



September 29, 2017

**VIA ELECTRONIC FILING**

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 Twelfth Street, SW  
Washington, DC 20554

**Re: Ex Parte Presentation, *Improving Wireless Emergency Alerts and Community-Initiated Alerting*, PS Docket No. 15-91.**

Dear Ms. Dortch,

On September 27<sup>th</sup>, Scott Bergmann and Matthew Gerst of CTIA, along with representatives of APCO and the Competitive Carriers Association, met with staff from the office of FCC Chairman Ajit Pai, as well as representatives of the Commission's Public Safety & Homeland Security Bureau concerning CTIA's Petition for Reconsideration filed in the above captioned proceeding. A list of meeting attendees is available in Attachment A.

CTIA and its member companies have consistently supported the development, use, and evolution of the Wireless Emergency Alert (WEA) system. As part of the implementation of new capabilities and features for the voluntary WEA system, the Commission has required participating Commercial Mobile Service (CMS) Providers to support the transmission of embedded Uniform Resource Locators (URLs) and phone numbers in WEA Alert Messages.<sup>1</sup> Consistent with its Petition for Reconsideration filed in this proceeding,<sup>2</sup> CTIA discussed the timelines necessary to support the availability of "clickable" references to consumers, application of this capability to new and legacy

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<sup>1</sup> *Wireless Emergency Alerts; Amendments to Part 11 of the Commission's Rules Regarding the Emergency Alert System*, PS Docket Nos. 15-91 and 15-94, Report and Order and Further Notice of Proposed Rulemaking, FCC 16-127, ¶ 29(rel. Sept. 29, 2016).

<sup>2</sup> Petition for Reconsideration of CTIA, PS Docket Nos. 15-91 and 15-94, at 2-9 (filed Dec. 1, 2016).



devices, and establishing guidelines and best practices for alert originators to utilize this capability.<sup>3</sup>

During the meeting, CTIA highlighted the steps needed across the WEA system to implement embedded, “clickable” references. CTIA reiterated the wireless industry’s commitment to working with the Commission and alert originator community to facilitate the use of embedded references. However, CTIA and its member companies continue to urge the FCC and the alert originator community to be mindful of the potential challenges with embedded references beyond service providers’ duty to deliver the alert over their networks, including network congestion, legacy device functionality and alert originator guidelines and best practices.

Pursuant to Section 1.1206 of the Commission’s rules, a copy of this letter is being filed in ECFS. Please do not hesitate to contact the undersigned with any questions.

Sincerely,

/s/ Matthew Gerst

Assistant Vice President – Regulatory Affairs

CTIA®

cc: Matthew Berry  
Zenji Nakazawa  
Michael Carowitz  
Lisa Fowlkes  
Renee Roland  
Nicole McGinnis  
Megan Henry

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<sup>3</sup> CTIA Ex Parte Letter re Embedded References, PS Docket No. 15-91 (filed Sept. 16, 2017).



## **Attachment A**

### **APCO**

Jeff Cohen  
Mark Reddish

### **CCA**

Rebecca Thompson  
Courtney Neville

### **CTIA**

Scott Bergmann  
Matthew Gerst

### **Office of Chairman Ajit Pai**

Matthew Berry  
Zenji Nakazawa  
Michael Carowitz

### **Public Safety & Homeland Security Bureau**

Lisa Fowlkes  
Renee Roland (by conference bridge)  
Nicole McGinnis  
Megan Henry