TRANSCRIPT OF PROCEEDINGS

FEDERAL COMMUNICATIONS COMMISSION) COMMERCIAL MOBILE SERVICE ALERT) ADVISORY COMMITTEE MEETING)

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Official Reporters 1220 L Street, N.W., Suite 600 Washington, D.C. 20005-4018 (202) 628-4888 hrc@concentric.net FEDERAL COMMUNICATIONS COMMISSION) COMMERCIAL MOBILE SERVICE ALERT) ADVISORY COMMITTEE MEETING)

> Commission Meeting Room Federal Communications

Commission

445 Twelfth Street, S.W. Washington, D.C.

Wednesday, September 19, 2007

The parties met, pursuant to notice of the

Commission, at 10:08 a.m.

BEFORE: KEVIN J. MARTIN Chairman

ATTENDEES:

RALPH AUBRY, Battelle ANN ARNOLD, Texas Association of Broadcasters DALE BARR, NCS CHERYL BLUM, TIA ART BOTTERELL (Via Telephone) MARCIA BROOKS, WGBH National Center for Accessible Media (Via Telephone) STEPHEN CARTER, Qualcomm, Inc. ED CZARNECKI, Spectra Rep LESLIE CHAPMAN-HENDERSON, FLASH GREGORY COOKE, CSAD, PSHSB BRIAN DALY, AT&T AMAR DEAL (Via Telephone) MARIAN DUNNE-TUDOR (Via Telephone) ALLISON ELLIS, Ericsson ROBIN ERKKILA, Intrado MARIA ESTEFANIA, ATIS LISA M. FOWLKES, Deputy Chief, PSHSB R. DALE GEHMAN, Poarch Band of Creek Indians (Via Telephone)

CHRISTOPHER GUTTMAN-MCCABE, CTIA, The Wireless Association MAHER HASAN, Sprint Nextel GARY K. JONES, T-Mobile ROB KUBIK, Motorola JOHN LAWSON, Association of Public Television Stations THOMAS J. LYON, International Association of Fire Chiefs (Via Telephone) GADI MAZOR, Onset Technology KEVIN MCGINNIS (Via Telephone) ANTHONY MELONE, Verizon Wireless RICHARD MIRGON, APCO STEPHEN OSHINSKY, American Association of Paging Carriers JAY PABLEY, Sprint Nextel MARK PAESE, NOAA BILLY PITTS, NTI Group, Inc. DEREK POARCH, Chief, PSHSB ART PREST, Rural Cellular Association (Via Telephone) ANTHONY RUTKOWSKI (Via Telephone) PATRICK ROBERTS, Florida Association of Broadcasters DOUG RUTLEDGE, Alltel Communications PAM STEWART, (Via Telephone) MATHEW STRAEB, Global Security Systems RAYMOND STRASSBURGER, Nortel DAVID WEBB, FEMA JONATHAN WERBELL, City of New York WILLIAM WERTZ (Via Telephone) PAUL WILCOCK, Syniverse Technologies DOUG WILEY, National Association of Broadcasters

1	<u>proceeding</u>
2	(10:08 a.m.)
3	MR. POARCH: Again, good morning. Welcome
4	to the Commercial Mobile Service Advisory Committee on
5	September 19. It's good to see all of you here, and
6	we thank you very much for taking the time out of your
7	schedules to join us today. There are a number of
8	people that have indicated they'll be joining us by
9	telephone bridge, so we'll attempt to check in with
10	them now. Art Botterell? Amar Deal?
11	MR. DEAL: Yes.
12	MR. POARCH: Marian Dunne-Tudor?
13	MALE VOICE: Art Botterell is late but here.
14	MR. POARCH: Okay. Great. Thomas Lyon?
15	MR. LYON: Yes, here.
16	MR. POARCH: Kevin McGinnis?
17	MR. MCGINNIS: I'm here.
18	MR. POARCH: Anthony Rutkowski?
19	MR. RIKOWSKI: I'm here.
20	MR. POARCH: William Wertz?
21	MR. WERTZ: Present. Good morning.
22	MR. POARCH: Good morning. Marcia Brooks?
23	MS. BROOKS: Good morning.
24	MR. POARCH: Art Prest?
25	MR. PREST: Here.

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1 MR. POARCH: And Dale Gehman?

2 MR. GEHMAN: I'm here.

3 MR. POARCH: Great.

4 MS. STEWART: You missed one.

5 MR. POARCH: Okay. And that was who? 6 MS. STEWART: I'm Pam Stewart, and I'm 7 sitting in for Brenda Kelly-Frey, K-E-L-L-Y, hyphen, 8 F-R-E-Y.

9 MR. POARCH: All right. Thank you. 10 Chairman Martin sends his greetings. He's in a 11 meeting now and will attempt if his schedule allows to 12 join us a little bit later. Our first item of 13 business is presentation and discussion of informal 14 working groups, and we start with the Project 15 Management Working Group, and Greg Cooke is 16 substituting today for Jeff Goldthorpe. Greg? 17 MR. COOKE: Thank you. Good morning, everybody. This is the status report to the 18 19 Commercial Mobile Service Alert Advisory Committee of 20 the work of the Project Management Group. As I said, I'm filling in for Jeff today, who will probably be 21 22 with us later this afternoon for some of the 23 individual working group meetings. 24 First, let's just briefly go over the

24 First, let's just briefly go over the 25 drafting schedule. We have hit all of our deadlines

1 in the drafting schedule. The May 16 final agreement 2 of the framework and deliverables and drafting 3 schedules we were able to get by the end of May. 4 Initial drafts of the CMAS from the working group 5 leaders were sent to the PMG leader and set up the 6 template of what was to be recommended, the major 7 issues to be resolved and any interworking group 8 issues that needed to be resolved, along with the 9 schedule.

