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August 13, 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; and the undersigned on August 11, 2015 met with Johanna Thomas, Office of Commissioner Rosenworcel; Commissioner Rosenworcel; and Matthew Berry, Office of Commissioner Pai.

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.<sup>1</sup> 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 alerts based on, among others, multilingual or text-to-speech parameters;
- use devices’ capabilities to filter alerts to its intended recipients;

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<sup>1</sup> 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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- 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: Johana Thomas  
Matthew Berry