FEDERAL COMMUNICATIONS COMMISSION

IN THE MATTER OF:)
)
COMMERCIAL MOBILE SERVICE)
ALERT ADVISORY COMMITTEE)

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IN THE FEDERAL COMMUNICATIONS COMMISSION

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COMMERCIAL MOBILE SERVICE)
ALERT ADVISORY COMMITTEE)

Committee Meeting Room
Federal Communications Commission
445 12th Street, S.W.
Washington, D.C. 20554

Tuesday,
December 12, 2006

The parties met, pursuant to the notice, at 10:05 a.m.

APPEARANCES:

MEMBERS:

DAN GONZALEZ, (FCC Chairman Martin's Designee)
KENNETH MORAN (Chairman Martin's Designee)
ANN ARNOLD
RALPH AUBRY
RAYMOND BAN
DALE BARR
CHERYL BLUM
ART BOTTERELL
KEVIN BRIGGS
MARCIA BROOKS
STEPHEN CARTER
LESLIE CHAPMAN-HENDERSON
EDWARD CZARNECKI
BRIAN DALY
AMAR DEOL
MARION DUNN TUTOR
ROBIN ERKKILA
MARIA ESTEFANIA
EDWARD FRITTS
DALE GEHMAN
CHRISTOPHER GUTTMAN-McCABE
STEPHEN HAYES
GARY JONES
ROB KUBIK
JOHN LAWSON
THOMAS LYON

GADI MAZOR
KEVIN McGINNIS
RICHARD MIRGON
ILKKA NIVA
STEPHEN OSHINSKY
JAY PABLEY
BILLY PITTS
ART PREST
PATRICK ROBERTS
ANTHONY RUTKOWSKI
DOUG RUTLEDGE
EDWARD SALAS
HILARY STYRON
JONATHAN WERBELL
WILLIAM WERTZ
PAUL WILCOCK
KELLY WILLIAMS

FCC STAFF:

LISA FOWLKES
JEFFERY GOLDTHORP
WALTER JOHNSON

P R O C E E D I N G S

(10:05 a.m.)

MR. MORAN: Good morning. I'd like to call the meeting to order, the initial meeting of the Commercial Mobile Service Alert Advisory Committee.

Please, if you could, take your seats so we can get started. We have a full agenda today.

I am Ken Moran. I am the Acting Chief of the Commission's newly established Public Safety and Homeland Security Bureau. With me to my right are Lisa Fowlkes, Deputy Bureau Chief; Fred Campbell from the Chairman's Office; and Jeff Goldthorp, Chief of the Communication Systems Analysis Division. And also with us are a number of bureau and division staff that will help assist the committee's work in the coming months.

I would now like to introduce to you Mr. Dan Gonzalez, Chief of Staff for Chairman Martin. Dan.

MR. GONZALEZ: Good morning, everyone. On behalf of the Chairman and the Commission, I'd like to welcome you to the first meeting of the Commercial Mobile Services Alert Advisory Committee.

The Chairman wanted to address you himself personally this morning, but he and his fellow commissioners are in Nashville for a public hearing

that was held well into the evening. So unfortunately, he could not be here with you this morning.

Well, thank you for agreeing to volunteer your time and energy to serve on this important committee. We have many highly qualified individuals here today. All of you shoulder other major responsibilities, but you've accepted to take on this additional task of developing system-critical recommendations for a voluntary commercial mobile alert system and warning system.

Congress has tasked the FCC with establishing this advisory committee, and ultimately adopting rules that will facilitate the voluntary transmission of emergency alerts by commercial wireless carriers to all of their subscribers.

Public safety is a core mission at the FCC, and part of that mission is to ensure that Americans have the tools to know when an emergency is coming. To fulfill this goal, it's important that all Americans, including those with disabilities, the elderly, and those that do not speak English, are able to receive alerts, warnings, and other critical information regarding impending disasters or emergencies, over as many communications platforms as

possible.

Congress has tasked us with providing this delivery of the essential public safety service through increasingly ubiquitous mobile telephones. This advisory committee brings together experts from all spheres of the wireless industry, including carriers, equipment manufacturers, and third-party providers of emergency-related services.

These experts will work with representatives from the public safety community, state, local, and tribal governments, and representatives of the broadcasting industry to develop a set of technical recommendations that all parties can support.

We are particularly pleased today that FEMA is here, and that they will be able to share with us their experiences of their integrated public alert warning system pilot projects. We are also pleased that organizations and agencies representing the needs of people with disabilities and the elderly are participating on this committee today. Together, all of these experts will study the matter in which alerts are generated, and will find ways that different wireless networks can receive an alert, and then successfully distribute that to their customers.

We anticipate that the recommendations that

the advisory committee will ultimately bring to the FCC will allow the Commission to conduct a thorough and successful rule-making.

Because of the importance of your work, Congress requires that the advisory committee submit a final report to the Commission no later than October 12, 2007. That's one year from the enactment of the WARN Act. I know the Chairman, Commissioners, and their staff look forward to working with all the members of this advisory committee, and again I'd like to thank all of you for your service on the committee. The Commission and its staff stand ready to assist you with any assistance that you need. And thank you again for your participation.

On a procedural note, I'd like to recognize Ken Moran as the Acting Chief of the Public Safety Bureau. He will act as Chairman Martin's designee for the rest of this meeting, and for future meetings as necessary. In addition, Jeff Goldthorp will act as Chairman Martin's designee on the project management, as necessary.

I'd also like to introduce to everyone around the table Fred Campbell, who is the Chairman's advisor on wireless issues. Thank you.

MR. MORAN: Thank you, Dan. A couple of

sort of ground rules here. When you want to speak, raise your hand and say your name so others will know who you are. Especially, we have two people who actually, who are participating through a conference call right now. They are Leslie Chapman-Henderson. Leslie, are you on?

MS. CHAPMAN-HENDERSON: I am.

MR. MORAN: Good. We can hear you. And Marion Dunn-Tutor.

MS. DUNN-TUTOR: Yes, I'm with you.

MR. MORAN: Great. So I'd like to start with, I think all of you have been given these materials. You've got an agenda, you've got a list of the members of the committee. You have the charter and a paper on the working group mission statements.

So I would like to talk a little bit about the agenda. We have a full agenda. It's going to take most of the day, not all of the day. The next thing on the agenda will be Mr. Goldthorp will present materials about the purpose and goals of the committee, as well as the structure and functioning of the working groups. And this will be followed by Mr. Walt Johnston, who will present materials on the EAS system and other national alerting systems and developments.

We'll have lunch. We have excellent food in our cafeteria, and our staff will help direct you to that area. And after lunch there will be an opportunity for each of you to introduce yourselves and say a little bit about your interests and goals in this undertaking. And we'll follow that with a review of the committee's schedule and action items, closing remarks, and then we're going to provide an opportunity, if the working groups want them, for each of the working groups to meet individually, as desired.

So I would like to now introduce Jeff Goldthorp, Chief of our Communications System Analysis Division. Jeff has a great deal of experience in managing and participating in government, industry, and committees, most notably the Network Reliability and Inter-operability Committee. Jeff.

MR. GOLDTHORP: Thank you, Ken. Before I forget, at lunchtime, I'm going to be talking a little bit later about a Project Management Group. There are members of the Project Management Group, as well as the deputies, that will be announced later in my talk this morning, that will be invited to a lunch just to get acquainted. And when you break for lunch, just find me or Walt, and you'll meet Walt after I'm

finished with my talk. We will escort you up to the room where the lunch is. But I wanted to make sure I didn't forget about that.

All of you are very knowledgeable about emergency alert and warning. You're all experts in the technologies and the systems that you manage. You're expert in getting the message out to the public, or you're expert in the needs of the public in receiving these alerts. By now you're probably knowledgeable about the WARN Act, and the requirements of the WARN Act.

We thought it would be helpful this morning to ground everybody and sort of set a baseline on what the WARN Act requires, what is required of this committee, specifically what is required of the committee, and more importantly how we've decided to organize the work so that we can complete the work by the date that is specified in the Act, which is next October. So we don't have a lot of time. It's important to kind of get us organized and structured in a way that we can work the most constructively together.

So most of my remarks today will be around how we're going to be structured to get the work done. But first just a word or two about the WARN Act

itself.

Let me tell you what the WARN Act is not. The WARN Act is not the be-all, end-all alerting and warning system. It is very narrowly focused on commercial mobile service alerts, delivery of alerts over that platform only. And it's a voluntary approach to alerting.

So those are important things to keep in mind when you're thinking about the WARN Act. The WARN Act does require that this committee be formed, so the very first thing we did was to set this committee up to provide us with recommendations, provide the Commission with recommendations on technical requirements and specifications for how those alerts should be provided and delivered to end users, and what the end-user requirements would be for alerts like that.

I'll talk a little bit more about what is required of this committee in just a second. But once this committee is finished with its work and delivers its recommendations to the Commission in October of next year, then it is incumbent on us to proceed with the set of rule-makings to substantiate rules that would not require anybody to actually transmit alerts. That's not envisioned in the Act. But for those

carriers that do choose to transmit alerts, that it be done in a way that is specified by the rules that the Commission puts into effect.

So just in summary, that's how the Act unfolds. There's some other -- I'm not going through every detail of the Act, but that's the basic idea.

There's a provision in the Act for testing of the system. The Commission is to see that the system is tested once it is put into effect, and so that will follow once we get into the implementation phase. That's a very very high-level view of what the WARN Act entails, what it is and what it isn't.

Now, you're all here because you've been invited to participate in this committee, so you're probably very interested in what the committee is all about. The Act is very specific about what we're to do, how we're to do it.

As I said before, this committee will be developing technical recommendations for the Commission so that we can then go ahead and proceed with the rule-making, with the proceedings that are required to substantiate rules. This work will be done by next October.

Just some procedural issues. You were all appointed by the FCC Chairman, as stipulated in the

Act. This committee is, unlike a lot of the other committees that you may be familiar with or associated with in the past, it is not subject to the rules in the Federal Advisory Committee Act. So that is just, I want to emphasize that this is not a federal advisory committee in that sense of the term.

The meetings are called by the Chair, and our Chair is Chairman Martin or his designee, who will be Ken, as Dan announced earlier. We're having our first meeting today, in accordance with the Act. And a couple of other important sub-notes in the Act is that we can establish subcommittees, and we'll hear the term "working group" used later. That's the term we've used to refer to subcommittees. The Act envisions the creation of subcommittees to complete the work. We've taken advantage of that.

We can adopt rules, other rules, that aren't envisioned in the Act, as they're needed to help us complete the work. And we have also taken advantage of that. Those rules are not in front of you today; they will be provided at a later date. There will be a website where all of the information that is presented in open meetings, it will be available on that website or through a public meeting room here, public reference room here.

There's also a provision in the WARN Act that we consult with NIST, particularly as it relates to standards activities. And so we plan to do that.

Now, if you looked at the WARN Act you've seen this list. It's a list of, really it's six substantive deliverables that we need to do. These are the things that we need to do by next October. The seventh is sort of the thing that says if, you know, if there's something you think about in the next year that we didn't think about, there it is. But the main things are the first six.

Now, we look at this. And back in October, when we were thinking about how to structure the work, one way, the most obvious way to start is to say well, if we can create working groups, why not create a working group for each one of these six things. And we discovered very quickly that this list is not aligned very well with the way the industry is organized.

You all don't organize yourselves this way. If we did this, you would end up with working groups where we'd have people, you know, with different interests, different needs, different ideas about what, you know. It was just something that was not going to come together well.

