

Rodney V. Zeigler

1600 N. Lincoln, Lexington, NE. 68850
Phone: 308-325-1642

► **Federal Communications Commission**

Washington, DC

**Amendment of Part 11 of the Commission's rules regarding the Emergency Alert System
PS Docket Number 15-94**

(Due to a material error in my previous submission, I am submitting this edited comment. I apologize for any inconvenience this may have caused. RVZ)

Regarding the inclusion of Blue Alerts in the alert table of the Emergency Alert System (EAS) I see it as something that is not necessary at this time. I feel that while it has good intentions, it sets a bad precedent with many possible unfavorable consequences.

AMBER alerts were conceived almost 20 years ago in response to a perceived need to alert the public to children in danger, and it has done a good job in recovering these children and apprehending their captors. AMBER alerts are in the EAS alert table (CAE), and AMBER alerting works well.

Silver alerts are being used in many jurisdictions to request assistance from the public for recovery of older citizens who are lost. Silver alerts are not in the EAS alert table, but rather a non-EAS public alerting category and have been used successfully to alert the public.

Blue alerts, like the last previously mentioned alert need not be in the EAS alert table to be effective. They can be used by the media to categorize an alert, or they could be used as a headline in an EAS or WEA alert using one of the existing EAS alert categories. By adding Blue alerts to the EAS alert table it opens the door to more "Color" alerts being created until we have added any number of special interest alerts, as has been discussed in various EAS forums. Another item to consider in "Color" alerting will be the public confusion and eventual dismissal associated with the plethora of alerts that are sure to happen once "Color" has been expanded in the EAS alert table.

To be perfectly clear, I am not against alerting to aid law enforcement and other first responders. I am a former volunteer Assistant Fire Chief and Fire Investigator, My wife is a former EMT and EMT Training Officer. Our oldest son is a former EMT who worked in less than safe districts in an urban environment. Another son is currently a Police Detective, another son is a Sheriff's Deputy, our daughter is a Dispatch Supervisor for law enforcement and first responders, and our son-in-law is a Corrections Officer. Public service runs wide and deep in our family. I am currently the Chairman of the Nebraska State Emergency Communications Committee and the Executive Director of the National Emergency Broadcast Association (the PEP station organization).

Thank you for considering my comment on Docket 15-94.

Rodney V. Zeigler

Dir. Of Eng. Nebraska Rural Radio Assn.
Chairman, Nebraska SECC & Exec. Dir. NEBA
7/19/2017