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Public Comments on Improving Wireless Emergency Alerts and Community-Initiated Alerting, :=====

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Comment: Comments addressing proposed rules are in attachment.

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T. J. Howson, MEP  
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Public Comment regarding:

#### Improving Wireless Emergency Alerts and Community-Initiated Alerting

The proposal to increase the WEA message length from 90 to 360 characters will be very beneficial to the public. Messages could be much more concise and targeted to directly impacted areas. One example would be the ability to include specific impact zones like individual cities/jurisdictions. Currently the character limitation precludes impact zone information other than county level information.

The inclusion of a new WEA category titled "Emergency Government Information" can prove valuable to the public in two ways. Providing valuable response information to the public, like agencies that are responding to the event is the first. Recovery efforts and information is a second way that the "EGI" category will be useful.

In this modern world, URLs and telephone numbers are a staple of everyday American life. To not allow them in WEA alerts is like giving someone an instruction manual with only half the pages.

The population of the United States is diverse in culture, nationality and ethnicity. Our WEAs should be multilingual as well. Many non-English speaking people rely on the WEA for their information like everyone else.

Quite possibly the most important proposed change in this package is the inclusion of a local WEA test code. The need to practice and perfect messaging is of utmost importance. No one thought it possible to communicate much information in the 140 characters of Twitter until they began to practice and test. Now, amazing amounts of accurate, concise and effective information is conveyed every minute of every day. To achieve similar results, originators must be able to practice and test.

These are the most pertinent areas of the rulemaking proposal to me in my emergency management role. Thank you for your time and consideration in this matter.

Sincerely,

T.J. Howson