So what we did instead was we looked at how a view, at our view of how the industry is organized, more of a holistic approach. We set up working groups in that manner, and we mapped these deliverables into that working group structure. And you'll see what that working group structure is next.

But I'm going to return to these deliverables at the end of the 12, because it's important to remember that this is what we're trying to do. Despite how we choose to organize to get it done, this is what we are required to do.

Now, to get into a discussion of the working groups, it helps to think about sort of a generic architecture for commercial mobile service alerting. And this is the one that occurred to us. The best way to think about -- well, here's how I think about this. And I think it's helpful.

Think about it as content on the left. In fact, most of this chart is content. Everything from -- I wish I could point, but it's not going to help if I point. Everything from the alerting gateway to the left is really content. These are entities that, in one form or fashion, generate alerts, and make them available to this function that's described as an alerting gateway here. And I'll talk more about that

later.

Everything below the alerting gateway on the right side of the chart, including the wireless tower and the handset, is involved in the delivery of alerts.

Now, you'll see that alerts can come in from lots of different sources. They can come in in possibly multiple different formats and protocols, different network technologies can be used to deliver alerts to this thing called a gateway here. And in the same manner, there can be multiple wireless platforms that are used to deliver the alerts, and multiple handset technologies and phone factors that are used to receive them. Of course, multiple users will have different needs that will be responding or reacting to them.

So this is the architecture that we envisioned. One thing I wanted to drill down on before I get into how we organized the working groups is the gateway, because that is the entity in that picture that might be the most ambiguous. It's, you know, the alerts on the left and the wireless delivery platforms on the right are pretty clear.

The gateway, the first and one of the most important things to say about that is it is not meant

to imply a specific implementation. That is a function that could be implemented by a wireless carrier, it could be implemented by a third-party service bureau. So we're agnostic in terms of how that function is implemented. But there is a function there, because you've got alerts from multiple sources arriving on the left. You've got a different medium on the right to deliver those alerts. So there's a need for some sort of a mediation or translation device to convert from one to the other. That's the gateway, and that's the function.

In its simplest form you can think, you've got protocol conversions that obviously need to happen at those interfaces, so those interface functions need to be dealt with at all layers in the stack. But in addition, there are other functions that that gateway could be implementing in a useful fashion. Think about authentication. It's probably the most effective place to implement authentication, and it's reasonable. In fact, it's probably desirable for a gateway to be suspicious about alerts that arrive, and to make sure that the sender of that alert is really who they claim to be. That authentication function is one that would be performed by the gateway.

It would be a reasonable thing for a gateway

to have information about geotargeting of information, so that when an alert comes in, the gateway could direct the alert to the geographic area that's affected, so that if there's a problem in Chicago, we don't have people in LA receiving alerts, for example.

It would be a place where user profile information, so opt-in and opt-out type of information could be available or stored in the gateway, so that unnecessary alerts wouldn't be generated and sent forward.

So those are the functions of the gateway, sort of the intelligent functions of the gateway. And then there's the obvious functions, which are more protocol-conversion functions.

Going back now to the architecture diagram itself. We have four different working groups that we've mapped into that architecture, starting with the alerting interface group. And you'll see a little bit later who we have, among you, who we have identified as sort of the most natural for serving on these groups.

But the Alerting Interface Group would sort of naturally consist of folks that are in the business of generating alerts, and would care about that part of the business, and would be interested in what's the

interface to this alerting gateway function.

Alerting Gateway Group would consist of carriers, would probably consist of third-party service bureaus, and so forth.

Communications Technology Group consists of both carriers, wireless carriers and handset providers. Both of those are grouped into the Communications Technology Group. It's possible that they may find it necessary, at some point in the future, to break up the work a little bit between those two, those two distinct sort of interest groups.

And finally, there's the User Needs Group, because we have at this table a lot of different user needs represented, and the Act calls on us to recognize that there is a need to deal with the needs of different user communities in different ways. So we've got a group that will reflect those needs back into this process so that we can get recommendations accordingly.

There's only one really new piece of information in this chart, and that's the Project Management Group that I mentioned earlier. There will be a Project Management Group. It will consist of the FCC chair, Chairman Martin or designee, who will be me, as needed. And also the chairs of all the working

groups.

Now, each working group has a chair and a deputy chair, so if the chair is not available, the deputy is there to serve in his or her place. But that group is there. And I'll talk in more detail about what each of these groups will do. But you can sort of see by how this is structured that this is a group that's going to try to pull it all together and coordinate, make sure that there's a deliverable in October of next year.

At the end of the day, and I'll mention this now, we have, at 4:00 or whenever this meeting ends, we've got four rooms set aside for caucus, for the working groups to caucus. So you're all here today, and if your travel plans don't prohibit it, it would be great if you could stick around a little bit and get to know the other folks in your working group, get started on the work. Your leader will have been to the lunch meeting, so there will have been some of that dialogue that will have taken place. So we're trying to get as much of this done as early as we can.

But let me, just so I don't want to just announce the rooms and then say okay, go to your room, because you're all going to leave here and say where is my room, we've got folks, FCC liaisons, assigned to

each group. And Greg Cooke is assigned to the Alerting Interface Group. Is Greg here? Greg, could you stand up?

When 4:00 or whenever that time comes, those of you in the Alerting Interface Group -- and it will become clear later who you are -- follow Greg, and he'll lead you to the room.

For the gateway group it's Richard Hovey. Rich is sitting in the back. Rich, if you could just stand up. Follow Rich.

For the Communications Technology Group it's Walter Johnston. You'll meet Walt in just a second.

And for the User Needs Group it's Behzad Ganfari. And Behzad, are you here? Behzad is in the back there, too. So all of these folks know where their rooms are, and if they don't, they will shortly. And when the time comes they'll be able to show you where the room is. I just didn't want to forget about that.

Now, let's just spend a little bit of time on each of these groups. The Project Management Group, that's probably a pretty obvious one. Apply the tools and methods of the project management method to make sure that the committee, in October of next year, produces a deliverable that meets the

requirements that are set forth in the Act. That's pretty straightforward.

There's a couple things, though, that I'll just mention as well. One is the project management group will be there as, I'll say an escalation path, a place where issues can be discussed and resolved that cannot be resolved in various working groups. So it's a place for that resolution and convergence to happen.

The Project Management Group will also be the group that is responsible for keeping the schedules, managing the schedules, and so forth, so that will be done there. And I don't think there's anything much more that needs to be said about this group.

Alerting Interface Group. The first thing -- and the Alerting Interface Group, by the way, is led by Kevin Briggs from FEMA. The Alerting Interface Group -- I'm sorry, not Kevin Briggs. Fred Briggs. It is Kevin. I'm sorry, that's my mistake. It is Kevin. Sorry, forgive me. I thought it was Kevin, and I looked at the slide and it said Fred. Kevin Briggs. And I'll fix that before we put it up on the website.

First, and maybe one of the most important tasks of the Alerting Interface Group, is to identify

which alerting systems are going to be included in the program that ends up being recommended by the committee. There are some obvious ones that you can just tick off right away maybe, maybe not, but I don't want to --

MR. PITTS: Mr. Chairman?

MR. GOLDTHORP: Yes, sir.

MR. PITTS: The material that you've given us is different from what you are showing on the screen. Are we going to have the material that is available on the screen given to us at some point?

MR. GOLDTHORP: You will have the material on the screen made available on the website, after the meeting. Okay?

MR. PITTS: Okay.

MR. GOLDTHORP: So, yes. Now, but what you're looking at on the screen is what will be made available after the meeting, okay? So the screen is the stuff.

The first and most important goal of the Alerting Interface Group, as I said before, is to identify those alerting systems that are to be included in the recommendation that's ultimately made.

One of the things that this group will also do is identify ways that those alerts can be generated

with a priority that will then carry forward into the network. That is one of the specific deliverables that's mentioned in the Act, and the Alerting Interface Group will carry out that function.

The second group is the Alerting Gateway Group. I've already talked a lot about the gateway and the functions that the gateway does. So the most important thing that the gateway group does is define what those functions are, and how they're done. I mean, I've talked about them at a very high level, and I've probably left out some. So this group will be specifying that gateway functionality and how it is to be implemented, including how the gateway will interface to alerting systems that are recommended by the alerting interface group, as well as wireless systems on the other side of the gateway. So those interfaces have to be defined. That will be done by the gateway group. And that is also one of the specific deliverables required by the Act.

MR. PITTS: Who's the chairman?

MR. GOLDTHORP: Oh, who's the chairman, is Ed Salas, Verizon Wireless. The chairs are all shown at the top of the slide.

MR. PITTS: It's covered up by the --

MR. GOLDTHORP: Oh, I'm sorry. All right,

I'll try and remember to read those off. But it's Ed Salas, Verizon Wireless. I think Ed's sitting over here, right?

Okay. Communications Technology Group. As its name implies, this is the group that will be worried about how you get alerts from the gateway to the handset. So that includes things like how do you make sure that you can distribute it to an entire customer base, how do you distribute alerts once they are received with a certain priority, how do you make sure they're distributed with that priority, how do you meet the needs of diverse groups of end users?

Those are the kinds of issues that this group will deal with. There will be standards issues that are likely to come up. And when those do, that's where the collaboration or the coordination with NIST will come in. The group will also identify handset technology that are appropriate for alerting services that have been selected.

Now, one of the things I didn't mention on that slide, and let me try and go back because I want to make a point of it, is, this is a technology -- you all know, you're in the industry -- this is a technology that is evolving fast. So it's not a standstill kind of a mode, it's kind of a lean-forward

kind of a mode. And the trick here, I think, is to, you know, look at, there's a lot of technologies that are out there now. There's technology that's coming. And to the extent that there can be a solution here that finds a balance between those two, that's a successful outcome, and an objective of this group.

User Needs Group will be responsible for characterizing the needs of different types of users, as well as just users in general, and making recommendations based on the service profiles provided by the Communications Technology Group. In other words, the Communications Technology Group will be specifying some limitations on what can be done. So the solutions that the User Needs Group might come up with might be constrained in some way by what the Communications Technology Group comes up with. So there's clearly some need for at least some coordination between these two groups, and ultimately there will be a set of service profiles that the User Needs Group will have to work into.

There will be recommendations from the User Needs Group on a common look and feel, as well as the ways that a user can subscribe and manage the alert service. So for example, how would you opt in, and how would that look to the user?

An important point, and this is mentioned in the Act as well, is the idea of consumer notification. It's a voluntary solution, but there is a requirement in the Act that there be notification. One of the things the User Needs Group will do is draft those consumer notifications.

Now, I said I was going to return to the deliverables in the Act. And there are really six of them that I'm going to talk about here. There are seven, but seven is not one that I'll refer to specifically.

One of the things we wanted to do at the end is make sure that every one of those things has a single working group with primary responsibility for making sure it gets done. And that's what these next two slides do.

So for the first deliverable, which are essentially the protocols for delivering alerts, you know, for converting from the alert interface to the communications platform, primary on that is the gateway group. And you can, I'll just go through these quickly, but each one of these has a primary group assigned. We tried to divide it up in such a way that we don't have one group with all of the assignments, but also divide it up in a way that the

deliverables here are mapped to the groups that it makes the most sense to map them to.

Where we have deliverables that will clearly involve more than one group, we've shown that here by having secondary responsibilities, to show that there is definitely a need for coordination of that deliverable. That doesn't mean to say that there's no need for coordination for the others, but there are some here where we wanted to make it very explicit.

I'll go on to the next slide, and you can see in the information in the slide that I have up here that that user needs has the fifth, and the communications technology group has the sixth. We haven't assigned anybody to the seventh one.

