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**For Immediate Release**

**CHAIRMAN PAI WELCOMES INDUSTRY EFFORTS TO IMPROVE  
WIRELESS EMERGENCY ALERT GEO-TARGETING**

WASHINGTON, December 16, 2020—Federal Communications Commission Chairman Ajit Pai today praised the Alliance for Telecommunications Industry Solutions (ATIS), a standards organization, for its efforts to improve the geographic accuracy of Wireless Emergency Alerts.

“Wireless Emergency Alerts are a more powerful public safety tool than ever before, but I’ve been clear that more should be done to improve the geographic accuracy of these life-saving messages,” said Chairman Pai. “I am pleased that ATIS has heeded my call by developing recommendations to help ensure that these alerts reach all and only those in the affected communities during emergencies. I urge providers to promptly explore implementation of these measures while ATIS continues its work on additional recommendations due next year.”

Under Chairman Pai’s leadership, the FCC has taken decisive action to improve the geographic accuracy of Wireless Emergency Alerts. Participating wireless providers are now required to deliver the alerts to the entire area targeted by emergency management officials with an overshoot of no more than a one-tenth of a mile. Where not technically feasible, wireless providers must continue to deliver alerts to their best approximation of the target area. In September, Chairman Pai sent a [letter](#) requesting that ATIS develop best practices to further enhance geo-targeting.

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*This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC, 515 F.2d 385 (D.C. Cir. 1974).*