

FLORIDA ASSOCIATION OF  
**BROADCASTERS** INC.

201 South Monroe Street, Suite 201  
Tallahassee, Florida 32301  
(850) 681-6444 • 1-800-825-5322  
Fax (850) 222-3957

**Pat Roberts**  
President

January 31, 2008

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

RE: The Commercial Mobile 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 support of ALERT FM, an FM-based alert and single-to-multipoint messaging system that delivers targeted information via FM radio signals.

As Chairman of Florida EAS system, I believe ALERT FM offers a strong back up system for emergencies.

Florida has been a model for EAS-Amber Alert. The ALERT FM can provide additional means to alert a large or very small segment of our population.

I trust the FCC will encourage all cellular and PDA to include the ability to offer these services to their customer.

Thank you



Pat Roberts  
Florida Association of Broadcasters  
President