



Emergency Management Office

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

**Re: Broadcasting Notice of Consultation CRTC 2017-365
CRTC Application #2017-0586-5 by Pelmorex Weather Networks (Television) Inc.**

Dear Mr. Hutton,

Nova Scotia is pleased to be able to support the Pelmorex Weather Networks application (2017-0586-5) for the license renewal of The Weather Network/MeteoMedia's as per Broadcast Notice of Consultation CRTC 2017-365, "Application for the renewal of services with mandatory distribution of the basic service pursuant to section 9(1)(h) of the Broadcast Act". Nova Scotia has worked closely with the applicant over the past number years on the National Alert Aggregation and Dissemination (NAAD) project and has found them to be an excellent partner in this joint endeavor.

As a coastal province, Nova Scotia is on the frontline of many of the weather related events which have been occurring with heightened frequency and intensity in recent years due to climate change. Our population is broadly distributed around our province and the ability to disseminate timely and relevant public alerts is a key component of our emergency planning regime. As climactic changes continue to occur and intensify in upcoming years the importance of a robust and well developed public alerting system will continue to grow.

It has been our experience that throughout the process of building the current NAAD system the applicant has been responsive to our provincial needs with regard to training and subject matter expertise. Additionally, the applicant has demonstrated a willingness and capacity to continue to grow the system in order to better serve the needs of Canadians (ie wireless public alerting).

I would like to close by stating the current public/private partnership known as the NAAD system has delivered a valuable and critical service to Nova Scotia in the area of Emergency Management. We are supportive of the application to renew the existing service and look forward to the opportunity to continue to further develop this system in partnership with the applicant.

Yours truly,

Paul Mason, MBA, PMP
Acting Executive Director

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