



October 26, 2017

Mr. Scott Hutton  
Secretary General (Acting)  
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**

I'm writing to you in my role as President of the Out-of-Home Marketing Association of Canada, the national industry body that represents Canada's Out-of-Home advertising display companies. OMAC member companies include Astral Out-of-Home, Connected Cities Canada, Lamar Transit Advertising, OUTFRONT Media, PATTISON Outdoor Advertising and Quebecor Media who provide third party advertising on billboards, public transit, bus shelters, airports, shopping malls and other indoor venues across Canada.

As a public advertising medium located where people live, work, shop, travel and play, OMAC members strongly believe in supporting the communities that they operate in by providing public alerting for disasters, emergency preparedness and amber alerts.

OMAC and its members are working with Pelmorex to use its National Alert Distribution and Dissemination (NAAD) System to better enable our members to more quickly and seamlessly distribute Amber Alerts to the public.

Our experience working with a private sector firm such as Pelmorex has been positive. We have found Pelmorex to be responsive to our needs, providing assistance to our members as related to the distribution of alerts through the NAAD System.

Based on the above, OMAC supports The Weather Network's application to remain on the basic television service for the next seven years and their continued operation of the NAAD System under the auspices of their broadcasting licence.

Thank you for the opportunity to provide input on the renewal of The Weather Network's license.

Regards,

A handwritten signature in black ink that reads "Rosanne Caron". The signature is fluid and cursive.

Rosanne Caron  
President  
OMAC

cc: [regulatory@pelmorex.com](mailto:regulatory@pelmorex.com)