



February 26, 2016

Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington DC 20554

Re: Written Ex Parte Communication, PS Docket Nos. 15-94, 15-91, 04-296

Dear Ms. Dortch:

On February 25, 2016, the local radio and television broadcasters listed below and the undersigned of the National Association of Broadcasters, met with David Simpson, Zenji Nakazawa, Gregory Cooke, James Wiley, and Debra Jordan of the Public Safety and Homeland Security Bureau, to discuss emergency preparedness, the Emergency Alert System (EAS), and the unique local public service that broadcasters provide to communities across the country.

Specifically, the broadcasters discussed the public service benefits of activated FM chips in smartphones, which allow Americans convenient mobile access to free, over-the-air radio service, especially during emergency situations when mobile phone service often goes down because of network congestion or tower problems. They also expressed appreciation for Admiral Simpson's support for industry negotiations that have led to the activation of FM chips in mobile phones offered by three of the four major wireless carriers, and continued industry efforts toward further increasing the availability of radio-enabled smartphones.

The broadcasters also discussed the Notice of Proposed Rulemaking regarding EAS that the Commission adopted on January 28, 2016. In particular, the broadcasters and Bureau staff discussed the Commission's proposals to streamline the process for creating and submitting state EAS plans, and proposed approach to enhancing the security of EAS.

Finally, the broadcasters and Commission staff discussed practical approaches to improving the accessibility of emergency alerts and news in languages other than English. The broadcasters highlighted various risks concerning technology, accuracy and liability that raise obstacles to translating EAS alerts at the EAS Participant-level, as opposed to passing through multilingual EAS alerts that are created and disseminated by EAS alert originators.

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The broadcasters sincerely appreciate the opportunity to meet with Admiral Simpson and his staff to discuss these important issues.

Respectfully Submitted,



Larry Walke  
Associate General Counsel  
Legal and Regulatory Affairs  
National Association of Broadcasters

On behalf of:

Elena Palombo	Michigan Assoc. of Broadcasters
Suzanne Goucher	Maine Assoc. of Broadcasters
Jim Du Bois	Minnesota Broadcasters Assoc.
Patricia McRae	KHQ, Inc., Cowles Media Montana, Washington State Assoc. of Broadcasters
Karla Hooten	Mississippi Assoc. of Broadcasters
Wally Babbidge	WXXV-TV
Rick Peters	Alabama Broadcasters Assoc.
Joseph Brannan	PMB Media
Bob Houghton	Georgia Assoc. of Broadcasters
Mary Beth Sewald	Nevada Broadcasters Assoc.
Bob Singer	KTVZ-TV, Vice-Chair, Oregon Assoc. of Broadcasters
Henry G. Lackey	Kentucky Broadcasters Assoc.

cc: David Simpson, Zenji Nakazawa, Gregory Cooke, James Wiley, Debra Jordan