We were able to, as it says here, coordinate We were able to, as it says here, coordinate those issues between the groups before the end of May. The second round of drafts were again delivered on time from the working group leaders to the PMG by the end of June, and then again by our meeting on May 19, we were able to identify the final technical issues and lingering draft needs and plot the course of corrections.

18 Third rounds of drafts of the deliverables 19 from the working group leaders were delivered to the 20 PMG by the 9th of August, and by the 7th of September 21 the final draft recommendations were set to the PMG 22 chair. We anticipate that the final draft 23 recommendations will be delivered to the Commercial 24 Mobile Services Alert Advisory Committee by the 21st 25 of this month.

1 Then in our October meeting, the Advisory 2 Committee will be reviewing and voting upon the 3 procedures, so I just wanted to, on behalf of Jeff and 4 the PMG, thank everybody in the individual working 5 groups and the Advisory Committee as a whole for 6 putting together this really quite significant piece 7 of work. Thank you.

8 MR. POARCH: Are there any questions 9 concerning the Project Management Working Group 10 presentation? Thank you, Greg. Alerting Interface 11 Working Group, David Webb?

MR. WEBB: Good morning and welcome. The Alert Interface Group has been working with all of the working groups, primarily from the alert originators' perspective during this process. We've examined issues such as message content, use of the system, and we've tried to represent the concerns of all categories of alert originators, state local and pfederal. We've had direct input from local and federal entities.

The current status: We completed the change request process last week. Presidential messages were a huge topic, and we've decided how to handle those messages throughout the commercial mobile alerting system. When we look at how the messages will be put

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1 together, either in freeform text, which was one 2 method that was brought up, or through a self-3 generated message off of a specific code, we've worked 4 both of those issues out.

5 I'm sure either the UNG or the CTG will get 6 more in depth into how that process will occur, but I 7 believe it will meet everyone's needs throughout the 8 system. There is one thing on this slide. The 9 current EAS system today uses a termination message at 10 the end of a Presidential message.

Being that we are going to put this in text, and it's primarily going to be a notification to have you go listen to a commercial media outlet, radio, television, the termination message is not needed in the commercial mobile services application. However, in the future should streaming video or some other technology become available, that would be required, and we do have a provision kind of set aside to take care of that issue should the technology become available to do that.

The other issue we looked at, and it was big in discussions, was geotargeting. From the alert originator's perspective, it's very desirable to have very granular geotargeting such as HAZMAT incidents, floods and other events. You want to notify a

specific group of people. Right now we're still going
 down this path I believe technologywise.

3 I'm sure the CTG will address where this is 4 going and how this is going to be done, but we did 5 spend a considerable amount of time on this topic, and 6 I'm sure it will be an issue that we will deal with as 7 technology arises. We collaborated with all the 8 working groups on such things as retransmission 9 recommendations, gateway requirements, what the 10 default strings are going to be, what a message will 11 tell someone, what it will look like, how it will feel 12 across the systems.

All of the different CAP fields really came into play in how a message is formatted and what it means and how it's used. And that's a real accomplishment for both OASIS and the people that originated CAP that they made something so versatile that we can use it across the whole messaging spectrum.

Since July, we've completed the Trust interface. The Trust Model, which we felt provides the security required, is open enough to let everybody get in and be able to participate. We didn't want to make something so narrow that it would limit participation, so we've "rickered" that one pretty close I believe.

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We've also looked at how the messages are going to be
 handled in the reference architecture.

3 The UNG and the AIG had large discussions on 4 how we would do opt out on urgency, severity and 5 certainty, and I know Gary briefed this the last 6 meeting. I don't know if he has any more to brief on 7 it at this time. Then we looked at message 8 priorities. Everybody said well we want to have a 9 priority system, or we don't. We started looking at 10 priorities from the aspect that everybody feels their 11 message is important.

If we had a priority system, we felt it would be likely that because you feel your message is important, it may be more important than someone else's the priority system could get inflated, so that's when we decided that the first in, first out would meet the needs, and we looked at the speed of the system, and quite frankly we don't have it engineered to a microsecond here, but from message input when you hit the "send" button to the time it's delivered should be less than a minute.

If that's the case, there's really no priority system needed because as these messages go, they should just go in and go out, so we think we've got that priority covered. Wow, two, lots missing.

1 Well, we did neither. Our final recommendations were 2 presented to the PMG at the September 7 meeting. In 3 total, we provided 14 major inputs and collaborated on 4 many others. I'd also like to thank the members of 5 the AIG for their participation and their efforts in 6 working this process. Thank you.

7 MR. POARCH: Thank you, David. Are there
8 any questions for the Alerting Interface Working
9 Group?

MR. PITTS: Yes, Mr. Chairman. 10 Billy Pitts. David, I think you've properly highlighted the 11 12 concerns that some have with the geotargeting 13 specifications because for a large urban area. For 14 example, a county would encompass too many people, and 15 we obviously want to focus our messages to those more 16 at risk rather than a larger population. I hear 17 there's technology constraints, but it's an area I think that really ought to be looked at quickly, and 18 19 you rightfully highlighted it. I'd be interested 20 to see where the CTG is on that issue.

