June 8, 2018

Via FCC Electronic Comment Filing System

Ms. Marlene Dortch

Secretary

Federal Communications Commission

445 12th Street, SW

Washington, DC 20554

Re: Wireless Emergency Alerts (WEA) – Proceeding 15-91 and 15-94

Dear Ms. Dortch:

The National Oceanic and Atmospheric Administration’s (NOAA) National Weather Service (NWS) reviewed the comments made by public safety agencies, industry, and others who have refreshed the record on multimedia enhancements to Wireless Emergency Alerts (WEA). We offer the following comments.

**NOAA’s NWS Agrees with Comments Made by Public Safety Organizations**

NOAA’s NWS agrees with the numerous public safety organizations that support the incorporation of multimedia to improve the life-saving capability of WEA. Information graphics, inundation maps, video, American Sign Language and other forms of multimedia can cut across traditional language barriers and help guide people out of harm’s way.

**Leverage Built-in Capabilities of the Device to Facilitate Multimedia**

To reiterate our comments in filing #1052974807809 (May 29, 2018), WEA should leverage the built-in capabilities of cellular devices to render life-saving information, including an interactive map that shows the recipient’s location along with the alert originator’s defined threat area on a built-in map. The information necessary to build the map (polygon and recipient’s location) may already be resident on the device in support of “geo-fencing”, which is required by the *Second Report And Order And Second Order On Reconsideration* (January 30, 2018).

**Conclusion**

NOAA’s NWS looks forward to working within the scope of its mandate toward the continuing improvement of WEA.

Sincerely,

/s/ Michael E. Gerber

Physical Scientist, Office of Dissemination

NOAA/National Weather Service