



April 20, 2010

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

**Re: EB Docket No. 04-296; DA 10-500**

Dear Ms. Dortch:

On April 14, 2010, executives of multiple state broadcasters associations (see list below), and Sue Keenom, Ann Bobeck and the undersigned of the National Association of Broadcasters (NAB) met with James A. Barnett, Jr., Chief of the Commission's Public Safety and Homeland Security Bureau (PSHSB), Lisa Fowlkes, Deputy Chief of PSHSB, and Thomas J. Beers, Chief of the Policy Division, PSHSB, to discuss the emergency alert system (EAS) and other matters related to broadcasters' involvement in emergency warning and preparedness.

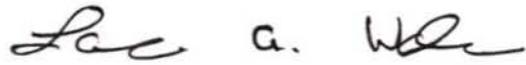
The attendees discussed how broadcasters and the Commission can better cooperate and coordinate efforts to inform and protect the public during emergency situations. The attendees also discussed various aspects of the Commission's pending proceeding to implement a national test of the EAS, including public notification, data collection, and advance preparations that could facilitate a successful exercise.<sup>1</sup> Finally, the attendees discussed potential responses concerning the Commission's recently released Public Notice seeking comment on potential rule changes that could advance the introduction of a common alerting protocol-based next generation EAS architecture.<sup>2</sup>

<sup>1</sup> *Review of the Emergency Alert System, Second Further Notice of Proposed Rulemaking, EB Docket No. 04-296 (rel. Jan. 14, 2010).*

<sup>2</sup> *Public Notice, Public Safety and Homeland Security Bureau Action, Public Safety and Homeland Security Bureau Seeks Informal Comment Regarding Revisions to the Federal Communications Commission's Part 11 Rules Governing the Emergency Alert System Pending Adoption of the Common Alerting Protocol by the Federal Emergency Management Agency, EB Docket No. 04-296 (rel. March 25, 2010).*

Please direct any questions concerning this matter to the undersigned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Larry A. Walke". The signature is written in a cursive style with a large initial "L" and a distinct "A" and "W".

Larry Walke

Cc: James Barnett, FCC  
Lisa Fowlkes, FCC  
Thomas Beers, FCC

## **List of Attendees**

Adrienne Abbott, Nevada EAS Chair and Engineering Consultant, Nevada Broadcasters Association

Whit Adamson, President, Tennessee Association of Broadcasters

Mark Allen, President & CEO, Washington State Association of Broadcasters

Ann Arnold, Executive Director, Texas Association of Broadcasters

Art Brooks, President & CEO, Arizona Broadcasters Association

Douglas Easter, Executive Director, Virginia Association of Broadcasters

Suzanne Goucher, President & CEO, Maine Association of Broadcasters

Greg MacDonald, President & CEO, Montana Broadcasters Association

Chris Merritt, Executive Director, Ohio Association of Broadcasters

Paul Rotella, President & CEO, New Jersey Broadcasters Association

Adam J. Sandler, Vice President, Nevada Broadcasters Association

Dale Zabriskie, President & CEO, Utah Broadcasters Association