21 MR. WEBB: Okay. I'm sure they will address 22 that further in their presentation.

23 MR. POARCH: Anything else? All right.24 Chairman Martin?

25 MR. MARTIN: Thank you Chief Poarch, and

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thank you all for both your service on this committee
 and for your willingness to participate and try to
 help us work through these very complicated technical
 issues.

5 Certainly, when the legislation was passed 6 in setting up this process, and when we began it, we 7 were counting on you all to spend a significant amount 8 of time trying to help us work through these issues 9 from a technical perspective, and agreeing to shoulder 10 a large part of the burden of helping us begin this 11 process and developing a set of recommendations that 12 the Commission will be able to use in the subsequent 13 rulemaking, and that was certainly our hope.

While there still seems to be some remaining Is issues, and I just heard Billy Pitts is raising concerns about doing things in a more granular level than beyond the county. And I certainly agree with that, so I'm sure there's some additional issues that will continue to end of being worked out. I think that we're well on track to making some effective recommendations that will allow us to begin the next step of the process.

I just wanted to come and hear some of the presentations this morning and thank you all for both the time and the effort and tell you how encouraged

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everyone at the Commission is by the work that you all
 have done and by putting us in a position to begin
 that next phase of the process. This was an extremely
 accelerated timeframe that was required of everyone
 here to work through these issues and develop a set of
 recommendations.

7 I think that it was as difficult an 8 expectation as I've seen as far as an expedited 9 timeframe on a set of recommendations, and I think 10 that it's a testament to how well you all have worked 11 on this issue and how well you all have worked 12 together that you've been able to come forward in this 13 manner. I think it also is a good example of an 14 epitome one of the public/private partnerships that 15 can try to achieve these kind of consensus on issues 16 that can be very highly technical.

17 I appreciate everyone's efforts and the work 18 that you've done, and we look forward to continuing to 19 work with you on the process going forward.

20 MR. POARCH: Thank you, Mr. Chairman. The 21 next committee is the Alerting Gateway Group, Tony 22 Melone.

23 MR. MELONE: Good morning. As Greg had 24 mentioned earlier, we also completed and submitted 25 drafts of requirements, two drafts since the last time

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1 we got together. So what I'd like to focus on this 2 morning is the work we did between then and now, and 3 then give you a snapshot of where are we at this point 4 in time, and I'll go back to the requirements that we 5 talked about.

6 I'll focus primarily on the things that we 7 either added or changed since the last time we were 8 together. The key here is that we did complete all 9 our deliverables. If you recall, the principal focus 10 of what needed to be done the last time we were 11 together was the mapping, the secret sauce as we 12 called it, in the Alert Gateway to take what the alert 13 community does and produces in CAP format and what the 14 carrier/service provided community needs on the other 15 end, and that's the essence of the Alert Gateway. 16 Defining all the translations, the

17 filtering, the default parameter was a huge 18 undertaking, still needed to be done. And I'm pleased 19 to say that that work has been completed, and I would 20 say that that work as David mentioned was in very 21 close collaboration with all the working groups. 22 Everyone had a hand in that.

The second piece of the deliverable was creating the text message itself, taking the elements coming in and providing a usable, intelligible text

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1 message within the character limitations of the

2 technology, and that was a huge undertaking, and I'm 3 pleased to say that that was done as well. A couple 4 of things I'll point out.

5 In attempting to achieve those requirements, 6 one of the things that we at the last stages we 7 decided if expiration time was not provided on the 8 alert, we would apply a default value of an hour. 9 That was debated, and we all concluded that that was 10 probably in the best interest of the customers. 11 Secondly, we decided to allow free-format text, create 12 an environment to facilitate free-format text if and 13 when necessary, and we'll talk a little bit about that 14 I'm sure in later sections.

For automatic text generations, the for automatic text generations, the difficulty in defining the area impacted was debated long and hard, and we concluded that a customer would be sufficient when they get the message to just say, "in your area" or "in this area." Then the last piece, in order to conserve those 90 characters, we've decided to limit the sender agency field to 12 characters, so that's what we've accomplished since the last time together.

Let me step back to where are we? If you recall, we identified requirements categorized into

eight different segments. I'll go through each one.
 Basically, little change in the gateway architecture
 with one exception: At one point we decided that the
 Alert Gateway would interface with multiple CMSP
 gateways. We removed that requirement.

At this point in time, we feel that it will interface with one CMSP gateway per carrier, and then it will be the service provider's requirement to disburse that to multiple gateways should they decide to architect their network in that fashion. Security requirements have not changed, so I won't spend any time on that. System capacity and performance, one small change, but very significant in our design.

We had said 300 alerts per second. We looked at that requirement and concluded that was far too much, and it was not appropriate to ask the folks that are going to build to these requirements to design to that capacity, so we've dropped it to 30 alerts per second. Buffering, if you recall in buffering we talking about throttling messages between the Alert Gateway and the service providers in the event the service provider could not distribute those messages.

We've concluded that that responsibility should fall on the service provider and the service

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1 provider gateway, so language to that effect was 2 removed. So really the only thing the gateway needs 3 to do is buffer messages in the event the service 4 provider can't accept them. If the service provider 5 accepts the message, it's up to them to throttle the 6 messages in order to sustain and keep their network 7 functioning properly.

