



October 10, 2017

VIA ELECTRONIC FILING

Marlene H. Dortch, Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Notice of Ex Parte Presentation
Wireless Emergency Alerts, PS Docket No. 15-91

Dear Ms. Dortch:

On October 5, 2017 and earlier today, the undersigned representatives of T-Mobile USA, Inc.¹ (“T-Mobile”) met via conference call with Zenji Nakazawa, Public Safety and Consumer Protection Legal Advisor for Chairman Ajit Pai, to discuss questions relating to the FCC requirement that participating Commercial Mobile Service providers begin supporting embedded references in Wireless Emergency Alert (“WEA”) messages.²

We explained that T-Mobile expects that its network will be able to deliver alerts with an embedded reference that is “clickable” for the end user, to devices capable of processing them, by November 1, as required by the rules.³ T-Mobile is also engaging with handset manufacturers to support this feature and expects it to become widely available on handsets as it is implemented by handset manufacturers on a going forward basis. T-Mobile is committed to working with the Commission to ensure that this beneficial feature is rolled out expeditiously.⁴

T-Mobile remains concerned, however, about issues raised by CTIA in its Petition for Reconsideration in this proceeding.⁵ Inadequate testing of the embedded reference feature and the potential for this feature to create excessive congestion, whether on a carrier network or the alert originator’s resources, is troubling.

¹ T-Mobile USA, Inc. is a wholly-owned subsidiary of T-Mobile US, Inc., a publicly traded company.

² See 47 C.F.R. § 10.441.

³ *Id.*

⁴ FEMA and alert originators also must establish the necessary practices and standards to ensure that this functionality is effective. See Ex Parte Letter from Robert G. Morse, Associate General Counsel, Federal Regulatory and Legal Affairs, Verizon, to Marlene H. Dortch, Secretary, FCC, PS Docket 15-91 (Oct. 5, 2017).

⁵ See CTIA Petition for Reconsideration, PS Docket 15-91, at 2-5 (Dec. 1, 2016).

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Finally, the Commission should act favorably on CTIA's Petition to align the compliance dates for support of Spanish language alerts and 360 character alerts.⁶ Provisions for adequate testing and alignment of these requirements will help ensure successful implementation of these features and provide an improved emergency alerting experience for Americans.

If you have any questions, please contact the undersigned.

Respectfully submitted,

/s/ Steve Sharkey

Steve Sharkey
Vice President, Technology and Engineering Policy

Shellie Blakeney
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cc: Zenji Nakazawa

⁶ *Id.* at 9-11.