Okay. Now, maybe the moment you've been waiting for, maybe not. We've seen all of your biographies, we've looked at them carefully. We thought about how folks' expertise would best match to the different working groups so that their expertise would be beset applied to the work that's going to get done there.

This is what we've come up with. And having shown them all here, it's going to take me three slides to get through this. But you will find your name on one or more of these groups. Now, that

doesn't mean you have to serve on group, okay, so if you don't want to serve, let me know. My email address and phone number and so forth is on the first slide.

If you see that you've been assigned and you think that that's not where you'd like to be, let me know that, as well. I would rather not get into, I don't want to get into puts and takes today, so if you see that you want to move somewhere today, we're not going to resolve it today. But please let me know, we will deal with it.

I'll tell you what. Before I move on, does anybody want me to stay on this slide? All right, then let me go on.

This is the Gateway Group, and this is the Communications Technology Group. Now, for the Communications Technology Group, I don't think I said who the leader was, it's Brian Daly from Cingular. And these are the members of the groups. Anybody need me to wait? Okay.

And finally, the User Needs Group, Jonathan Werbell from the New York City Mayor's Office will lead that group. And we have talked to all the leaders, by the way, so this is not a surprise to anybody, and members.

So we have not talked to the members yet, so this is the first time, if you're a member of the groups, this is the first time you've seen it. So I understand that.

All right. That concludes my remarks for today. I'm looking forward to working together with all of you, and I appreciate you coming out here today. And I will see the Project Management Group members, as well as the deputies, at lunchtime. Yes, sir.

MR. PREST: Jeff, do you have hard copies of at least the names of the people that you just flashed by on the screen?

MR. GOLDTHORP: The hard copies, are they in there? Are the names in what you've got? The names are not there? All right. We'll get those to you before the end of the day.

MR. PREST: Okay.

MR. MORAN: And when do you expect you'll have this up on the website?

MR. GOLDTHORP: It should be up on the website within a matter of a couple of days. I mean, it's not going to take long. Okay.

MR. MORAN: Okay. Jeff, any questions for Jeff, or thoughts? It must have been very clear.

Okay. Next we have Walter Johnston, a senior engineer in our Communications System Analysis Division. Walter, we have a couple chairs up here, pick one. And Walter is going to make a presentation about the emergency alert system and other alerting systems and trends.

MR. JOHNSON: I'm going to just provide a base line of emergency alerting systems, where we've come from, and hopefully where we're heading. And I realize we have a number of experts in this room, so for some of you this is merely a walk down memory lane for things that in fact some of you have helped put into being at times. But for everybody in attendance here, we're trying to provide a general background of alerting history.

The emergency alert system, the current system was implemented in 1994. It's administered by FEMA, FCC, and NOAA. It's analog content, which was designed to be compatible with broadcast media. It was expanded by the FCC order in 2005. Presently it encompasses radio, television, and cable television. By the end of 2006, the emergency alert system will bring in digital broadcasters, digital cable TV providers, as well as satellite digital radio systems. And finally, by May 2007, satellite TV will be

included under the national emergency alerting system.

This is a picture of the architecture of the current national emergency alert system. It's based upon a relay of broadcast stations carrying emergency messages. Presidential, state, and local messages are injected at different levels in the relay. And for those of you very familiar with the system, you know that the nature of the relay system sometimes causes issues in terms of both reliability and coverage of the system.

EAS evolution has been concerned with providing for more effective usage of the system, expanding the information carried by the system, as well as expanding the population reachable by the alerting system. National EAS is one of just a number of growing alerting systems dedicating to providing critical information to the public. I think the most famous non-government system is probably the Amber Alert, which was a voluntary system, initiated in 1996. It provides alerts on child abduction. It utilizes both the existing EAS system, as well as cell phones, internet, and other distribution mechanisms to provide alerts on child abductions.

Many of you also know that NOAA operates the weather radio all-hazard system. This is a network of

radio stations broadcasting weather, emergency alerts, including Amber Alerts, to the public. Translations of the NOAA system are available for special needs.

As we look at future requirements for alerting, we note the technology trends that are in play. Broadcast media is transitioning to digital. Mobile service providers are deploying broadband infrastructure capable of supporting a wide range of services. Certainly any of you who have children know that a cell phone is more than a voice instrument at this point in time.

Internet and satellite technology expands the capability to distribute alerts. Because of this, alerting protocols have been developed to distribute and present alerts from multiple systems and standard formats. This is a critical development in alerting systems, the development of standard ways to present alerts. And we have just an incredible expansion of the range of devices suitable for alerting: highway alert systems, pagers, telephones, computers, cell phones are all capable of providing critical information now in an emergency.

Emergency protocols provides really an example of this type of evolution. The national EAS system is based on a protocol called SAME, Specific

Area Message Encoding. It's a very limited protocol, designed for a singular purpose. It's a legacy protocol for the current system.

More recently we've seen the development of a protocol called Common Alerting Protocol, otherwise known as CAP. It's a data inter-exchange standard for alerting an event notification. It's a very flexible format. It supports text, audio, or video. It's multi-lingual and multi-audience-capable. It provides mechanisms for digital encryption and signature verification. It's capable of geotargeting. It's controlled by a standards organization called Oasis, and recently received support by the International Telecommunications Union as the standard they proposed for delivering alert messages on a global basis.

Alerting, though, involves many different functions. And there's another protocol under development called the Emergency Data Exchange Language protocol, EDXL. While CAP predominantly deals with content delivery, EDXL deals with higher-level functions, such as control of alert message distribution. This is also controlled by the Oasis Group. It supports functions such as message distribution, resource data exchange, operations capability between alerting organizations or agencies,

and in fact incorporates CAP for the alerting message portion of the protocol.

We now stand at a point where technology-driven opportunities are changing alerting. We have the ability to integrate alerts from multiple systems. We have the capability to sort and distribute alerts by type, geography, subscription, appliance type, the type of devices that people are actually using. We can meet specific user needs, non-English languages. We can provide text, audio, or video messages. We can meet the special needs of individual users.

This opportunity was recognized, in fact, by the Executive Order of the President, which directed Homeland Security to develop an implementation plan for alerting systems supporting delivery of alerts to the public through as many pathways as possible.

FEMA has undertaken this responsibility by developing a prototype of a system, a system of systems integrating various alerting systems and capabilities into a single source of alerting messages called IPAWS. IPAWS provides, in prototype form, the capability to interface various existing and planned alerting systems providing geotargeting capabilities, national warning system integration, integration with federal, state, and local systems.

IPAWS is a DHS-sponsored program to improve public alert and warning. It's DHS-led, in cooperation with the Federal Communications Commission, NOAA, and others. Congress specifically provided $20 million to improve public warning. This is being used to support the IPAWS program. It's coordinated with the White House Task Force on Effective Warning, and co-chaired by the DHS and NOAA.

An IPAWS pilot occurred in the Washington area over the past year. It's called the Digital Alert System National Capital Region Pilot. It was a one-year trial of the basic constructs embedded in the IPAWS vision. And its success has led to the expansion of the trial to a multi-state region.

The WARN Act initiative is a further step forward. It seeks to use mobile technology as yet another means to provide critical emergency information to the public. The opportunity for this committee is to develop a voluntary set of recommendations that would be broadly supported by the industry.

MR. MORAN: Thank you. Before we turn down on this one, if you have any questions for Walter or Jeff? Any questions? Okay, well, they'll be here all day, so if you have questions later you can raise

them.

We're actually doing a little better on our time than we were expecting, so I think what we could do, I think the next thing shown on the list is lunch, and we're not ready for lunch yet. So, but we have introduction of the Advisory Committee members, and we have a very large group here. Perhaps we should start on that this morning. And we'll get a little closer to lunch. I don't think we're going to get all the way through the group before lunch, but let's get started on it.

I think each of you were asked to, you know, we'll ask you to introduce yourselves and tell us why you're interested in, whatever you want to tell us about your participation in this group.

Before we start in around the room, why don't we start with the members who are on the phone? So why don't we start with Leslie Chapman-Henderson. Leslie?

MS. CHAPMAN-HENDERSON: Good morning, and thank you for making arrangements for me to attend by phone. I'm still kind of climbing back from a really bad flu, which I didn't want to share with all of you on my first time meeting you.

But let me just tell you briefly about

myself. I am President and CEO of the Federal Alliance for Safe Homes, which is an organization, we're a non-profit disaster safety education group. We have approximately 80 organizations that we work with nationally, with an understandable focus on participation from groups that cross academia, non-profit, public/private sector entities that focus on emergency management, insurance, construction. We're very proud of the longstanding partnership with the National Weather Service and NOAA. We have leadership partners that include governors and regulators and others who are concerned about the quality of construction across the country, and the ability of our housing stock to withstand disaster.

Understandably, we focus on safety messaging for families, and we do all hazard work, including on manmade hazards awareness. And I'm just, you know, honored and delighted to be a part of this, and will be happy to serve in whatever capacity you think would add value.

MR. MORAN: Thank you, Leslie, very good. Let's see. Next we also have Marion Dunn-Tutor on the phone, hopefully.

MS. DUNN-TUTOR: Yes, you do. Thank you once again for accommodating us again via telephone.

My name again is Marion Dunn-Tutor, and I work for the Mississippi Department of Human Services directing the Division of Aging and Adult Services. We are the division of state government that oversees provision of services for seniors aged 60 and older; thus, my interest in the committee for that elder population nationally.

We in Mississippi recently experienced a natural disaster that we wish we had had some sort of mobile service alert that we could have notified our seniors to take advantage of the opportunities afforded them to remove themselves from danger.

My interest in this committee is to see how we can, as a nation, create a way to help vulnerable populations be aware of impending danger, and help them find the best way to remove themselves from that situation. I think it's important that special populations be looked at and considered in this, and we certainly hope that this committee will look at the needs of seniors, of older Americans, as we begin to formulate our plans.

Thank you.

MR. MORAN: Thank you, Marion. Those are certainly very important interests, and we are very happy that you are with us on this group.

I think we'll go around, we'll go alphabetically, but we'll go descending order. We'll go from the left here. Mr. Williams from the National Association of Broadcasters.

MR. WILLIAMS: Thank you. My name is Kelly Williams. I'm the Senior Director of Engineering for the National Association of Broadcasters. In case there's anyone that doesn't know, we represent over-the-air commercial radio and television stations. We also have a number of public stations that are members, as well.

Our interest here, as you thought from the earlier presentation, we've been a part of national alerting, but even somewhat more importantly, part of local alerting, getting the message from local officials to folks in our markets for quite a number of years since the inception of, actually, the original system, whose name just flew out of my head. It predates EBS.

But we just want to stay a part of this. Personally I have been involved in EAS development for a very long time. I am the person who authored the petition back in 1989 that actually got EAS created. So for those of you that care, yes, it was my fault, because broadcasters wanted to change, make some minor

changes in the EBS system that led to entire creation of the EAS.

And I just want to thank everyone on the Commission for my appointment, and we're willing to work as hard as we can to make this work for everyone. Thank you.

MR. MORAN: Great. Thank you. Mr. Wilcock.

MR. WILCOCK: Thank you. My name is Paul Wilcock. I am Chief Technology Officer for Syniverse Technologies. We provide service bureau-based and turnkey product solutions to carriers, wireless carriers and land-line carriers, on a global basis. We are the provider, centralized provider, for the Amber Alert, for the wireless services.

Our purpose in participating is to assist in developing these recommendations through leveraging our knowledge and expertise related to Amber Alert and our other infrastructure solutions and services that we provide to these carriers on a global basis.

MR. MORAN: Okay, thank you. Mr. Wertz.

