

11/11/2015

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VIA ELECTRONIC FILING

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

Re: Wireless Emergency Alerts (WEA) – Docket # 15-91

Dear Ms. Dortch:

William Hutchinson McClendon, IV, CEO, AC&C, LLC, John Burton Anderson, COO, AC&C, LLC and Christopher Guttman-McCabe, CEO, CGM Advisors on November 10, 2015 met with Commissioner Clyburn and Louis Peraertz, Senior Legal Advisor to Commissioner Clyburn.

In the meetings, the participants discussed the benefits of the company's device-centric capability and talked at length about how a revenue opportunity could help drive additional investment and innovation into the wireless alerting service.

The discussion centered on two objectives: How to improve the capabilities of WEA and how to increase participation by stake holders (PSAPs/Carriers)

IMPROVE THE CAPABILITIES OF WEA

- Need: Improve Geo-targeting (Geo-Fence) any shape and size, improve content and personalize all alerts
- Solution: Device Level Discrimination
 - Granular Geo-target and Geo-fence message within polygon/alert area
 - Personalize Mass Notification
 - Display (polygon and device location) Confirm why received alert
 - Display alert in device chosen language
 - Display alerts in compliance with needs of hearing and sight disabilities
 - Leverage other personal device settings
 - Maintain privacy

INCREASE PARTICIPATION BY STAKEHOLDERS (PSAPS/CARRIERS)

- Need: Local public safety to embrace WEA since all emergencies start local:
 - PSAPs must buy software from Alert Originator Software Providers (AOSP) for IPAWS (OPT-OUT) and Public Safety Notifications (OPT-IN)
 - WEA is new, limited capabilities and need training and support
 - OPT-IN poor sign in of populations, databases are not transferable (Owned by AOSP) and systems are not interoperable (people from out of town won't receive alerts)
- Solution: Allow use of WEA for Public Safety Notifications for a fee
 - Keep Presidential, Amber and Imminent threat at no cost

RESULTS: INCENTIVES ARE ALIGNED -- PROMOTE USE OF WEA AT ALL LEVELS -- CONTINUOUS IMPROVEMENT TO WEA

If you have any questions, please feel free to contact me.

Sincerely,

/s/

William Hutchinson McClendon, IV

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cc: Louis Peraertz