



STATE OF MISSISSIPPI
HALEY BARBOUR
GOVERNOR

MISSISSIPPI EMERGENCY MANAGEMENT AGENCY

THOMAS M. "MIKE" WOMACK
EXECUTIVE DIRECTOR

February 4, 2008

Office of the Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

To Federal Communications Commission:

I am writing in reference to PSHSB Docket No. 07 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 lies in its use of a pre-existing network of FM towers, which in turn provides overlapping coverage of an area – even if one radio tower is down a signal can be picked up from another.

As an authorized emergency management official, ALERT FM will allow me to create and send notifications to a specific group of first responders and citizens before, during and after a crisis. ALERT FM gives me the ability to distribute real-time notifications, not only to warn first responders and citizens of similar emergencies, but also to brief them after a crisis with information such as evacuation instructions, traffic alerts and school notifications.

In closing, let me reiterate my commitment and enthusiastic support of ALERT FM. Please feel free to contact me should questions arise.

Sincerely,

A handwritten signature in black ink, appearing to read "J. M. Womack".

Thomas M. "Mike" Womack
Executive Director