MR. WERTZ: I'm Bill Wertz, President of Wertz Media Consulting, LLC. And I'd like to thank Carol White, who is the President of the Michigan Association of Broadcasters, for nominating me to this committee.

I started radio at the age of 15 as an amateur radio operator. And as a ham, before the word "first responders" was coined, I used to walk around with a geiger-counter with civil defense in York, Pennsylvania. I've always taken my responsibilities seriously, and am glad to be a part of this committee. It's my goal to ensure that radio, America's truly first responders for the past 80 years, continues to be the vital link to the American public whenever and wherever needed.

Radio formalized its role as America's first responders, but all radios had civil defense logos printed on their dials at 640 and 1240 AM, and have all done to EBS what you've all done to the EAS, which we have seen this morning.

And as good as it is, it's a system in need of fixing in terms of being able to update it. And that's what I think we are all about here today.

Radio stations have no entry fee. It's free. It's over the air. And that's my primary purpose for being on this committee, to ensure that the public continues to get their emergency information for free. And Radio is the only source that is a mass-distribution source. Imagine if Kelly's cell hone isn't working and mine does, and I

get an emergency alert and he doesn't, and the potential for panic that that creates. Radio, as a mass distribution model system, is the way to go.

The Michigan Association of Broadcasters believes other broad technologies can play a role in getting critically needed emergency information to the public, but not at the expense of radio. And the upgrades that are needed to link emergency managers, key department heads, and law enforcement agencies to radio, television, and cable stations. Our current system, again dating back to civil defense, was built as a duck-and-cover system. We're clearly trying to do a lot more than that today, aren't we?

The Michigan Association of Broadcasters proposed changing that by adopting funding and implementing EM Net, a satellite-based message delivery system. This system is already in use in 10 states, and right here in the District of Columbia.

In Michigan, the total cost, including datacasting, is just 90 cents per person over the five years of anticipated operation, because the overwhelming infrastructure cost has already been paid for Michigan's free over-the-air radio stations. Far more emergencies are local state-wide ad no national. This committee can, and I'm sure will, create a system

that will be used by any and all emergencies at no cost to the public.

Thank you.

MR. MORAN: Thank you, Mr. Wertz. Mr. Werbell.

MR. WERBELL: Hi, my name is John Werbell. I'm the Director of City Hall Media Operations for the City of New York. In that capacity I oversee the city's broadcast TV and radio station and our five cable stations, and also our city's web site. And within that, I also oversee the city's emergency communications system, which includes EAS.

I work for the Deputy Mayor for Operations at City Hall, and he oversees the city's Public Safety Divisions: the Office of Emergency Management, including some other divisions.

So we're very excited to participate, and to ensure that public warning can be properly integrated with emergent technologies, and make sure that the Mayor of New York and other mayors around the country can use these systems effectively.

MR. MORAN: Thank you. Ms. Styron.

MS. STYRON: Thank you. My name is Hilary Styron. I'm the Director of the Emergency Preparedness Initiative with the National Organization

on Disability. I've been directing this program for two years now, and EPI has been around for five. We're the ones that love to remind all of you about broadcasting emergency messages with captioned technology, and taking advantage of redundancy systems so that the special needs population can access emergency messages.

My interest for this committee is to find out about access to technology for people with special needs, and if they have access issues, how we can work on that. And then the messages, the content, and what our expectations management would be for the person with the action, if there's an action for them to take, as well as looking into what venue requirements there may be for establishing points of distribution for technologies at mass shelters and disaster operations. And that is what I'm hoping to get out of this committee, and help you all deal with special needs issues.

MR. MORAN: Thank you. Mr. Salas.

MR. SALAS: My name is Ed Salas. I'm Vice President of Network Strategy and Planning for Verizon Wireless, 12 years with the wireless industry, 27 with telecoms. We're looking forward to collaborating with all interested parties in coming up with practical,

implementable future-proof ways of addressing the alerting challenge.

Thank you.

MR. MORAN: Thank you. Mr. Rutledge.

MR. RUTLEDGE: My name is Doug Rutledge. I'm with Alltel Communications. I've got 12 years' experience as a senior engineer with our planning organization, and Alltel is looking forward to participating with this group. Obviously as a public service communications service provider, we have an interest in how this process develops, and are looking forward to working with everybody to make it be as best as it can possibly be.

MR. MORAN: Thank you. Mr. Rutkowski.

MR. RUTKOWSKI: Thank you, Mr. Chairman. Tony Rutkowski. I'm participating representing VeriSign as a trusted third party.

In many ways, VeriSign represents the embodiment of the trusted third party concepts, since its origins as a digital authentication provider. It's rapidly grown, using a service bureau business model, to become the world's largest and most diverse trusted third party provider of large-scale intelligent infrastructure services. These offerings include everything from digital certificates for

authentication to ultra-robust SS-7 and critical internet, DMS signalling. We run the route server to roaming and mediation messaging gateways among most of the world's providers with telecom and internet services.

When millions of people vote at the same time on "American Idol" using SMS, it's VeriSign's infrastructure that's aggregating all that traffic.

Many of VeriSign's services and platforms, and the underlying expertise, are directly relevant to the emergency messaging services being sought. VeriSign also has assisted the Commission in the 04296 proceeding, collaborated with industry and CTIA, and participated with the global community at the ITUT and other technical bodies in finding workable solutions to emergency messaging needs.

Our CEO, Stratton Scavlos, is also a member of NSTAC, and I assist him in supporting that work. I am actually VeriSign's Vice President for Regulatory Affairs and Standards, and have enjoyed a rather diverse 40-year oddysey of positions as both an engineer and a lawyer in a diverse array of entrepreneurial companies, government agencies, and academic institutions, spanning just about everything: telecom, radio, aerospace systems, broadcasting,

cable, publishing and the internet. My wife sort of accuses me of not holding a job in the same place too long.

This experience included more than 12 years at the FCC, as well as serving as an elected government official and Chief of the International Telecommunications Regulations Division at the ITU in Geneva.

Today I participate actively in regulatory proceedings, standards, bodies, and advisory committees in industry collaboration activities in the U.S., Europe, and globally, particularly in areas involving next-generation networks, national security, infrastructure protection, and Ensep. I had the honor several weeks ago to be the industry keynoter at the first International Technical Workshop on Emergency Messaging at the ITU in Geneva. And I can say the entire world is actually looking at this committee, so it's important on a global scale.

I just returned from the International Standards Committee on Telecommunications Security, which is undertaking the work involving emergency messaging systems. As Walt mentioned, actually this week they will be formally adopting CAP as X-dot CAP. So that's moving forward pretty rapidly.

But I look forward to working with the chairman, the Commission staff, and my colleagues here in the committee, in assisting especially in bridging the communications technologies of interest, and leveraging the significant emergency-related, emergency warning-related work occurring worldwide and in various signs to advance the objectives and implement our work.

Thank you, Mr. Chairman.

MR. MORAN: Thank you. Mr. Roberts.

MR. ROBERTS: I'm Pat Roberts. I'm President of the Florida Association of Broadcasters, and for the last 18 years have also chaired the State Emergency Communication Committee for the FCC, and have been involved -- I think many of you all worked with us over the last few years with MSRC and all that.

We're proud that we do have a state-wide EAS system that works from the county level, but also up to the state level. Good or bad, we've probably been more activated than any other state over the last few years, with the number of 10 hurricanes. But I've got to say the Commission and the Chairman's office was extremely helpful during Katrina, when we went to assist our friends in the adjoining states of Alabama

and Mississippi.

But we do Amber Alerts through the state system. And I used to say we never used them for hurricanes, because everybody knew they wee coming. But we put our system in after Hurricane Andrew, and fortunately in Ivan and in Francis we probably saved many lives Because, if you recall, Ivan decided to take a different course. Instead of hitting Tampa, it curved and came in with less than four hours' notice, and Max Mayfield notified the governor. And we did do English and Spanish when we put out alerts. And so we broadcast in both languages and told people there was a new direction of that hurricane. And the same with Francis later that year.

So we've been involved in the EAS. I think it's good if we can involve the other industries with us. My only thing will be, as I conclude, is if anybody forgets that in a disaster, be it natural or any other type, free over-the-air radio really is the only thing that still works. When you don't have power and all the cell phones jam, or the cell phone tower batteries don't back it up without power, and the television is off because there's no power, but the television hopefully broadcasts over radio, radio still is the one means to reach mass audiences during

the time of a disaster.

But we're glad to be on your committee, and look forward to working with you.

MR. MORAN: Thank you. Mr. Prest.

MR. PREST: Yes. My name is Art Prest, and I'm here representing the Rural Cellular Association. RCA has about 90 rural wireless carriers members who provide wireless voice and data services to about 50 percent of the geographic area of the United States and about 15 percent of the population.

With respect to the efforts and output of this committee, I have two concerns. The first concern is whatever solution that we settle on must be affordable and technically feasible for a rural wireless carrier, so they aren't forced to opt out providing EAS for either financial or technological reasons.

It's important to note that a high percentage of the natural disasters and many manmade disasters occur in rural areas, whether it be tsunamis in Alaska, tornadoes in Oklahoma, fires in Texas, earthquakes in California, or floods in Mississippi, the people of the rural areas have to be alerted.

My second concern involves technology. Approximately half of RCA members use CDMA, the other

half uses GSM. And we do have one member who uses IDEN. Thus, I have to be technologically agnostic, and we need to make sure that whatever solution that we settle on for EAS works equally well across all air interfaces. I guess what I'm asking for is technological neutrality, in that we be able to develop a solution that meets the needs in the same time frame across all air interfaces.

I'm excited to be working on the committee. I've been working on EAS in one form or another for a while for almost 10 years, going back to the early roots of this, and I'd like to see it move forward with success.

Thank you.

MR. MORAN: Thank you. Mr. Pitts.

MR. PITTS: My name is Billy Pitts; I am President of the Government Division of the NTI Group, Notification Technologies, Inc. I have a 27-year background in government. I represented CAP Cities' ABC's television and cable interests. I worked with Mr. Williams and a young Eddie Fritts on the NAB Board and executive committee.

After my Walt Disney experience and learning the compression standards, I partnered in forming MP3.com. We were five years earlier than iTunes and

the record companies wanted us. Our current company, the NTI Group, specializes in providing a technological service that enables schools and community leaders to reach large numbers of people within a narrow time frame with messages that arm them with critical information before, during, and after unplanned incidences.

Time-sensitive technology such as we employ marries advanced computing with the near-ubiquity of phone service to allow officials to record a voice message and have it delivered to thousands of people in minutes via cell phones and land lines. Our technology is also capable of delivering messages to personal communication devices, such as Blackberries, PDAs, or standard email accounts. And I think we're currently handling about 13 million messages a month.

I look forward and welcome the opportunity to work with you as we propose guidelines for businesses such as ourselves which we'll follow to help enable federal and local government leaders deliver information to the public in a timely and targeted manner.

Thank you.

MR. MORAN: Thank you. Mr. Pabley.

MR. PABLEY: Thank you, and good morning. I

represent Sprint Nextel. I am Director of Enhanced Data Services in our Network Development Group, so that means I'm responsible for development of text messaging systems, multi-media messaging systems, video systems, audio systems, location-based services systems, on and on and on. I won't bore you with the details.

My interest here is maybe one that is a little bit self-serving. But as we establish the framework for what the system will look like, I'm going to be the person responsible for Sprint Nextel's design, development, test, and deployment of the system. So I wanted to make sure I can handle the job.

Thank you.

MR. MORAN: Thank you. Mr. Oshinsky.

MR. OSHINSKY: I am Stephan Oshinsky, Director of System Engineering for Skytel, and have been with the company since 1990 in a variety of technical and leadership positions, including the software design, implementation, system and network architecture, and technical product development.

