



Federal Communications Commission
Washington, D.C. 20554

June 5, 2019

Joan Marsh
Executive Vice President of Regulatory and State External Affairs
AT&T
1120 20th St NW, Suite 1000
Washington, DC 20036
Jm3489@att.com

Dear Ms. Marsh:

Wireless Emergency Alerts (WEA) are a critical tool for federal, state, and local officials to warn the public about imminent threats, such as tornadoes and hurricanes, and missing children. In order for emergency managers to have confidence in sending these alerts, and for the public to trust the alerts they receive, the alerts must be delivered with geographic accuracy. Accordingly, in January 2018, the Federal Communications Commission adopted rules requiring participating Commercial Mobile Service Providers to deliver geo-targeted WEA messages to 100 percent of the target area specified by an alerting official, with no more than a one-tenth of a mile overshoot,¹ by November 30, 2019. This enhancement can increase both the use and the usefulness of WEA — and ultimately save lives.

I am writing to request your commitment that AT&T, a Commercial Mobile Service Provider that has elected to participate in WEA, will comply with the November 30, 2019, WEA geo-targeting deadline. I request that you inform the Commission, in writing, of AT&T's progress, including the specific measures that AT&T has undertaken—and will undertake—to meet the deadline. Please file AT&T's response by June 28, 2019 in the Commission's Electronic Comment Filing System (ECFS) in PS Docket No. 15-91, and email a courtesy copy to Linda.Pintro@fcc.gov. If AT&T wishes to file confidential material, please follow the procedures set forth in section 0.459 of the Commission's rules and file a redacted copy in ECFS.

¹ 47 CFR § 10.450. The enhanced geo-targeting rule applies to new mobile devices offered for sale and to existing devices that are capable of being upgraded to support this standard as of November 30, 2019. *See Emergency Alerts, Amendments to Part 11 of the Commission's Rules Regarding the Emergency Alert System*, PS Docket Nos. 15-91, 15-94, Second Report and Order and Second Order on Reconsideration, 33 FCC Rcd 1320, 1324-25 & 1327-29, paras. 6, 9 & 12 (2018) (*WEA Second R&O*). As of November 30, 2019, Participating CMS Providers must also provide, at the point of sale, information about the benefits of enhanced geo-targeting and the extent of its availability on their network and devices, to allow consumers to make more informed choices about their ability to receive WEA messages that are relevant to their safety. 47 CFR § 10.240(c); *see also WEA Second R&O*, 33 FCC Rcd at 1332-33, para. 15.

Should AT&T have any questions, please contact Linda M. Pintro at (202) 418-7490,
Linda.Pintro@fcc.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Lisa M. Fowlkes". The signature is fluid and cursive, with a large initial "L" and "F".

Lisa M. Fowlkes
Bureau Chief
Public Safety and Homeland Security Bureau
Federal Communications Commission

cc: Ajit V. Pai, Chairman, FCC