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August 6, 2015

By ECFS

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W.
Washington, DC 20554

Re: Notice of Ex Parte Presentation, PS Docket No. 15-91

Dear Ms. Dortch:

William Hutchinson McClendon, IV, CEO, AC&C, LLC; John Anderson, Director of Operations, AC&C, LLC; Georgios A. Leris, Associate, Steptoe & Johnson LLP; and the undersigned on August 4, 2015 met with Daniel Alvarez, Legal Advisor, Office of the Chairman; Gregory M. Cooke, Associate Chief, Public Safety & Homeland Security Bureau; James W. Wiley, III, Public Safety & Homeland Security Bureau; Luis Peraertz, Senior Legal Advisor, Office of Commissioner Clyburn; and Evan Scott, Office of Commissioner Clyburn.

In the meetings, AC&C, LLC (“AC&C”) discussed the benefits of a device-centric solution to the Wireless Emergency Alert system (“WEA”). It also highlighted that AC&C has the technology to enhance WEA and address WEA’s past limitations.

Furthermore, AC&C summarized the points made in previous ex parte letters.¹ It particularly noted that, at minimum, a device-centric solution combined with advances in network connectivity and AC&C’s technology would:

- enhance geo-targeting irrespective of shape or size of alert location;
- utilize devices’ personal settings to adjust alert based on, among others, multilingual or text-to-speech parameters;

¹ See Letter from William Hutchinson McClendon, IV, CEO, AC&C, LLC, to Marlene Dortch, Secretary, FCC, PS Docket No. 15-91 (May 28, 2015); Letter from William Hutchinson McClendon, IV, CEO, AC&C, LLC, to Marlene Dortch, Secretary, FCC, PS Docket No. 15-91 (Apr. 21, 2015).

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- use devices' capabilities to filter alerts to its intended recipients;
- display minimal-data multimedia content—e.g., photograph, short video—in alert; and
- integrate with existing and new platforms seamlessly.

Additionally, AC&C encouraged the Commission to continue working with industry stakeholders to explore implementing new technological capabilities—such as those offered by AC&C. AC&C also encouraged the Commission to explore public-private partnerships, including models that permit carriers to provide a reasonable charge for providing new capabilities. Such arrangements should fuel further innovation and create a self-sustaining public safety alert ecosystem, which would be effective and efficient, and would enhance the public interest.

Please contact the undersigned if you have any questions.

Sincerely,

/s/

Markham C. Erickson
Counsel for AC&C, LLC

cc: Daniel Alvarez
Gregory M. Cooke
James W. Wiley
Luis Peraertz
Evan Scott