



THE STATE
of **ALASKA**
GOVERNOR BILL WALKER

**Department of Military and
Veterans Affairs**

Division of Homeland Security
and Emergency Management

P.O. Box 5750
JBER, AK 99505-0750
Main: 907.428.7000
Fax: 907.428.7009
www.ready.alaska.gov

Received & Inspected

FEB 22 2016

FCC Mailroom

DOCKET FILE COPY ORIGINAL

February 9, 2016

Marlene Dortch
Secretary, Federal Communications Commission
445 12th Street SW
Washington, DC 20554

RE: Improving Wireless Emergency Alerts and Community-Initiated Alerting; Public Docket 15-91

Dear Ms. Dortch:

We reviewed the proposed changes outlined in PS Docket No. 15-91, in addition to comments from both federal and State organizations. In joint participation with the Alaska State Emergency Communications Committee, we submit the following comments in response to the Federal Emergency Management Agency Integrated Public Alert and Warning System Program Management Office's letter postdated February 13, 2016.

We concur:

1. The extension of Wireless Emergency Alert (WEA) message capabilities to 360 characters would expedite the communication of vital information, public threats, and appropriate actions.
2. The addition of a new WEA "Public Safety Message" to be issued only by emergency response agencies would ensure these WEAs are not used more than absolutely necessary.
3. The inclusion of telephone numbers in WEAs may assist both the public and public safety agencies by effectively guiding calls to the proper agency.
4. Multilingual WEA message capabilities would give the public the ability to choose their desired language, if supported on their device.
5. Geo-targeting enhancements would serve to greatly improve proper message dissemination, ensuring receipt by the proper audience. Effective WEA messaging is contingent upon geo-targeting capabilities.
6. Any agency who participates in the WEA program should have and conduct periodic training on local WEA test codes to ensure that proficiency is established and maintained beyond the basic levels of training.

We disagree:

1. Basic cyber-awareness and cyber-security protocols routinely instruct consumers to avoid clicking on hyperlinks, thus making the inclusion of URLs in WEA messages impractical. In addition, malicious third parties could infiltrate WEA messaging systems and easily send 'phishing' messages if URL inclusion was allowed.

We appreciate the opportunity to submit our response to the proposed rulemaking, applaud the Commission's efforts to improve the system, and look forward to the implemented changes.

If you have any questions or need additional information, please contact David Aragon at (907) 428-7028 or by email at david.aragon@alaska.gov.

Sincerely,

Michael F. O'Hare
Director

No. of Copies rec'd _____
List ABCDE _____

0