

**STATEMENT OF  
CHAIRMAN AJIT PAI**

Re: *Wireless Emergency Alerts, Amendments to Part 11 of the Commission's Rules Regarding the Emergency Alert System*, PS Docket No. 15-91, PS Docket No. 15-94.

Wireless emergency alerts (WEA) are one of several key tools to warn the public of imminent danger when disaster strikes. That's why the Commission has been working hard to make them more effective. Today, for example, we reaffirm the schedule for all carriers to implement the geo-targeting of alerts to make them useful to consumers and local public safety officials. We also reaffirm the deadline for the five largest wireless carriers to provide clickable embedded references. However, we unanimously agree to give smaller carriers additional time for them to comply with the clickable reference requirement. In taking this action, we recognize the unique challenges that smaller carriers face and the value of keeping them in his voluntary program.

But today's *Order on Reconsideration* does not end our work on WEA. Most importantly, we should be able to move forward soon on improving WEA's capabilities for geo-targeting alerts more precisely. The FCC's staff has been carefully studying the record compiled in response to last year's NPRM, and I intend to provide my colleagues with a proposal for action in the near future.

My gratitude extends to the staff for all their efforts on this *Order on Reconsideration*. Thanks to Gregory Cooke, Lisa Fowlkes, Megan Henry, Nicole McGinnis, James Wiley, and Renee Roland from the Public Safety and Homeland Security Bureau, and to David Horowitz, Bill Richardson, and Anjali Singh from the Office of General Counsel.