



October 23, 2017

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

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**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 Mr. Scott Hutton,

The Canadian Red Cross Society is a non-profit volunteer based organization that works to help the most vulnerable in Canada and around the world. The Red Cross has served Canadians for over 120 years with programs and services in disaster management, injury prevention and safety, and community health and wellness. We are committed to making sure individuals and families have the information and support they need in order to respond and recover when disasters and emergencies occur.

On behalf of the Canadian Red Cross, I would like to extend my support for Pelmorex Weather Networks (Television) Inc. application for licence renewal. In line with our objectives and mission, the Canadian Red Cross endorses the application for the CRTC to renew Pelmorex's licence for a full seven years and to grant basic carriage status for The Weather Network and MétéoMédia for the full duration of that licence renewal.

The removal of The Weather Network or MétéoMédia from basic cable service is of concern to the Canadian Red Cross. These services provide important public safety information such as Environment Canada warnings and advisories for severe storms, heat/cold alerts, and tornadoes. Weather warnings, provincial road reports, air quality warnings and advisories, and pollen reports provide important updates to Canadians to help them stay safe. This year in British Columbia, the Weather Network provided important, updated information on a complex wildfire situation – ultimately assisting British Columbians in making informed decisions to keep their families safe. This is just one example of the value of these services.

Our partnership with Pelmorex has been essential in making sure Canadians have the information they need in times of disasters and emergencies. As disasters increase in frequency, wildfires and floods continue to have devastating impacts, especially in remote and rural communities – making it all the more important for The Weather Network and MétéoMédia's broad distribution on basic service. In particular, seniors, persons with limited mobility, or financial challenges will be most disadvantaged if they are forced to pay more to continue receiving Pelmorex's services.