Help Keep The Weather Network on Basic Cable

The Weather Network has been widely available to Canadians on basic cable since it was launched in 1988. More than 10 million viewers tune in each week to check weather forecasts, road conditions, air quality reports, and to access Environment Canada warnings and advisories. The cable and satellite industry wishes to remove The Weather Network from the basic service package and bundle it with other channels, limiting access to those with a digital box, or requiring Canadians to pay extra in order to receive TWN.

Pelmorex Communications Inc. has made an application to the Canadian Radio-television and Telecommunications Commission (CRTC) to keep The Weather Network on basic cable and they are asking for municipal support in the form of a letter to the CRTC. The submission deadline for letters of support is March 1, 2007.

Filings can also be made online at the CRTC website: http://support.crtc.gc.ca/rapidscin/default.aspx?lang=en&applicant=n2007-1.

Complete details are available on The Weather Networks website at: www.support.theweathernetwork.com. A link to the CRTC online form is available there, as well as instructions for sending an email response.

OGRA has written to the CRTC to recommend that The Weather Network remains on basic television service in support of public safety, and its service to municipalities in planning their winter maintenance operation strategies for upcoming storm events. A copy of this letter is available on the OGRA website, along with a template for your use. Visit www.ogra.org.