8 No change in interface and protocols on the 9 B and the C Interface, and then protocol mapping is 10 the essence of what we did the last six weeks, and I 11 mentioned earlier the progress since the last time we 12 were together until now, so I won't rehash that. The 13 profiles in the gateway for the service providers, 14 essentially what we did there was we simplified it 15 from the last draft.

At this point in time, the only thing the 17 gateway will know about the service provider is the 18 name, the IP addresses of the service provider gateway 19 and whether or not the service provider requires some 20 geographic limitation in terms of where they're 21 providing text alerts and where they're not. And if 22 the answer to that is yes, then what states does the 23 service provider support commercial mobile service 24 alerts.

25 In the essence, that's the profile that will

1 be established in the gateway for service providers. 2 Reporting, we extended online archiving from 30 days 3 to 90 days. That was a good suggestion. We adopted 4 it, so I don't think that's very controversial, and 5 then performance testing. The only change there, a 6 suggestion that after an unplanned or planned outage 7 it's very important that we recommend that 8 connectivity testing takes place to ensure the system 9 is functioning properly, so that was included in the 10 overall requirements.

11 Concluding, all technical issues have been 12 resolved. All the specification in essence we feel 13 very good about where we are in the draft. Okay. 14 MR. POARCH: Thank you, sir. Are there 15 questions? Communications Technology Working Group? 16 MR. DALY: Thank you and good morning. I'm here to report the status of the Communication 17 Technology Working Group. First, I'd like to just 18 19 summarize some of the issues that we were tasked back 20 in December of last year to the CTG and just check off 21 to make sure we've covered each of the areas, which we 22 were assigned to look at.

First, is the recommendations for the technologies and methods permitting the efficient transmission of messages. As we reported back in

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1 March, we have defined service provides, which

2 describe the underlying delivery attributes. Text
3 attribute being the underlying minimum provide and
4 future streaming audio, streaming video and multimedia
5 profiles.

6 The goal again as we set out was to define 7 the service profiles and the attributes of the service 8 profiles and not specific delivery technology since 9 there are multiple technologies available to support 10 the profiles. And if an operator does elect to 11 transmit alerts, they should be given the option to 12 use any of the available technologies for that, so we 13 believe we've covered the technology and methods for 14 the transmission of messages.

15 The distribution of alerts with the 16 appropriate priorities as Dave Webb indicated earlier, 17 the alerting priorities are going to be handled back 18 at the Alert Gateway and prior to the Alert Gateway. 19 We will from the service providers deliver the 20 messages in the order received and any sequencing and 21 prioritization is done upstream from us. 22 Geotargeting, and I'll cover more on this later in

23 this briefing, but the minimum requirement is on a 24 county basis.

25 Let me touch on that a little bit later as

1 to why and what is going to be done further for that.
2 We have several draft conclusions on handset and
3 device technologies, and we've also addressed the
4 needs of non-English subscribers as well as people
5 with special needs, including disabilities and
6 elderly. We've made provisions in the architecture to
7 support multiple languages.

8 Specifically, the C Interface has been 9 designed with language indicators and character-10 encoding to support multiple languages. The message 11 has to be delivered to the service provider in the 12 language that is to be delivered, and in order to have 13 multiple languages, we believe a national plan for 14 multiple languages needs to be developed.

15 Next item is to ensure that critical 16 emergency service continues to evolve with technology 17 that supports it, and again we have taken into account 18 the future streaming audio, streaming video and 19 multimedia for future broadband multimedia networks. 20 Then finally, standards recommendations will be made 21 once all the technology recommendations are identified 22 and to which standards bodies they need to be 23 developed within.

As far as our status, the CTG has completed 25 conclusions for all of the outstanding technical

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1 issues. We've had monthly multiday face-to-face 2 meetings, interim conference calls. Since the last 3 report, we've held 16 multihour conference calls. 4 We've been coordinating well with the other working 5 groups, AIG, AGG and UNG, and we've provided 6 significant input into the third draft of the 7 architecture and recommendations document.

8 Overall, this group has done an incredible 9 amount of work in our estimation. There has been over 10 316 document numbers assigned with over 622 revisions 11 to those documents. So again, I'd like to just give 12 appreciation to all the effort that's been done within 13 the members of the CTG.

The geotargeting issue, as we mentioned, the minimum geotargeting geography for CMAS alerts, the recommendation coming from the CTG is the county level, and there are reasons behind why the county level was chosen.

19 Some wireless technology are at propagation 20 areas for systems such as paging or multicounty cell 21 sites may greatly exceed a single county, so it's 22 difficult for all technologies to go below a county 23 level. That said however the CTG did recognize that 24 smaller target areas are a good goal. A service 25 provider that has the technology capabilities can

elect to target smaller areas, to predefined areas
 that are smaller than a county whether it be a city, a
 metro area.

4 These would have to be identified by either 5 GNIS codes, polygon or circle information that's 6 delivered over the C Interface to the service 7 provider. We understand it is desired more flexible 8 geotargeting to alert areas involved as the technology 9 advances. One other point on geotargeting is the 10 service provider should not be required to dynamically 11 match alert geography to RF coverage areas due to 12 technology limitations within the service provider 13 networks.

Working with the User Needs Group, we also have identified the technical characteristics of the Audio Attention Signal. The public is familiar with the EAS tone today from radio and televisions. It's the two-tone combination of 853 and 960 first signals. For mobile devices, we've chosen to use a similar signal with polyphonic devices using the two tones that are used in the EAS system and devices that are not capable of polyphonic tones would use a single tone lower than two and a half kilohertz.

