days.
- Of these days, hail falls 50% of the time.
- 15% of the time that it hails, hailstones will be greater than the size of a walnut.
- Over 40 major hail storms rumble through Alberta every summer.
- Over the past decade, these storms have caused over \$4 billion in damages.
- No local TV or radio news delivers weather information around the clock, making it available whenever Albertans need it. That is why it is important for The Weather Network to be available to all that subscribe to a television service without having to pay an extra fee.
- Albertans turn to The Weather Network for the latest information on active weather situations so they can stay safe and take action to help reduce the chances of damage to their automobiles or personal property.
- The Weather Network has responsibilities to provide critical information to Albertans that other television channels do not. It's coverage of issues related to climate change, in particular, will only become increasingly important.
- The Weather Network makes an invaluable contribution to the safety of Albertans by operating the backbone infrastructure of the national emergency alerting system.
- The Weather Network is more of a public service than it is a normal TV channel. The ASWMS shares in real time our private radar images and hail forecast which in turn can be used to provide more accurate and just in time alerts to Albertans that a major hail storm is about to hit and to take cover and be safe.

In closing, the ability for The Weather Network to inform Albertans of an oncoming damaging storm can assist people to take appropriate actions which can help save property as well as their own well-being.

Regards,

A handwritten signature in black ink, appearing to read 'TKP', with a long horizontal flourish extending to the right.

Todd Klapak

President, ASWMS

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