



November 12, 2013

VIA ECFS

Ms. Marlene H. Dortch
Secretary
Federal Communications Commission
445 Twelfth Street, SW.
Washington, DC 20554

RE: CG Docket No. 02-278

Dear Madam Secretary,

The Rhode Island Broadcasters Association (“RIBA”) wishes to comment upon that certain Public Notice released November 1, 2013 in the above referenced docket. RIBA provides, with sponsorship from AAA, a closing alerts text message system for the benefit of Rhode Islanders. These alerts contain, for example, notices of school closings in the event of severe weather. All of the members of RIBA’s database from this alert system opted in to receiving the alerts.

To avoid confusion for the tens of thousands of individuals who opted into RIBA’s alert service prior to October 16, 2013, RIBA believes it is critical for the Commission to declare explicitly that in those cases where a mobile marketer has, prior to October 16, already received a consumer’s express consent in writing (including electronically) to receive certain mobile marketing communications, consistent with the TCPA rules already in place at the time consent was given, the consumer does not have to take additional steps in order to continue receiving those messages.

Very truly yours,

A handwritten signature in black ink, appearing to read "Lori Needham", is written over the typed name and title.

Lori Needham, Executive Director
Rhode Island Broadcasters Association
11 South Angell Street
Providence, Rhode Island 02906
LNeedham@ribroadcasters.com

Rhode Island Broadcasters Association (RIBA) is comprised of members from both Television and Radio stations that serve the Southern New England area. An association dedicated to promoting diversity and following the tenets of democracy, its Board of Directors lead with a spirit of unity in their mission to raise awareness of issues in need of a voice, using the power of broadcasting.