The tone will be an 8- to 10-second duration and will have a temporal pattern if the device is

1 capable. The User Needs Group has told us that a
2 temporal pattern is more likely to get attention from
3 the user than just a steady tone, so the pattern
4 chosen would be two seconds on, then a half second
5 break, another second on, half second off, and then
6 another second on, and that pattern would be repeated
7 twice to give that 10-second duration.

8 The Audio Attention Signal that we're 9 defining would not be available on the handset for the 10 users to choose it as a ring tone, for example, or for 11 any other use. In addition, there will be a vibration 12 cadence for devices that are capable of supporting 13 vibration, and the default cadence for the vibration 14 will be the same as the Audio Attention Signal. One 15 of the other areas that we were asked to investigate 16 was the battery life issue.

17 There have been numerous reports in the 18 industry over the years that cell broadcast had a 19 negative impact on battery life. The CTG analysis has 20 confirmed that battery life is a potential issue with 21 cell broadcast. Each technology is going to implement 22 text broadcast messaging differently, and each 23 technology is deployed with different hardware and 24 software as well as different standard releases, and 25 all of these will come into play as far as the battery

1 impacts.

The analysis done primarily by the vendors that are members of the CTG determined that a state of the art infrastructure deployment and state of the art mobile devices potentially could see an impact of 40 percent or more, which is consistent with other industry reports that have been out there, so that's the bad news portion of it.

9 The good news is the impact to mobile 10 battery life can be managed by the service provider 11 through careful selection of a number of parameters 12 including the initial system network parameters, their 13 latency, the retransmission intervals and the number 14 of times the device alerts the user. There are some 15 factors outside carrier impact that will be impacting 16 battery life. That would be the number of languages 17 supported, the number of alerts sent and the alert 18 duration.

With modifications to the network
infrastructure, the mobile devices and standards and
proper selection of the criteria, the reduction of
battery life due to monitoring cell broadcasts for
alert messages can be less than 10 percent of today's
capability, so that 40 percent can be taken down to 10
percent or less. Modifications to the devices,

network infrastructure and standards are required in
 order to ensure that the battery impact is minimal.

3 As already mentioned, the battery life is 4 also dependent upon the number of alert messages 5 transmitted. We are recommending that the alert 6 aggregators support a policy of ensuring that we don't 7 send too many messages to the service provider, that 8 again we adhere to the imminent threat to life and 9 property definition of a commercial mobile alert, and 10 also that the policy for rebroadcast and so forth are 11 such that it does not adversely impact mobile batter 12 life.

13 The service provider should give 14 consideration to modifications of the network 15 infrastructure devices and standards in order to limit 16 the reduction. Moving on to the C reference interface 17 point, this is the main interface between the government Alert Gateway and the service provider, 18 19 CMSP gateway. It's XML-based protocol across that 20 interface. A mapping of the CAP to C reference point 21 to E reference point has been completed by the CTG. 2.2 C reference point being again that interface 23 from the Alert Gateway to E reference point being the 24 interface out to the mobile device, and the protocol 25 is shown in the diagram. I'm not going to go through

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each and every element in here, but essentially we've
 modeled it in an XML-based format.

3 We've also looked at the CAP elements, which 4 David described earlier coming in from the alert 5 originator's side through the Alert Gateway and on to 6 the C reference point's elements and have defined a 7 mapping on those CAP elements will actually map to the 8 C reference point and which elements would be used and 9 which elements would be provided by the Alert Gateway. 10 In summary, the CTG has successfully completed the 11 tasks as were defined in the initial meeting back in 12 December of last year.

Again, I want to thank each member of the Again, I want to thank each member of the There was a lot of hard work and dedication put in over these past months, and I think we came to a very good solution. Thank you.

MR. POARCH: Thank you, sir. Are there anyquestions? Go ahead, Mr. Chairman.

MR. MARTIN: I was actually going to ask you, Bill, if you could have elaborated on some of your concerns on the countywide basis? I was trying to make sure I understood those and appreciate those a little more.

24 MR. PITTS: Well, obviously if you were to 25 take Long Island, I don't know many counties in New

1 York very well, but if you look at countywide, you 2 would be grabbing multimillions of people with a 3 message whereas maybe in New York they want to just 4 focus on where there's a water main break or a 5 specific area that they're trying to really limit 6 their calling to those who are at risk.

7 Until we can break that down into smaller 8 polygons and smaller areas, a lot of our urban areas 9 will probably decide not to use this technology 10 because the coverage would be greater than really 11 where they want to focus. And we've over and over 12 said that we do not want to create a cry wolf syndrome 13 where people believe that they're being notified too 14 many times.

There's of course no validation to them that they're actually at risk, so I'm really speaking more to the urban areas, and, Mr. Chairman, if I might, that's why I was trying to understand this sentence that says essentially that, the provider should not be required to dynamically match alert geography to RF coverage areas due to technology limitations within the network.

I was going to ask Brian from my understanding if what he means by that is it that if the network is currently busy with people on the

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1 phone, for example, or doing other things that the 2 area of coverage of the network wouldn't necessarily 3 match what it would be on a map in a static sense if 4 you were just to draw lines around the area of 5 coverage of each one of the cellular providers in that 6 area?

