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November 16, 2017

VIA ELECTRONIC FILING

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

Re: NOTICE OF EX-PARTE COMMUNICATION

***In the Matter of Amendment of Part 11 of the Commission's Rules Regarding the
Emergency Alert System; PS Docket No. 15-94***

Dear Ms. Dortch:

Today, Brian Daly, Joe Marx, and I (of AT&T) spoke via conference call with Nicole McGinnis and Greg Cooke of the FCC's Public Safety and Homeland Security Bureau regarding the ongoing, above-referenced proceeding. No materials were used or distributed during this discussion.

The purpose of the conversation was to discuss ongoing telecommunications industry standards-development activity and to clarify how this activity would affect the timeline to implement a new "Blue Alert" code as proposed in the Commission's pending Notice of Proposed Rulemaking.¹ Specifically, we indicated that if the Commission were to adopt its proposal² requiring a Blue Alert to be passed through as an imminent threat alert under an event code of "BLU," AT&T believes that the industry could implement that mandate by May 2019. This timeframe coincides with the effective date of other recently-adopted modifications to the WEA program (e.g. expanding the maximum number of characters that can be used in a WEA alert, and the creation of the "Public Safety Message" class of alert, etc.) and, importantly, the standards-based modification of the C-interface to remove alert codes as a "check" on the CMSP gateway.

¹ *Amendment of Part 11 of the Commission's Rules Regarding the Emergency Alert System; PS Docket No. 15-94, FCC 17-74, Notice of Proposed Rulemaking, (rel. Jun. 22, 2017) ("NPRM").*

² *NPRM*, paras. 7, 20.

Ms. Marlene H. Dortch

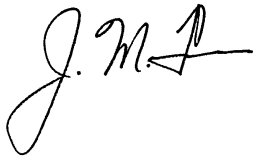
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In accordance with Section 1.1206(b) of the Commission's rules, this letter is being filed in the above-referenced docket via the Commission's Electronic Comment Filing System.

Should you have any questions regarding any of the above, please feel free to contact me directly.

Sincerely,

A handwritten signature in black ink, appearing to be "J. M. F." with a stylized flourish at the end.

Cc: Ms. Nicole McGinnis
Mr. Greg Cooke