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Electronic Submission

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, S.W., TW – A325
Washington, D.C. 20554

Ex Parte Submission

Re: In the Matter of Improving Wireless Emergency Alerts and Community-Initiated Alerting, PS Docket No. 15-91.

Dear Ms. Dortch:

On Friday, May 20, 2016, Mike Tan, Brian Daly (by phone), Peter White (by phone) and the undersigned, all of AT&T, met with the following members of the Public Safety and Homeland Security Bureau: Admiral David Simpson, Nicole McGinnis, Gregory Cooke, Zenji Nakazawa, Rasoul Safavian, Behzad Ghaffari, James Wiley, and Stephanie Winkler. Also attending the meeting from the FCC's Office of General Counsel was Anjali Singh, and from the National Center for Missing and Exploited Children ("NCMEC") were Robert Hoever, John Bischoff, and Preston Findlay.

The purpose of the meeting was to (1) discuss NCMEC's best practices for creating messages that effectively mobilize the public to assist law enforcement in finding missing children; (2) to discuss AT&T's position that embedding URLs in all WEA messages poses to a threat of congesting wireless networks; and, (3) how Amber Alerts may be best used to help find missing children given network limitations.

The parties discussed the characteristics of Amber Alerts that seem to make them a good candidate for a trial that would study the effects of embedding references in WEA-based Amber Alert messages. While AT&T still has concerns of embedding URLs in general WEA messages, AT&T is agreeable to moving ahead with a time-limited trial on its wireless network for purposes of determining whether embedded URLs result in unmanageable congestion when included in Amber Alerts. AT&T pointed out the path forward will require handset/OS manufacturers to make changes to their handsets' operating systems so that the embedded references can be "clickable." In addition, the handset changes will affect 4G phones only and not 3G handsets.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "W. Roughton, Jr.", written in black ink.

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