But I'm here representing the paging industry through the AAPC, the American Association of Paging Carriers. I'm on the board of directors for

the AAPC, and I chair the Paging Technical Committee, which is a national engineering group affiliated with AAPC that is dedicated to serving the technical needs of the paging industry.

The AAPC represents over 90 percent of the paging industry with its membership, both carriers and device manufacturers, as well as implementers.

The paging industry is excited about the opportunity to participate on this committee, and feels that paging is ideally suited to being part of the emergency alerting systems due to inherent features of paging technology: namely, our ability to perform one-to-many broadcast messaging, the low costs of paging, and the fact that paging covers, right now, over more than 90 percent of the U.S. population. It has been developed and operated public messaging systems in the U.S. for over 50 years, and we're happy to be here and work any way we can.

MR. MORAN: Great. Mr. Niva.

MR. NIVA: My name is Ilkka Niva. I'm representing Nokia. I'm a Director located in Palo Alto, California. And by representing Nokia, that includes mostly handsets, and wireless cell phones, but also network infrastructure, which is needed to implement and build the system.

The global cell phone penetrates an exceeded 2 billion users a while ago. Nokia reported shipping its millionth phone, or actually its billionth phone, and that was likely in some developing country like Africa, some low-income place, perhaps India.

But there's indication that for a mature technology the price points are getting lower, and allowing also low-income people to own a cell phone and carry it always with them in their pocket. And that's a good thing for any alert system.

Nokia has recognized the importance of expanding the emergency alert system into a mobile domain. We would like to see good recommendations from the committee, and ultimately solutions which would be implementable in a wide range of devices, including low-cost devices, for maximizing the reach of people in case of emergency.

I'm personally glad to be a member of committee, and I'm looking forward to working with all of you. Thanks.

MR. MORAN: Thank you, Mr. Niva. Mr. Mirgon.

MR. MIRGON: Good morning. My name is Dick Mirgon. I'm Director of Communications, actually Director of Technology Services now, for Douglas

County, Nevada, where I manage the Division of Emergency Management, Public Safety Communications, and Information Technology.

More importantly I'm here today representing APCO International, the Association of Public Safety Communications Officials, where I serve on the board of directors. We're a member-driven organization of about 16,000 members worldwide, 14,000 in the U.S. We're representing the telecommunications folks in the 911 communication centers and the technicians that support those systems. And probably one of our key interests is the ability that when that fire chief, police chief, emergency manager notifies the communications center they need to send out an alert, that that human interface between that individual and that technology, that we can accomplish that task so that what all you folks do can provide that information and be a part of that.

And in conclusion, I'd like to thank the Chairman of the Commission for allowing us to participate in this, and we hope we can bring some value. Thank you.

MR. MORAN: Thank you. Mr. McGinnis.

MR. McGINNIS: Thank you, Mr. Chairman. My name is Kevin McGinnis. I'm here representing the

National Association of State Emergency Medical Services Officials, one of the leadership groups for emergency medical services system development in the country, where I focus on communications as one of my areas. I'm also Communications Technology Advisor for the National Association of EMTs, the National Association of EMS Physicians, and three other national EMS associations.

Lastly, I'm also active on the Governing Board of the National Public Safety Telecommunications Council, a frequent contributor to the FCC's in box.

We're very interested in the process of this committee, because how, when, where, and what alerts are made to the public and to public safety entities impact heavily on EMSs and public safety in general's ability to respond effectively, whether it's to a major crash on an interstate requiring a delicate ballet, an intricate ballet of response among those responders around a bunch of stops and highway users, or it's a health alert that sends thousands of people suddenly to hospital emergency departments, we have a great vested interest in how that happens. So I'm pleased to be a part of this process.

Thank you.

MR. MORAN: Thank you. Mr. Mazur.

MR. MAZUR: Good morning. My name is Gadi Mazur. I am the CEO and Founder of Onset Technology. We developed the wireless alerting systems for Capitol Hill, the House, the Senate, and Capitol Police use those systems. The system's message allows them to blast a message to multiple thousands of devices, and make sure that the user actually receives the message and notices the message, reports back with receipt, just like a pager experience involves all the traffic.

My background is in mathematics, in modeling a room system. I'm not sure that is going to be too relevant for those discussions.

My interest in those discussions are primarily looking how customer-premise solutions, like what the agencies have, can integrate or receive notification from the national alert system, and continue distributing that within those systems, how we can deal with multi-modality over the messages based on device capability. So if the user has a Blackberry device or a Trio device, he might receive different types of the message than a simple text message to a cell phone.

And then leveraging, like we do with our systems, leveraging multiple channels to the device, depending on the capabilities of the type to the

device, whether that's text messaging -- again, the simplest one -- or direct IP, or to PIN communication, or multiple ways to communicate with the device to make sure that the message actually is received by the end user and gets noticed by the end user.

I look forward to interesting discussions, and I'll do whatever I can to make those interesting on my side. Thanks.

MR. MORAN: Thank you. Mr. Lyon.

MR. LYON: Good morning, Mr. Chairman. I'm T.J. Lyon. I represent here this morning the International Association of Fire Chiefs, which I'm honored. I currently am the Division Chief with the Orange County Fire Rescue Department in central Florida, where I manage the Operations Division of the Department. I also serve as the State of Florida and the State Office of Emergency Management's State Emergency Response Plan Chairman, which in Florida is an arm, an association, a partnership between the Florida Fire Chiefs Association and the State Office of Emergency Management.

We manage all the planning processes, the deployment, mitigation and recovery of all fire rescue resources, both for fire EMS and our USR Teams. In addition to that I sit as one of the co-chairs for our

Regional Domestic Security Task Force for Region V as a fire rescue co-chair.

I'm here today, I think, hopefully to provide a perspective of the U.S. Fire Service's emergency responder's view. I want to make sure that this committee makes recommendations that support the proper use of all the existing systems, as well as new technologies, of all those county and city managers, fire chiefs, and so forth, who obviously have a vested interest in making sure we have the ability to communicate to our citizens and warning them, as well as providing information even after an event, or during an event.

Thank you.

MR. MORAN: Thank you. Mr. Lawson.

MR. LAWSON: Thank you. I'm John Lawson. I'm the President of the Association of Public Television Stations, and we partnered with FEMA for the National Capital Regional Pilot Projects that Walter Johnson described this morning. We basically were taking a digital message originating from FEMA, passing it through the PBS satellite, downlinking it on public stations, and transmitting those words, which were then received and retransmitted by a wide range of other communications networks, including

paging companies, cell companies, cable, other broadcasters, and satellite radio.

The success of those pilots led to a decision by FEMA to deploy a national digital emergency alert system, which they are doing through a contract with us and our technical contractor, SpectraRep. We plan to have virtually every digital public station equipped by the end of December 2007, to pass a Presidential alert.

We were very glad to be included in the WARN Act. We requested and accepted mandatory participation by our stations. So we welcome the opportunity to partner with the wireless industry in deploying one. We strongly support open standards, and we embrace the President's Executive Order on alert and warning of last year, which really spoke to the need for inter-operability, and the need to expand alert and warning, digital alert and warning, through a wide range of networks. And we are glad to be a part of the foundation of that.

MR. MORAN: Great. Thank you. Let's do one more, and then we'll break for lunch. So make this one really good, Mr. Kubik.

MR. KUBIK: Oh, the pressure's on me.

(Laughter.)

MR. KUBIK: Rob Kubik. I'm with Motorola. I'm the Director of Global Telecom Relations. Over the past 12 years I've worked with Motorola representing us before the Commission and standard bodies, such as the ITU, TIA, ETSI, and on equipment alliances, such as the WiMax Forum and WiFi Alliance.

My role on this committee will be representing the many businesses within Motorola, which closely collaborates with commercial wireless operators and other providers of broadband services to the home, as well as public safety interests.

Motorola welcomes this opportunity to work together with its many service providers to improve the welfare and security of the United States and its many diverse residents. We look forward to contributing our unique combination of experience with a wide variety of advanced communications solutions across the range of delivery channels.

Motorola considers it a priority to deliver emergency alert messages over commercial wireless networks. We believe this can be accomplished most quickly, and in the least destructive manner, by leveraging existing standards and capabilities in wireless networks and users' devices wherever possible. We believe broadly stated requirements

which allow operator choice and flexibility are needed to achieve recommendations that can apply to different technologies.

Motorola is prepared to engage additional expertise and resources as needed to address the challenges of this committee's goal, and I look forward to working diligently and closely with fellow committee members in closing this process and moving forward.

Thank you.

MR. MORAN: Thank you. That was excellent.

(Laughter.)

MR. MORAN: Okay. I think we should break for lunch now, because the most likely place for you to eat is the cafeterias. If we get into them now, there won't be any big crowds.

We do want to, the working group management, we have a place for them to -- why don't you go ahead and tell them what you want?

MR. GOLDTHORP: Walt and I will stay behind here. So for the leaders of the working groups, as well as the deputies, if you will just stay behind, and then we will lead you up to the room where we will have lunch and have our meeting.

MR. MORAN: Okay. So we're going to break.

Why don't we start it up again at 1:00? There are restrooms right on the corner here. Some of our staff will kind of direct you there and direct you to the cafeterias.

So let's pick it up again at 1:00. But now, Jeff, I didn't understand that. Jeff, the leadership, do you want them to go to the cafeteria now and come back here?

MR. GOLDTHORP: No, just stay.

MR. MORAN: Stay here.

MR. GOLDTHORP: Because we have lunch in the room.

MR. MORAN: Okay, thank you. So we'll pick it up again at 1:00. I'm sorry, any questions? Okay, good.

(Whereupon, at 11:29 a.m. the meeting was recessed, to reconvene at 1:08 p.m. this same day, Tuesday, December 12, 2006.)

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A F T E R N O O N S E S S I O N

(1:08 p.m.)

MR. MORAN: Let's go ahead and start up again, and continue where we are when we last left. Mr. Jones was ready to tell us who he is.

MR. JONES: Thank you. My name is Gary Jones. I am the head of Technical Standards for T-Mobile USA. As I told the group in the lunch meeting, I held this same job for 14 years, through OmniPoint and its change to VoiceStream, and then to T-Mobile. And as far as I've been able to tell, I'm the only guy at T-Mobile who has had the same job his whole career in the company.

T-Mobile's interest here is, as a national carrier we've always had a desire to provide our subscribers with the features and services and capabilities that make their lives better. And we think EAS certainly fits that bill.

T-Mobile was the first carrier to deploy wireless priority service, and did that on a very quick basis because that was something that we were told was needed. We participated in the Amber alert program. We feel like that we take our responsibility to our subscribers very seriously, and our purpose here on the committee, as I said at lunch, is to try

to make sure what comes out of this committee is something that the wireless industry can embrace and will want to deploy.

Thank you.

MR. MORAN: Thank you. Mr. Gehman. Oh, I'm sorry. Mr. Hayes, go ahead.

MR. HAYES: Okay, thank you. My name is Stephen Hayes. I am the principal engineer for Ericsson.

In addition to working for Ericsson, I'm also the Chair of the Systems Group 3GPP. 3GPP is the standards group that's responsible for the GSM family of technologies, and the systems group has been responsible for the requirements, architecture, system issues, et cetera.

So as part of that work within 3GPP, that's where all the various messaging and broadcast technologies associated with the GSM family are specified or being developed. We also have going on there activities, international activities, because 3GPP is an international group. We're related to emergency alerts with requirements coming from other regions of the world..

So my desire and reason for being here is, one, I think that with a knowledge of what's the

existing standards, it's a good way to evaluate the limitations and the maturity of various technological solutions. And we want to pick the ones that make the most sense.

