



September 27, 2017

NBAFC support for - The Weather Network License renewal

The New Brunswick Association of Fire Chiefs wishes to extend their support once again towards the application submitted by Pelmorex Communications Inc. to remain the basic delivery service for The Weather Network and MétéoMedia for television service for all subscribers.

The New Brunswick Association of Fire Chiefs represents over 5,000 first responders in our province not including our ambulance, police and Rescue teams. The Fire Chiefs along with their departmental Officers are responsible for the management and delivery of fire, rescue, and emergency response and are also responsible for assessing imminent risks and advising on the fire and life safety of the residents in our communities.

Emergency preparedness is a vital component of community safety. Fire service personnel are constantly being educated in the field of emergency preparedness and The Weather Network provides key information when they broadcast a variety of meteorological information to keep residents informed of environmental and emergency conditions that affect local communities on a 24/7 basis. Global warming and weather changes which have been occurring more often than we like to see we can be informed at a moment's notice. With Global warming and the changing of the weather conditions throughout our country; citizens are able to keep abreast and prepare themselves and their families in anticipation of and/or during a important event.

The Weather Network is utilized in the development of the emergency management and response programs around the Province and is a vital tool to Emergency Providers. The Weather Network is extremely valuable to the fire service as it provides information, which is used to develop operational strategies in consideration of pending weather situations. Fire Dispatch Centres frequently use the Weather Network to monitor local conditions and to synchronize clocks.

Pelmorex's National Alert Aggregation and Dissemination System will be invaluable in ensuring other broadcasters are able to pass on emergency messages.

Fire Departments can utilize this warning system to notify and update the public regarding industrial accidents, evacuation notices, flood or forest fire warnings, as well as numerous other emergency situations. The Weather Network provides customized information to ensure viewers receive the most pertinent weather and public safety information for their community.

If cable and satellite service providers were to be removed from The Weather Network, basic service it may have a negative impact on the safety and well being of the residents and visitors to our province. The viewing audience available could be significantly diminished if the Weather Network is not made exclusively available on bundled packages and/or digital services due to the anticipated cost increases which are typical of such services.

The Weather Network provides a means for communities and residents all across Canada to be informed of local situations which may well affect their safety and well-being. It is essential that The Weather Network continue to be affordable and available on basic cable/satellite services to all residents throughout not only New Brunswick but our country as it is an essential means towards the protection of our citizens and children; which we cannot put a price on.

Mike Walton
PRESIDENT NBAFC

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