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Via Electronic Filing

January 19, 2018

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

Re: Notice of Ex-Parte Communication: *In the Matter of Improving Wireless Emergency Alerts and Community-Initiated Alerting*, PS Docket No. 15-91; *In the Matter of Amendment to Part 11 of the Commission's Rules Regarding the Emergency Alert System*, PS Docket No. 15-94.

Dear Ms. Dortch,

On January 17th and 18th, I spoke by phone with Zenji Nakazawa, Public Safety and Consumer Protection Advisor to Chairman Pai, regarding the pending Order on circulation in the above-referenced dockets.

During these conversations, I expressed AT&T's support for the important and laudable goal of improving the ability of alert originators to target more precisely the intended recipients of Wireless Emergency Alerts (WEA). Consistent with remarks by the Chairman at a recent public event, AT&T concurs that it is critical for emergency communications systems to operate accurately and efficiently, which requires both that the public sector has a full understanding of the capabilities of the tools at their disposal and that the communications technologies themselves are effective. Targeting emergency information to the relevant audience will significantly increase the effectiveness of WEA program.

I also noted that device-based geotargeting is a fundamental change in the way that WEA operates today and will require modifications throughout the entire alerting ecosystem, including significant work in the standards bodies. I noted that it was important for these modifications to be made in an orderly, coordinated fashion (as mission-critical, public safety communications require), so WEA services can operate efficiently across carriers and in accordance with sound industry standards.

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Finally, I noted that AT&T is committed to continuing to invest in public safety technologies, including geo-targeting solutions, and to delivering on the goals of this item as quickly as feasible, a commitment that is evident in our partnership with the First Responders Network Authority. It is our belief that, in the long run, the public's trust in the WEA program, and in emergency alerting generally, will be best served through the implementation of device-based geotargeting in a manner designed to ensure that the new features and functionality perform as designed and consistent with properly crafted industry standards, and we are committed to working with the industry to move forward on those goals expeditiously.

In accordance with the Commission's rules, this letter is being filed electronically with the Secretary in the above-referenced dockets for inclusion in the public record.

Sincerely,

A handwritten signature in black ink, which appears to be "Joan Marsh", is written over a horizontal line.

Joan Marsh

Cc: Mr. Zenji Nakazawa (via e-mail)