And I think also since we do have activities going on from other regions, I think it's good to have as much synergy as possible, so, for example, American citizens that are roaming overseas also have the ability to be alerted of disasters that might be occurring in the region they are. Or, conversely, visitors to the United States could be alerted. So I think there's a lot to be gained by working internationally and trying to adopt solutions that have synergies with those being developed elsewhere.

So in summary, the main reason that Ericsson and I am interested in doing this is basically to ensure that we have a solution that is forward-looking and meets the needs of the consumers.

Thank you.

MR. MORAN: Thank you. Mr. Guttman-McCabe.

MR. GUTTMAN-McCABE: Thanks, Ken. Good afternoon. Chris Guttman-McCabe, Vice President of Regulatory Affairs at CTIA. I have a vested interest in ensuring that this committee process works. I testified in the House and the Senate in favor of the

WARN Act, and specifically supported the establishment of a committee like this to put together the requirements and needs for an emergency alert system that could be integrated into wireless.

And so just to echo Gary's points, the only thing that I would say is the goal of this group has to be a product that comes out that the carriers can, with excitement, endorse and roll out to consumers. I think if we do that, we've succeeded. If we don't, we've spent the better part of a year without any success. So that's going to be my goal, is to make sure we stay focused on that.

MR. MORAN: Thank you. Mr. Gehman.

MR. GEHMAN: Thank you, Mr. Chairman. A little bit about my background. I began in the wonderful world of radio broadcasting in 1970, and got my feet wet in public warning shortly afterward when a tornado hit our community and lifted the roof, part of it, off of the studio as I was playing the 45s. And then about 10 minutes later the UPI teletype bell started ringing, and there was a tornado warning. I knew there had to be a better way.

Then in 1979 I was Chief Engineer in Mobile, Alabama, of broadcast facilities, and the Hurricane Frederick flattened my brand in Monte Carlo, because

all four towers of the directional came down across it while we remained in the bomb shelter. Sort of makes passion in trying to figure out how, how do we feel with specifically this next generation -- my kids -- and their use of media far different, much to my disappointment, from the way that I grew up, and the wonderful fans of radio and television. And now they use what they want to use, when they want to use it, and very little of it has to do with the traditional ways that we were so fond of growing up.

So my passion is to see this committee develop methods that, regardless of what you're doing, you will be pointed to a source of further information. And of course, broadcast being a broadband reach of information is the source that should be pointed to, but we've got to figure a way to accomplish that.

Now, I represent our tribe, which is a federal Indian reservation in lower Alabama, and there are five federal tribes in the Southeast, one in the state of Alabama. And we are fortunate of being in a rural area that's also populated, so cell carriers and other signals are there, versus many of the other tribes, federal tribes around the country I've visited over the years when I was in the tribal government

there that have no access to any infrastructure. So there are very complex issues when you talk about reaching people in the sources of medium they use today in their lifestyle.

I also serve as the Chair of the Pennsylvania State Emergency Communications Committee, where I currently reside, and past Chair of the Alabama EBS System. So I look forward greatly to bridging that digital gap. This committee, I think, can make some significant input into both maybe some ongoing rule-makings here at the Commission related to public warnings, and trying to reach people in the type of media that they're using today.

MR. MORAN: Thank you. Mr. Fritts.

MR. FRITTS: Thank you, Mr. Chairman. My name is Eddie Fritts, and I'm the immediate past President and CEO of the National Association of Broadcasters. And I'm happy to participate here and see so many of our friends around this table.

I'm a former broadcast station owner, and am fully familiar with the needs of communicating with the public in times of emergency. And I'm excited and pleased to be a part of, and represent, Global Security Systems, LLC.

GSS offers a technology utilizing the side

carrier of FM broadcast stations which provides universal ubiquitous coverage. It applies to standards established by the National Radio Systems Committee, a combined committee of the Communication Electronics Association and the NAB. The FCC, I might add, also adopted the standard alerting procedure.

This technology, which is fully addressable, offers point-to-multi-point selectivity on a national basis. It's a robust technology that offers redundancy, and can be integrated into any cell phone, Blackberry, Trio, or other mobile service device.

In fact, within the next year 225 million cell phones will be delivered with that GSS capability. That number will continue to rise exponentially. Only a minor software programming change is needed to activate these millions of cell phones to receive FM signals in times of emergency.

Following Hurricane Katrina the GSS system was established in a new state-of-the-art Mississippi Emergency Management System in Jackson, Mississippi. There are currently 50 radio stations in Mississippi, public and private, serving as the backbone of this system. Additionally, when there is not a national or state emergency utilizing the platform, the system can be used for numerous private-data networks.

Now, we believe that we have a symbiotic relationship with many of you around this table, and we're excited about the GSS system and look forward to learning how it can interface with other technologies represented on this committee.

Thank you.

MR. MORAN: Thank you. Ms. Estefania.

MS. ESTEFANIA: Thank you, Mr. Chairman. I'm Maria Estefania. I am currently Vice President of Standards Development at ATIS, the Alliance for Telecommunications Industry Solutions. I've been at ATIS for seven years. And prior to that I worked for a large telcom carrier for over 20 years, serving as Director in Technology Planning and Director of Compliance and Network Planning in network and engineering organizations.

For those of you who don't know ATIS, ATIS is a technical standards development organization which is North American based. We develop telecommunications and information technology standards for the global industry. We have about 350 member companies representing the large carriers and vendors and software providers, many of whom are around this table. And we have 23 industry committees that develop technical standards, everything from IPTV

to bar codes for the telcom industry.

Three of our committees -- and this is why I am on this committee, and grateful to have been appointed -- are particularly interested in the work before this committee. The Wireless Technologies and Systems Committee, WTSC; the Emergency Services Interconnection Forum, ESIF; and the Network Interconnection Interoperability Forum, NIIF; all have matters before them that are related to the work this committee will be developing.

MR. MORAN: Thank you. Mr. Erkkila.

MR. ERKKILA: Yes, good afternoon. My name is Robin Erkkila. I'm with Intrado. Intrado is a telecommunications company focused on solutions and services for public safety. I am the Director of Emerging Markets, which means I focus on next-generation networks and location services.

We've been involved with the Amber Alerts Program in the past, as well as working with alert systems for the National Center for Missing and Exploited Children. And within the last year, during and right after Hurricane Katrina, we saw a lot of activity when we experienced dealing with our systems with 33 PSAPs that went hard down. And in dealing with those public safety answering points we saw a lot

of opportunities and a lot of issues where interoperability and working with alerts could help solve problems, as well as present new, again, opportunities for solutions.

We're very much interested in furthering next-generation networks, both from a wireless and a public safety and location perspective. And we're doing what we can to innovate these networks and new technologies together to bring new capabilities to bear on these problems that we're all here to solve, specifically around interoperability and location.

I look forward to working on this committee, with all of you in advancing the alerting and the technologies and standards related to it. And I thank the Commission for the opportunity to serve.

MR. MORAN: Thank you. Mr. Deol.

MR. DEOL: My name is Amar Deol. I'm with the Northern Networks. Northern Networks is a infrastructure vendor for both GSM and CDM technology.

I'm here to assist in any way I can on developing recommendation, and have been involved in EAS activities in the industry forum and international standard.

Thank you.

MR. MORAN: Thank you. Mr. Daly.

MR. DALY: Yes, thank you. My name is Brian Daly. I'm the Director for Core Network Standards at Cingular Wireless.

Cingular welcomes the opportunity to participate in the advisory committee. We support the Commission's efforts to provide a more robust national alert and warning system which will support the American public, particularly in times of events such as 9/11 and Katrina.

The work of this committee is necessary to evaluate how wireless emergency alert capability can be deployed effectively, and what technologies should be evaluated to provide such a capability. There remains a number of essential technical and policy issues that need to be addressed, and we welcome the opportunity to participate in this advisory committee in order to look at those issues, as well as solutions to those issues.

Again, we feel that this work in the advisory committee is very important to the benefit of all Americans, and we are thankful for participation and look forward to continued success of the committee.

MR. MORAN: Thank you. Mr. Czarnecki.

MR. CZARNECKI: Thank you, Mr. Chairman. My

name is Ed Czarnecki, and I'm with a group called SpectraRep.

SpectraRep provides system integration, applications development, and other multi-cast solutions for homeland security, public safety, and distance education users.

We've had the opportunity to work with a wide variety of industry segments: emergency managers, broadcasters, broadcast associations, cable TV, satellite radio, state, local, and federal agencies, and specialized working groups associated with the disabled. And for us, it's particularly exciting to see these diverse interests represented on one committee.

In our system integration role we've had the great pleasure of working with DHS, FEMA, and the Association of Public Television Stations on the design and deployment of DEAS, the Digital Emergency Alert System, as well as several other IPAWS initiatives. As an application provider, our Alert Manager Emergency Notification System is designed to provide state and local officials with enhanced capabilities of distributing emergency bulletins through broadcast EAS, as well as through non-traditional emergency alerting channels, whether it's

satellite radio, cell phones, digital signage, et cetera. So the work of this committee is of great interest to us.

Finally, I'd note that as an associated member of NAB, of APTS, of the International Association of Emergency Managers, as well as a member of the Emergency Interoperability Consortium and the Advanced Television Standards Committee, I think it is also of great interest for us to see this committee take a look at open standards, existing standards, open architectures, as much as is feasible.

Thank you.

MR. MORAN: Thank you. Mr. Carter.

MR. CARTER: Good afternoon. My name is Steve Carter. I'm a Vice President of Engineering at Qualcomm, Inc.

Qualcomm's role in the wireless industry is to continually improve the technology that have made our PDAs, cell phones, laptops such valuable parts of our daily life, and we're pleased to have the opportunity to add that value not just in daily life, but in times of emergency, as well.

We've grown accustomed to getting emergency alerts on television and radio, and we look forward to being able to send even more targeted, specific, and

actionable information to people when they need it most, on their own personal communications devices.

We're pleased to see all the stakeholders at the table here, both from the public and private sector, and we look forward to working with you all on a practical solution.

MR. MORAN: Thank you. Ms. Brooks.

MS. BROOKS: Thank you, Mr. Chairman. My name is Marcia Brooks; I'm with the WGBH National Center for Accessible Media. Some of you may be familiar with WGBH as the largest producer of programming for the Public Broadcasting Service, PBS. You may see some of the shows we produce on television.

But what I am here to represent today is the National Center for Accessible Media, which is the research and development arm of our Media Access Group. Our Media Access Group has a three-decade legacy of providing access to various forms of media for people with sensory disabilities: people who are blind, low-vision, deaf and hard of hearing.

I am here to bring forward the work of the project, the Access Alert Project, which has been funded by the United States Department of Commerce Technology Opportunity Program. We have just started

the third year of our three-year project to influence the emergency alerting arena on behalf of the constituents that I just mentioned. NCAM is the R&D arm of the Media Access Group. We pioneered the technology for closed captioning, as well as a number of other technologies. And NCAM is the R&D arm of -- the Media Access Group was awarded this grant in recognition of our legacy of uniting industry and consumers.

For the Access Alerts Project we have a national advisory group that is represented by many of the national consumer organizations for people with sensory disabilities. And the working group on the project is represented by the emergency management community, vendors of equipment, and providers of notification.

So I am here to represent the good work that this project is doing. I feel that this is a very special opportunity in terms of the timing of this group being convened with the opportunity for me to share the efforts of the Access Alerts Project. We are currently about to engage in another round of consumer testing that will specifically be asking consumers about the effectiveness of particular messages in particular contexts, whether they're at

home, work, or transit. And we'll be testing the effectiveness of those specific messages on specific devices.

