



Canadian
Association of
Broadcasters

L'Association
canadienne des
radiodiffuseurs

June 13, 2007

Via Epass

Mr. Robert Morin
Secretary General
Canadian Radio-television and
Telecommunications Commission
Ottawa, Ontario
K1A 0N2

Dear Mr. Morin:

**Re: Emergency alert services – CAB follow-up to Broadcasting
Public Notice CRTC 2007-20**

1. The Canadian Association of Broadcasters (CAB) is the national voice of Canada's private broadcasters, representing the vast majority of Canadian programming services, including private radio and television stations, networks, specialty, pay and pay-per-view services. The goal of the CAB is to represent and advance the interests of Canada's private broadcasters in the social, cultural and economic fabric of the country.
2. The CAB is writing at this time to outline its role in the development of emergency alert services in Canada, in keeping with the voluntary, rather than mandatory, approach prescribed by the Commission in Broadcasting Public Notice CRTC 2007-20 (PN 2007-20).
3. The Commission's approach is based on a clear expectation that all parties involved will work cooperatively in the development of a national emergency alert system. As noted in paragraph 69 of PN 2007-20:

...to build an effective national emergency alert system, the coordination, cooperation and will of all levels of government and of emergency management officials, broadcasters, BDUs and other stakeholders is required...The Commission considers that the broadcasting system, as one of the most powerful delivery platforms, has a vital role to play in the provision of emergency alerts to the Canadian public.

4. The CAB agrees that the broadcasting system will necessarily be a central element of an effective alerting system. The CAB appreciates the importance of this matter and undertakes to do its part to support full and constructive participation of private radio and television broadcasters in the development and deployment of such a system.
5. Since 2004, the CAB has been working within the Broadcasting Public Alerting Working Group (BPAWG) to provide industry-wide advice to the federal and provincial authorities with respect to emergency alerting issues.
6. Recognizing the need to expand its involvement, the CAB will be striking an internal task force to identify and address issues relating to the participation of private radio and television stations in a national emergency alerting system. The task force will provide advice and guidance to CAB members and staff participating in various government/industry committees associated with this work, including the BPAWG.
7. The CAB intends to move quickly to establish this internal task force and will keep the Commission fully informed as work on this file progresses.

Sincerely,

Original signed by

Glenn O'Farrell
President & CEO

c.c. Scott Hutton, Acting Associate Executive Director, Broadcasting, CRTC
Gerry Bergin, Manager, Broadcast Technology, CRTC

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