

January 30, 2008

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

RE: The Commercial Mobile Service Alert System - PSHSB Docket No. 07-287

Dear Members of the FCC:

I am writing in reference to PSHSB Docket No. 07-287 and to express my strong support of ALERT FM, an FM-based alert and single-to-multipoint messaging system that delivers targeted information via FM radio signals. With the launch of ALERT FM, targeted alerts and messages are received on ALERT FM receivers and other mobile devices, including cell phones, PDAs, and other specialized receivers equipped with FM chips. ALERT FM incorporates Radio Broadcast Data System ("RBDS") technology to send digital information using conventional FM radio infrastructure.

The reliability and redundancy of ALERT FM lie in its use of a pre-existing network of FM radio towers, which in turn provide overlapping coverage of an area – even if one radio tower is down a signal can be picked up from another. With the use of FM radio signals, the ALERT FM system has the ability to provide an encrypted information transmission medium with multiple backup and area-wide coverage without the "nodal vulnerability" of other communication systems. This system is a powerful, switchless solution because messages will not clog up existing switched wireless networks, and the broadcast signal is more robust than other systems.

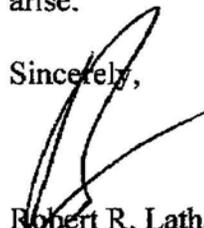
I served as the Executive Director of the Mississippi Emergency Management Agency for 6 ½ years managing more than 45 Governor's State of Emergency and 11 Presidential Disaster Declarations, including the state's response after the WTC attacks on September 11, 2001. I also oversaw the state's preparedness for and response to Hurricane Katrina on August 29, 2005. As an emergency management official, I witnessed first hand how a total failure of existing communications systems can affect the ability of government to help its citizens and to provide timely and reliable information to the public. The ALERT FM license would have allowed me to create and send notifications to a specific group of first responders and citizens before, during and after these events that impacted not just our state but the nation.

In 2003 I chose the ALERT FM local platform for public alert and messaging for Mississippi. It was chosen because it allows customization to my specific needs and it is the only system that provides emergency managers the ability to totally control the message to the public without a third party. The secure homepage of the ALERT FM local license allows the authorized user to manage the content being delivered. ALERT FM gives local officials the ability to distribute real-time notifications, not only to

provide critical information to all first responders but evacuation information and post disaster information for life-supporting and life-sustaining commodities and services. It also provides officials with the ability to provide citizens with up to date evacuation information, notifications of traffic information, school closings, boil water notices, etc.

In closing, let me reiterate my commitment and enthusiastic support of ALERT FM as the technology to meet the challenges of this new environment in which we live. It can and should become the platform for nation's public alert and messaging without enormous investment in infrastructure. Please feel free to contact me should questions arise.

Sincerely,



Robert R. Latham Jr
Executive Director (Retired)
Mississippi Emergency Management Agency
104 Wildberry Way
Pearl, MS 39208
(601) 940-9920 Cell