My hope for this group is that I can bring to bear the efforts of our research, invite your participation, as you are welcome to do, and that we bring real meaning to the idea that we are representing consumers.

Thank you.

MR. MORAN: Thank you. Mr. Briggs.

MR. BRIGGS: Yes. I'm Kevin Briggs. I'm the Readiness Division Director at FEMA, and I'm the Overarching Program Manager for the Integrated Public Alert Warning System, so I've worked with a lot of you around the table. We've had great partnerships, particularly with like the Association of Public Television Stations, SpectraRep, and many, many others around the table. So thank you. I'd like to start with that.

We've got a tall order here over the next 10 months. We look forward to trying to get this in a, you know, just improving alerts to all media over all devices. There's just a lot of work there.

We invite participation with our pilots that are ongoing in the Gulf States. See me afterward if

you've got questions about that. And I'm just honored to be a part of this committee. Thank you.

MR. MORAN: Thank you. Mr. Botterell.

MR. BOTTERELL: Thank you, Mr. Chairman. Good afternoon. My name is Art Botterell. I am the Community Warning System Manager for the Office of the Sheriff of Contra Costa County, California. Contra Costa County, in the Bay area, has a 15-year experience in partnership with our industries of operating an all-hazard, multi-mode, integrated local warning system. It's a wonderful opportunity to work with that program, because I think that they've broken a lot of the ground that we're now attempting to tread on the national scale.

Before joining the Sheriff's Office I was involved in the development of the Open Common Alerting Protocol Standard. I have spent some time as a public affairs specialist for FEMA, as a telecommunications specialist for the Governor's Office of Emergency Services in California; even, believe it or not, as a firefighter, but that was a long time ago.

If we look at the social science about how people process warnings, one thing is very clear. And that is that no one mode of delivery can possibly be

enough. Not only because of issues of reach and reliability, but simply because of the human need for corroboration.

Over the last 50 years, I think the broadcast industry has carried a very heavy load as the chief delivery mechanism for warnings. And I'm hoping that one of the things we'll be able to do in this committee is reassure the cellular industry that they are not being volunteered to take that new solitary role; but rather, that this will be part of an integrated, well, if I may say it, an integrated public alert and warning system.

So I want to thank the Chairman, the Commission and staff, and the organizations that nominated me for this opportunity to participate in what I think is going to be a vital activity in improving the ways we alert in form and reassure the public.

MR. MORAN: Thank you. Ms. Blum.

MS. BLUM: Thank you very much, Mr. Chairman. My name is Cheryl Blum; I'm a Senior Manager with Alcatel Lucent. And I've been doing wireless standards development for about 15 years.

I'm here, though, representing the Telecommunication Industry Association, TIA, and I do

thank them for the opportunity to be on this committee and be their representative.

TIA is a trade association that pursues many efforts, including policy, regulatory, trade shows, and also standards development. The membership of TIA is made up predominantly of equipment providers, but also service providers, carriers, third-party providers, as well.

TIA has always had a longstanding active participation in public safety activities. They are a co-chair of the ANSI Homeland Security Panel. They are involved with NSTAC, Safecom, part of a partnership project dealing with broadband public safety, and many, many other activities.

I also chair an engineering committee for wireless standards within TIA, and this committee has been responsible for standards for various public safety and security needs, such as CALEA, electronic surveillance, Phase I and Phase II of E-911, and wireless priority service. And I anticipate that some of the work of this committee will culminate in standards development that will affect not only TIA, but ATIS, as well, for wireless standards. Thank you.

MR. MORAN: Thank you. Mr. Barr.

MR. BARR: Thank you, Mr. Chairman. My name

is Dale Barr. I'm with the National Communications System. The National Communications System had its genesis in the Cuban Missile Crisis, when President Kennedy could not talk to his Ambassador in Panama. And he executed an Executive Order that established the NCS, whose prime directive at the time was to ensure the interoperability of the consortium's telecommunications assets to provide for the nation's emergency communications.

Along that line, I personally work in what's known as the Advanced Technology Group, and have some form in the telecommunications arena in that I built crystal sets in the forties, was a radio ham in the fifties, a radio station engineer in the late fifties, and I've been working in one form or another in radio ever since.

Back in the fifties we had the Conilrad System, which is akin to the Emergency Alert System now. I can remember building the first Conilrad monitor that we used in the radio station, the little AM station that we had.

Right after 9/11, the NCS was asked to look at emergency alert, emergency notification. We determined that emergency alert was not the right word. We tried to do an emergency notification system

because we were asked to target certain individuals wherever they were in the United States. So originally that's what we did. We studied that, we devised the program to do that. That's subsequently got changed to notify individuals or groups of individuals or a whole subset of a city, within a certain time, of certain things.

We briefed that to the White House, and we did a pilot, a very limited pilot, which was successful. But we didn't go any farther with it. Currently we're studying ways of credentialing people into emergency areas, using satellite communications, et cetera.

So that's basically who I am, what I am, what we're trying to do. I look forward to participating with the Commission and the committee, and providing what information I can.

MR. MORAN: Thank you. Mr. Ban.

MR. BAN: Thank you, Mr. Chairman. Good afternoon, everybody. My name is Raymond Ban, and I'm representing the Weather Channel.

I want to start off by saying that listening to everybody as we've gone around the room, it makes me feel very humble, because the amount of knowledge and the firepower around this table is pretty

incredible.

The Weather Channel has been in the business of disseminating information to keep people out of harm's way now for almost 25 years. It started off in cable television, moved to the internet, and then into wireless. And I think we've learned a little bit along the way.

We've had some excellent partners, with NOAA and with the emergency management community, all the way from FEMA down to the local level. And my hope is that we can bring a little bit of what we've learned to this group, to help out.

And as I said, it's a privilege to be here. Thank you very much.

MR. MORAN: Thank you. Mr. Aubrey.

MR. AUBREY: Thank you, Mr. Chairman. My name is Ralph Aubrey; I'm with Battelle. And I'm very pleased to be here supporting this committee.

For those of you that don't know anything about Battelle, Battelle is a privately held, non-profit research and development organization. We are probably best known for our support and management of several national laboratories, of which several are the Brookhaven National Laboratory, Oak Ridge National Laboratory, and Pacific Northwest.

We are also heavily engaged with FEMA, and also with S&T, DHS science and technology, in the interoperability area, particularly on the wired side, for disaster management, where we have created an interoperability backbone which is all standards-based, based on CAP and the emerging EDXL family of standards, and implementing that into something called DHS Open. In doing this, we work heavily with first responders and local emergency operators. Because I think the number-one thing we have to keep in mind is disasters are local. And one of the things we're trying to do, and what I see current activity going on and WARN and public warning is going to do is allow the local communities and local emergency operation centers to use capabilities to warn people that may be in harm's way, through the use of standards, but also through the use of multiple medias, so that as many people can be notified as possible.

In the end, what we hope to do is reduce the amount of time from when a disaster is noted to when the public is alerted. So I'm looking forward to working with this committee. Thank you very much.

MR. MORAN: Thank you. Ms. Arnold.

MS. ARNOLD: Thank you very much. Good afternoon. It's good to be here. I, too, am excited

about working on this committee.

I'm President of the Texas Association of Broadcasters. I'm a past President of the National Alliance of State Broadcasters. In that group I was able to help push them into organizing the first-ever EAS summit two years ago, and we'll have another EAS summit March 2 here in Washington, if you want to plan on coming. Pat Roberts and I will chair that this year. It's an opportunity to bring together people who have not had occasion or forum to meet and exchange views, and come up with ideas about improving things.

I served on MSRC I and II, the Media Security Reliability Council. I chaired a subcommittee on EAS, in that group which set up and provided a forum at one of our hearings for the Association of Public Television, to do the first demonstration on how much they could do using their satellite system and their sub-channels to deliver an EAS message. And we also had a demonstration at that meeting of the USA that is now also a pilot project, along with the Association of Public Television, a pilot project for the Department of Homeland Security. So we've had some things that we think have helped push things along.

Since 1986, I have been the Texas State EAS Chair. And I've taken my responsibility for the FCC appointment for that position very seriously, just as broadcasters take their responsibility to notify people about emergencies very seriously. That's part of why Dallas broadcasters came up with the idea of Amber, and created the plan, and executed it, and made something that everybody wanted to copy around the country.

EAS means life or death. With the drought, we've had a lot of wildfires in Texas. We have a lot of places where the fire just jumps up from somebody throwing out a cigarette, or an electrical wire breaking and causing some problem.

About this time last year, we had a wildfire closing in on a little community called Cross Plains. They knew the fire was coming, but they didn't know any way to alert people. The only thing they could think to do was to call the highway troopers to come in and ride up and down the highway, the main thoroughfare, with bull horns to tell people there was a fire coming.

Two elderly ladies lived in houses that were too far from the highway to hear the message. They burned to death in their homes.

We called the Fire Marshall for the town afterwards and asked why hadn't they called the radio or television stations that served the area, or activated EAS. He said, "What's EAS? I've never heard of it." When we explained to him how easy it would have been to send an alert over the television station or the radio, he was just appalled. He said both of the women were religious viewers of the television soaps in the afternoon, when this fire came. They would very certainly have been in front of their televisions, and would have seen any crawl that came across warning them about the fire, and could have escaped.

Just a few months ago, further up from, toward the panhandle, we had a fire that burned 10 times as many acres, and more homes. But the authorities there, we had worked with them to set up an EAS plan, and they were able to activate EAS three times. They evacuated more than 1,000 people, and no one died. That's the difference. That's why I'm passionate about EAS.

The Texas Association of Broadcasters, we are struggling to reach out to local communities to tell them about EAS, and make them aware of how it can be set up and how it can operate for them. But it's a

real difficult task when you have a state that says they're not responsible or not willing to be involved in delivering EAS messages.

And I know how the WARN Act is written, but I want to recommend that as many ways as we can devise and implement for delivering messages in multiple media, we ought to do. But at the same time, we need to make everyone available, everyone aware that state, federal, and local authorities have to be educated about what EAS is, and what they can do with EAS to save lives.

Thank you.

MR. MORAN: Thank you. I think all of the members have been introduced.

I would like to harken back just a bit to what Mr. Ban said just a few moments ago. I agree with him. The technical and policy expertise sitting around this table, and that of all the people that support you, is just incredible. And that's fortunate, because we have very challenging taskings in the WARN Act. And so I think we really will challenge you. But I think it's a fantastic group, and we look forward to working with you to try to solve these problems. If we can put some of the passion that Ms. Arnold expressed and others that you

expressed to really do some good here in the next year.

So like I say, we look forward to working with you. And to give a little bit of historical perspective, Mr. Rutkowski mentioned something to me earlier today, and I thought it would be a good historical perspective on emergency alerts systems.

Tony, what do you have there?

MR. RUTKOWSKI: Thank you, Mr. Chairman. This is actually a gift, collectively. If you had been in Geneva, Switzerland in the last couple days, you will know that the Geneva Republic takes their emergency alert system very seriously. And in fact, yesterday was the 404th anniversary of their original emergency alert system. It's a festival called L'Escalade, and they celebrate it with a number of ceremonies. And L'Escalade, the technology was, as the surrounding French were climbing up the ladders, up the ramparts of the old city, an alert housewife who was charged with watching for invaders grabbed a pot of vegetable soup, and dumped it on one of the invaders coming up one of the ladders. Hence, the name L'Escalade.

And for the last 404 years, this event has been celebrated. And one of the ways it's celebrated

is that at the end of it they go home, and they have a dinner. And at the end of the dinner they bring out a large chocolate pot that the chocolatiers of Geneva fashion special for this occasion, with little marzipan vegetables in it.