I needed a further explanation, but I think,
Mr. Chairman, specifically to what your question to me
is, it's the impact in urban areas and how useful a
tool this could be to try and target to those at risk.
MR. MARTIN: Well, I'll see if Brian has any
response on behalf of the group or not, but I guess I
would emphasize that I know this issue was raised I
think with the Commission by some folks on the Hill as
well. And I think this is a critical issue that I'm
certainly concerned about saying that there would be
no other requirement beyond the county level because

18 of the potential impact.

I certainly think that we don't want to set up a system in which large urban areas would be unwilling to use it because of this concern, so Brian may have some response now, or maybe this is the one issue that we can ask the group to maybe go back and try to address on a very short timeframe and make sure they've taken into account some of the concerns that

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1 Billy has raised.

2 MR. DALY: Yes. Thank you, Mr. Chairman. 3 First, to address Billy's question, yes. It really 4 isn't dependent upon who is on the phone and who is 5 not. It's really the issue with dynamically matching 6 to RF coverage areas because if you take a map and 7 draw a polygon or a circle, it's challenging to figure 8 out what cell sites are covering the area within that 9 circle or polygon on a real-time basis, and that's 10 where the challenge comes in.

11 The technology needs to be evaluated to see 12 what can be done in order to get down to those 13 geographic areas. We're looking more at a static 14 definition. If you look at the previous bullet where 15 it says to identify a predefined list of cell sites, 16 so if there was a city or metro area using polygon 17 circle or GNIS codes that had a predefined list of 18 cell sites, some operators may elect to transmit based 19 on those predefined list of cell sites without having 20 to dynamically match into an area.

21 MR. PITTS: Okay. To try and understand if 22 I might, Brian, so this is the impact of 23 multicarriers, many carriers in an area with different 24 cell sites. So the originator sees a specific area 25 that they want to cover, an 8-block area of New York

City or something like that, he doesn't have knowledge
 of where the cell sites are himself because this is
 being transferred through the gateway to the carriers
 themselves?

5 MR. DALY: Correct.

6 MR. PITTS: And what you're saying is 7 collectively, no one really knows whether or not they 8 could match that coverage at any given time, is that 9 it?

MR. DALY: Well, each operator will be mesponsible for determining what cell sites the alert needs to be sent out. And for the operator to dynamically try to figure out, given a polygon, which ecll sites are in that area will provide the best coverage within that area at any given time is a challenging task, especially when you're considering national operators that may have to deal with 60,000 ls cell sites, let's say.

19 It could be any grouping of those 60,000 20 cell sites on a real-time basis trying to figure out 21 which cell sites have to be mapped into that alert 22 areas is extremely challenging. And this is an issue 23 which we've wrestled with within the CTG quite a bit, 24 and we understand the need to get down to smaller 25 areas. That certainly is an understanding, and there

1 is a desire.

2 However, the operator consensus is that the 3 county level at least for initial deployment seems to 4 be the most efficient way, and then as technology 5 advances and as operators get more familiar with the 6 alert characteristics, to get down into smaller areas. 7 I just want to also point out that some technology, 8 especially pagers, cannot get down to those smaller 9 areas either. MR. PREST: This is Art Prest. I'd like to 10 11 make one other comment if I could? 12 MR. PITTS: I'm sorry. I just have one 13 quick question first. But the paging, can they all 14 get down to the county area? 15 MR. DALY: Paging? Yes. The indication is 16 county area, and that's why county was chosen. MR. PREST: This is Art Prest. I want to 17 18 make one comment. I think the freeform text goes a 19 long way to answering Billy's question. In fact, you 20 can, based on what we defined at this point, provide a 21 message that would tell you where that problem was. 22 For example, you can say central Manhattan, such and 23 such corner, stay away, steam pipe explosion. 24 To me, more information is better than less 25 information, and if I'm anywhere in that area or

1 headed toward that area, I'd just as soon know and not 2 just have that message go to an 8-square block area. 3 That would be true also in the case of Virginia Tech. 4 If the authorities had handled that correctly, they 5 could have sent out a message "shooting at Virginia 6 Tech, stay away." If I was in that county, I would 7 want to know that there was a shooting at Virginia 8 Tech.

You'd know where it was, and I don't think 9 10 it would cause that many problems. Yes, there are 11 going to be those people if we send out too many 12 messages all the time, will have that cry wolf 13 syndrome where people will say I'm tired of these 14 messages, and that might be happening, but I'm 15 convinced I'd rather know. 16 MR. BOTTERELL: Mr. Chairman? 17 MR. POARCH: Yes, go ahead. 18 MR. BOTTERELL: Yes, Mr. Chairman. I'm 19 sorry. Are you hearing me? 20 MR. POARCH: We can hear you. Go ahead. 21 (Telephonic interference.) 22 MR. BOTTERELL: Very good. Thank you. This 23 is Art Botterell. I'm Community Warning System 24 Manager for the County of Contra Costa in California 25 and a member of the Access Interface Working Group.

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1 This issue has brought the committee I think to a bit 2 of a dilemma, and I'm speaking of the -- issue. I 3 think everybody agrees that disasters don't have zip 4 codes and that we need flexible and precise targeting 5 of the messages.

6 On the other hand, industry apparently has 7 some technological constraints. In our zeal to try to 8 solve this, there was a discussion of accepting 9 predefined static smaller zones. From a practitioners 10 point of view, I would suggest that that's really not 11 a good idea. It may be a short-term expedient, but 12 again we can't determine a priority which eight blocks 13 of Manhattan are going to have a problem.

