



**Via ECFS**

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

November 10, 2017

**Re: *Ex Parte* Notice:** GN Docket No. 16-142, *Authorizing Permissive Use of the "Next Generation" Broadcast Television Standard*

Dear Ms. Dortch:

On November 9, 2017, the undersigned met with Kate Black from Commissioner Rosenworcel's office to discuss the Advanced Warning and Response Network (AWARN) and other capabilities of the proposed ATSC 3.0, Next Generation ("Next Gen"), broadcast transmission standard. The pending order to approve use of the new standard was discussed as well.

John Lawson and Fiona James of the AWARN Alliance presented the geo-targeting, rich media, and other enhanced alerting capabilities made possible with the Next Gen standard. Screen shots of AMBER, chemical spill, tornado warning and active shooter alert simulations were presented via a PowerPoint presentation. These simulations indicate how the Next Gen standard allows alerting to move far beyond simple text messages on receive devices to display rich media content, such as images or video of missing children, suspects, vehicles, storm tracks, plume models, and evacuation routes. AWARN alerting also will enable distribution of encrypted content where or when necessary.

We also discussed other advances enabled by the Next Gen standard, including deep indoor and mobile reception, scalability, resilient functionality and the potential for AWARN alerts to free-up 9-1-1 and other vital two-way communications. The ability to wake-up devices and to send multilingual and accessible alerts was also highlighted. We explained that, together, the alerting capabilities of ATSC 3.0 and AWARN address many

of the Commission's stated goals for improving alerting and disaster recovery communications.

As one of the original joint petitioners, we expressed the AWARN Alliance's support for the pending order, including the voluntary nature of the transition. We also reiterated that the Alliance does not seek an ATSC 3.0 tuner or any other mandate in fixed or mobile devices. We pointed to the broad cross-industry membership in the Alliance and stated our position that a regulatory mandate would stifle the innovation that is driving continued development and eventual deployment of AWARN.

We also briefed Ms. Black on the continued growth of the AWARN Advisory Committee, which now includes the nation's largest alert originating organizations.

Please contact the undersigned should you have any questions regarding this matter.

Sincerely,

*/s/*

John M. Lawson  
Executive Director

Cc: Kate Black  
Fiona James