So what I did is I hand-carried yesterday one of these back from Geneva, with 41 vegetables in it. And I thought it was also symbolic that we're basically in this effort together to perform this national service. Thank you.

And by the way, the way this is supposed to end is, I'll put it over there, the Chairman is supposed to smash it, and then you can all partake.

(Laughter.)

MR. MORAN: Well, the relevance I see in this thing is, it was one of the first wireless solutions to this.

(Laughter.)

MR. MORAN: Anyway. So, Jeff, I think I'd like to turn it over to Jeff Goldthorp right now to give us some insights on what went on over the lunch hour with the leadership group.

MR. GOLDTHORP: Okay. Thank you, Mr. Chairman. We did meet, the Project Management Group did meet over lunch. It started out, and it really

was an introductory meeting, a chance for us to get better acquainted, and to try and organize our work for the next, certainly for the next month or two. And more detailed information and plans will be coming forth.

We spent time talking about some procedural issues. There are some loose ends there that we'll get squared away. But I didn't hear anything come out of there that I didn't think we couldn't deal with in a reasonable way.

We agreed that each of the working groups would meet between now and the next meeting of the Project Management Group. The next meeting of the Project Management Group will be later in January, so that will give the working groups a chance to have a full meeting. Today's meeting is for you all, as it was for us, more of a chance to get together and get to know each other. There will be another meeting between now and the next time we meet as a Project Management Group.

And certainly for most of the groups, there are some specific things that need to get done between now and the next Project Management Group meeting. So I'll say, for example, the Communications Technology Group, it will be very important to get an early idea

of what are some of the, without coming to firm conclusions this early in the process, but what are some reasonable technical solutions that look like they could be implemented in the time frames that are before us.

So that is something that we'll need to get, if not nailed down, at least some fairly reasonable idea of where that's coming out. And there are others, as well. The working group leaders know what they are.

So no, I thought it was an effective meeting. We got to know each other better. We've got a date for another meeting, and we've got a plan for how to move forward.

We'll also be providing the working group leaders with some more detailed information on some plans that we have put together here. They're not intended to be -- it's really up to the working group leader as to whether or not they're followed. But we did put together some, I'll say GANT charts, for how this work can be constructed, and what the interactions between the different working groups would need to be for us to sort of work towards the objective that we have. So that will be provided, as well.

And with that, it was 1:00; 1:00 came quick. So you tell me, Ken, when you're ready to --

MR. MORAN: Okay. Well, I guess one other point. You've already raised it earlier.

If any of the group members would like to participate in a different group. Do you want to?

MR. GOLDTHORP: Yes, I should have mentioned that. You all should have the slides that I used this morning; they should be in front of you now. You didn't get it?

VOICE: There weren't enough copies.

MR. GOLDTHORP: There weren't enough copies? Okay. Well, then, it will be posted on the website. If you didn't get it, it will be posted there. If you have an urgent need, the person to talk to, by the way, or to get in touch with if you'd like to change groups, or you've got a different idea about the groups, is me.

So if you've got the slides, you've got a way to get in touch with me. It's on the front of the slides. If you don't have the slides and you want to get in touch with me in the next day or two, like imminently, then just see me after the meeting, and I'll give you my card. And you can reach me that way.

Otherwise, the slides will be on the

website, along with everything else that we talked about today, including the slides that Walt used during his tutorial. All right.

MR. MORAN: Okay. Thanks, Jeff. I'm thinking that we have, if there are any questions, we can take those. But beyond that, maybe after this we should go ahead and go into the separate work groups. Does that make sense?

So before we do that, are there any questions on the threshold here? Yes.

MR. WILLIAMS: Can we work on more than one working group?

MR. MORAN: Jeff?

MR. GOLDTHORP: There's no reason why you can't work on more than one working group, no. One of the things -- and this came up in the meeting at lunchtime -- that we have to be aware of is that we never want to achieve a quorum in a working group.

In other words, if the working group meets -- and when I say achieve a quorum, that doesn't seem to make sense, does it? We don't want any meeting of the working group to be a quorum of the Advisory Committee. That's what I mean.

MR. MORAN: And to be a quorum of the

Advisory Committee, how many people?

MR. GOLDTHORP: It's 13 people, 13 people. So we're close. In some of these working groups there are 11 people. And the working group leaders are aware of this issue. So that is something that we'll have to be watchful of.

MR. WILLIAMS: Jeff, is a quorum 13? I thought there were 40 of us.

MR. GOLDTHORP: Forty divided by three.

MR. WILLIAMS: So a one-third quorum?

MR. GOLDTHORP: One-third quorum, as specified in the Act.

MR. MORAN: Okay. Mr. Prest.

MR. PREST: Yes, I have a question. We've got the various working groups here. Who is responsible for putting together an overall service description? We're developing the solutions for it, but I'm not sure what "it" is.

MR. GOLDTHORP: Do you want me to take that?

MR. MORAN: Yes.

MR. GOLDTHORP: My answer to your question, Art, is the overall responsibility for providing a recommendation to the Commission is this committee's. But the Project Management Group will be assembling or taking the work of the working groups, and integrating

them into a recommendation that will be delivered to this committee. So that's how this will be brought forward.

But what we've tried to do is, it's the kind of a problem where we get to have 40 folks working on the problem, on the solution that you're talking about; or we could try and divide the work up in such a way that could be worked on in a manageable way. And that's what we've tried to do. And then have the work then come forward to the Project Management Group in such a way that we would achieve the kind of outcome that you're describing.

MR. PREST: The reason I ask is, we had a meeting back in May, and we spent an awful lot of time. We couldn't come to terms with the definition of emergency message. Was it just residential? Was it floods? Was it tornadoes? Was it hurricanes? Was it all of those, or was it a subset of those?

And a lot of other questions, too. Like if you transmit the message, do you have to re-transmit it if somebody didn't get it? Does the message come in on a phone that's in service, on top of whatever's going on on that phone at the same time? Those are the kind of service descriptions I'm talking about. Not the solutions of how to provide it, but what does

it have to do.

Typically, you know, a standards project would start off with, what is it we're trying to build. Not, how are we going to build it.

MR. GOLDTHORP: Right. And I think that a lot of the questions that you're asking are questions that, as I read through the mission statement, say for the Alert Interface Group, the Alert Interface Group will be looking at what systems ought to be included in the program that we're talking about here.

As far as the formats for the delivery of the alerts, the Communications Technology Group will be dealing with that. So it's not as if there is one group that's going to solve this whole problem, or we'll have 40 people trying to solve this whole problem. And that becomes complicated, all right?

So what we've tried to do is divide it up in such a way that we could make progress. All right.

MR. MORAN: Yes, Mr. Roberts.

MR. ROBERTS: And I may be way out of line with this, but I see three groups that, if they can't be added to this advisory thing, I think at least ought to be in these rooms. And one is Reynolds Hoover, who is in charge at the White House of the President's ability to communicate. He's worked on

EAS a lot. He's been a cog for the President, I think, and he's well versed in this issue.

If you aren't aware, I'm the one that screamed loud and hard on 9/11 the President could not have spoken through EAS to the majority of this country. He has put together some system with the National Weather Service -- and that would be the other group that's not in this, that's NOAA and National Weather Service -- who today are the only national system able to activate EAS, if you're not aware of that.

And the third group who unfortunately is not here is NEMA or the State Emergency Management Directors. And they are the guys on the front line. They're the guys you see when the fire gets hot, or the hurricane hits Florida.

So those are three groups, whether they can be added or just be ad hoc members, if they're not in here, I don't know how we make this thing work down the road.

MR. MORAN: Well, we'll certainly take that under advisement. I don't think any of those were nominated. Our process was to have nominations. Were any nominations in that area? Of course, I'm certainly aware of all three, and I know they're

definitely stakeholders, and we've worked with all of them.

MR. ROBERTS: Some people don't want to serve on these things, you understand.

MR. MORAN: Well, we're going to have a voluntary system, but we're going to have a mandatory participation.

Okay. Point well taken, and let me --

MR. ROBERTS: You don't have trouble getting industry people. It's the public sector you have -- they probably didn't want to be put up.

MR. MORAN: I'm sure Mr. Hoover is very busy right now, as a matter of fact. Okay.

Any other thoughts? Yes, Tony.

MR. RUTKOWSKI: Thank you, Mr. Chairman. Was a date in January specified? And do you have any idea how often we're going to sort of meet as a group, so we could begin to integrate that into our schedules?

MR. MORAN: Jeff?

MR. GOLDTHORP: The date in January I was talking about was for the Project Management Group, not for this committee. Not for this committee. So we don't have a date, the next date for the meeting of this committee, you know, us. I was talking about

that group. Is that what you're asking me?

MR. RUTKOWSKI: That was half. The other half is do you have any idea how often this group is going to meet?

MR. GOLDTHORP: Well, the thought is that this group would likely meet, between now and October, five or six times.

MR. MORAN: But also I think, in part, there will be feedback with the Program Management team. And as that group decides we need meetings, we'll certainly have them.

Any other questions?

MR. WILLIAMS: Yes, a follow-up. I guess my thought on your question was the working groups are going to meet before your meeting in January.

MR. GOLDTHORP: True.

MR. WILLIAMS: So if you don't know when that
is --

MR. GOLDTHORP: I do. It's the end of January.

MR. WILLIAMS: Okay.

MR. GOLDTHORP: You'll have time. We selected it with that in mind.

MR. WILLIAMS: All right.

MR. MORAN: Okay. Should we go to the working groups?

MR. GOLDTHORP: Yes. We thought a good way to sort of wrap up the day here today would be just like we had a working session with the Project Management Working Group, we could have the individual working groups themselves caucus. We've got four breakout rooms set up for that.

The FCC liaisons for each of those four groups are here. So what I'll do is, I'll ask each of them to stand. And if you're in that group, then I'll ask you to find that person, and we'll just go to the four corners of the room.

So first would be Greg Cooke. Greg is right back here. You're in the Alerting Interface Group. Greg is going to go to that upper right-hand corner of the room when we part. And so if you're in that group, and you'd like to meet for a little while today, Greg will show you where the room is.

If you're in the Alerting Gateway Group, Rich, is Richard here? There he is. Rich is in the back here. Rich is going to go to the front left. And if you're in the Alerting Gateway Group, he will show you where that room is, after the meeting.

And if you're in the Communications

Technology Group, Walt and Paul, Walt is right here. You met him earlier. Paul is in the back here. They're going to be in the back, left-hand side. So Walt, you're going to go back here.

Yes, ma'am?

AUDIENCE MEMBER: Are the meetings in December also open to the public?

MR. GOLDTHORP: No, they're not. So Walt will be back here in this corner for the Communications Technology Group.

And then for the User Needs Group, Behzad, this is Behzad right back here. Behzad will be over here, where the coatrack is, and he'll show you where that group will meet. And you'll meet for, we've got these rooms I think for the rest of the day. And you're welcome to use them.

MR. MORAN: Okay, thanks, Jeff. Anything else before we adjourn? Okay. The committee is adjourned right now. Thank you very much.

(Whereupon, at 2:00 p.m., the meeting in the above-entitled matter was concluded.)

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REPORTER'S CERTIFICATE

DOCKET NO.: N/A

CASE TITLE: Commercial Mobile Service Alert Advisory Committee

HEARING DATE: December 12, 2006

LOCATION: Washington, D.C.

I hereby certify that the proceedings and evidence are contained fully and accurately on the tapes and notes reported by me at the hearing in the above case before the Federal Communications Commission.

Date: December 12, 2006

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