14 What we've tried to do I think in 15 collaboration with the CTG is craft some language that 16 permits the use of static determination of cell site 17 groups in the near term but that also puts it on the 18 record that a more flexible scheme is more desirable 19 and should be evaluated in the future. We certainly 20 did not want to set a precedent or any sort of an 21 assertion that static addressing was really a good 22 solution. It's merely what was available in the near 23 term.

24 MR. MARTIN: Thank you. I wanted to respond 25 to a couple of comments, and I certainly think that

1 more information to more folks is better than less, so
2 I agree with the sentiment that was expressed. I
3 think though that the concern that I heard Billy Pitts
4 raising is that some might not participate at all
5 because of a concern that the county was too broad an
6 area.

I think that there still might be some other 7 8 issues that we could find a way to address, for 9 example, maybe even giving some of the warning 10 decisions rather than the carrier to do it at a 11 smaller level to some of the public safety 12 organizations whether they want to have a static 13 smaller area than just a county. But I certainly 14 think that we could have some other discussions about 15 ensuring that we don't want to deter people from 16 actually participating by choosing too large an area. 17 I thought that was the issue that I thought I heard Billy Pitts raising, so again maybe there's 18 just something we can discuss some more on this issue. 19 MR. POARCH: Brian, could we ask your 20 21 committee to go back and have some additional discussions on this? Billy, if you would be willing, 22 23 we can telephone-bridge you in to participate in those 24 discussions, and any other person on the committee 25 that wants to have those discussions if you'll let

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Lisa Fowlkes know, I will coordinate to make sure that
 we get you invited.

We'll get you bridged in so that we can make sure that the issues that have been raised today we clearly discuss them before we come forward next month, okay?

MR. DALY: Yes, sir.

7

8 MR. PITTS: Mr. Chairman, if I might? Art 9 made a great point. There were two points. One is a 10 lot of people know what's going on so that they can 11 avoid the area, and he was standing up and supporting 12 the freeform text because that gives you the ability 13 to sort of end the message, sort of target the area 14 that is affected so that people know that.

15 The other concern is that if we use a text 16 screen approach that the messages won't be that 17 targeting, and that results in more of a cry wolf 18 syndrome where people really don't understand what the 19 alert is about specifically. So I support Art also on 20 the freeform text aspect of this because it would 21 really facilitate what you're trying to do with your 22 messages.

23 MR. BOTTERELL: That was Art Prest that you 24 were supporting, not Art Botterell, right?

25 (Laughter.)

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1 MR. PITTS: That's correct. That's correct, 2 Art. You're not a freeform text guy. I'm also power 3 of the voice, and I think you like text to voice 4 messaging, but that's not the point here. I was just 5 supporting what this Art said in terms of freeform 6 text. I stand corrected.

7 (Multiple voices.)

8 MR. BOTTERELL: Yes -- the intro supposed to 9 be the actual people, who are having to originate 10 these messages.

11 MR. POARCH: Okay. Thank you all very much. This is certainly an important issue that we need to 12 13 continue to discuss and try to work to get a 14 compromise that works both for the members of the 15 community that will be receiving these messages that 16 may potentially be going into areas that could not be 17 there when the message originates as well as what's good for the public safety community and the industry 18 19 as a whole. We feel confident that you'll be able to do that, and we appreciate that. 20 The next group is 21 the User Needs Working Group.

22 MR. JONES: Good morning. At least I know 23 it wasn't anything I said that made the chairman 24 leave. I'm going to report this morning on the 25 activities of the User Needs Group. I am the deputy

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1 chair of the group, so I'll be reporting on behalf of 2 the chairman of the group, Jonathan Werbell. We've 3 had some successes in the User Needs Group, and I'd 4 like to highlight some of those for you.

5 I always think that highlighting successes 6 is a great approach in a committee environment because 7 we have a lot of them. As you've heard, the groups 8 have been working through the three drafts of the 9 recommendations, and we believe our group has 10 completed all the deliverables that we were assigned. 11 Some of the things we've addressed were the needs of 12 the user. Now, that's both the general user as well 13 as needs of disabled and elderly users.

We developed an opt out process that we recommend to be used. We developed customer notification language for the carriers, who either decide not to transmit messages or to transmit messages in part, and I'll explain that a little bit more in a moment. We worked on the message generation parameters, the presentation parameters around how the messages would be presented to the user.

We had our input to the development of the Audio Attention Signal and the vibration signal, and we considered not only the text profile that we'll be using in the initial implementation of the service,

but also future message profiles. A lot of the things
 the User Needs Group did, a lot of the deliverables
 that we had are actually recommendations that we made
 to other groups.

5 We worked very well with those groups in 6 collaboration, and a lot of the findings that we had 7 dealt with, user needs and the user expectations, then 8 were funneled to the other groups to actually be 9 developed into their technical recommendations. All 10 right. Some specifics.

As I said, we developed requirements and recommendations for individuals with special needs, but we found that most of the requirements benefit all of the subscribers, not just those with special needs, the things like the common Audio Attention Signal that you've already heard about, the cadence for the signal and for the vibrating cadence. We had a recommendation on what to do with the message after it is displayed on the handset, how to save that.

There needed to be a simple command, not something very complex. We found that in the message presentation the most important information needed to come first, the language needed to be simple, avoid abbreviations when possible, and we also recommended that a speech version be available for users that are

sight-impaired, so we're encouraging operators, who
 provide the service, to provide the test to speech
 conversion in some handsets.

We investigated how to facilitate alternate delivery mechanisms for small populations that have particular needs and might have need for a special device, and as I said, we detailed most of the requirements for the text profile. However, we did come up with some general requirements for the future profiles. As you heard earlier, we worked with the Gateway Group and the Technology Group to develop recommendations on how a subscriber can opt out of the service as provided in the Warrant Act.

We came up with three classes of opt out capabilities so that a user would have the ability to opt out of all but the Presidential-level messages, all but the most extreme alerts and AMBER alerts. This general recommendation is meant to be advice to the vendors and the carriers on the levels of opt out, but the actual implementation of those choices, how it's actually implemented in the handset and displayed on the handset is left up to the individual carrier and their vendors.

One very important aspect and a job we took very seriously was to develop the recommendations for

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1 the notification language that would notify the 2 subscribers in the two cases that were identified in 3 the WARN Act when a carrier who does not intend to 4 transmit the alert message at all. And we came up 5 with some specific language meant to be given to that 6 carrier's subscribers and published as a notice to 7 that carrier's subscribers.

8 That language is shown in the slide here. 9 We also developed language for a carrier, who intends 10 to transmit the emergency alerts in part, and we 11 defined in part being either in part of his coverage 12 area or on part of his handset offering. So if a 13 carrier decides to opt in to delivering the emergency 14 alert and does it in a phased-in process, a rolled-out 15 process where he begins in some areas but not in 16 others, then we've developed language to notify the 17 subscribers of that.

18 There was no requirement to develop language 19 for carriers who opt into the service and deploy it 20 ubiquitously across his network, so no language was 21 developed for that. In conjunction with the other 22 working groups, we developed a recommendation on the 23 message elements. Now here let me deviate just a 24 little bit because we've had a change here. This 25 occurs when you're in a dynamic environment, which all

1 have been.

All the groups have been working very hard, so we over just the past few weeks had discussions on the elements and how they would be presented to the user. And we found that because of the change that we made in defining the affected area and defaulting to text that says in this area that when we put the message together, it didn't make sense Englishwise.

9 What we decided to do and agreed upon in a 10 joint meeting of our group with some representatives 11 from the other groups is to swap around the area 12 affected and the recommended action, so instead of the 13 slide showing you what it has now, the file elements 14 and the order in which they will appear in a developed 15 message. And we'll talk about that in just a minute 16 is what's happened, what's the emergency alert in this 17 area, what the recommended action would be, the 18 expiration time and the sending agency.

In the example shown here in the way it would appear now, it would be tornado warning in this area, take cover immediately until 3:00 p.m. eastern daylight time, so that's a change that we weren't able to make in the presentation slide. We consulted with the other working groups as I said on several things that are now incorporated in their recommendations.

As you hear from Brian, the Audio Attention Signal,
 the cadence to be recommended to the FCC, the acoustic
 parameters, duration, the frequency.

We developed the text streams associated with the message developed from the CAP fields, but another thing that we've worked on just recently, and as you heard from the Gateway Group is we have put in a very good ability for the message initiator to be able to generate a free text message. We're proposing that some parameters be set in the Alert Gateway so that the gateway can look at that message, see that it meets some criteria in message length and other criteria that makes an effective message.

14 If it meets those criteria, then that free 15 text message is passed on. If it fails, rather than 16 not have a message, then the default would be for the 17 Alert Gateway to go back to the CAP fields and pull 18 out the selected CAP fields that we've enumerated and 19 develop a canned message, so we have the ability to do 20 a free text message. If that free text message fails 21 for any reason, we have the ability then to develop a 22 canned message that would then go out as the alert. 23 As I said, we've worked on some future

24 message profiles. The audio alert messaging, video
25 alert messaging and multimedia in preparation for

1 technology development, for technology enhancements
2 that we all hope will be able to be utilized in the
3 future in emergency alerts. As I said in the
4 beginning, the User Needs Group feels like that
5 they've accomplished the job that was assigned to
6 them. I'd like to thank the members of the group.

7 We had a very diverse group, who had a lot 8 of good input, a lot of views that came from this vast 9 range of experience in the folks that participated, 10 and I want to thank them very much. I'd also like to 11 thank the FCC for the staff that they provided for us 12 and the input that we got, the assistance we got, the 13 environment that they created, so that we could 14 effectively work. Thank you.

MR. POARCH: Thank you, sir. Are there any for the User Needs Working Group? Yes, ma'am.

MS. ESTEFANIA: I have a question. Gary, your requirement for your three opt-out options, just on the surface of it that doesn't look completely consistent to me with the AGG's buffering decision to have one queue for Presidential-level alerts and another one for everything else and process those sequentially as received per the originating gateway. Is there an inconsistency there? Have you had any

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1 discussions with the AGG? How are they going to get 2 the capability to separate out the AMBER alerts and 3 all but the most serious alerts is going to be there? 4 MR. JONES: We're talking about two 5 different processes. 6 MS. ESTEFANIA: Okay.

7 MR. JONES: And yes, we communicated with 8 all the groups quite a bit. The process and the 9 mechanisms for doing the opt out is in the handset, 10 not in the network.

11 MS. ESTEFANIA: Fine. Thank you.

12 MR. JONES: Yes.

MR. POARCH: Any other questions? Yes, sir? MR. PITTS: Billy Pitts. I think I had too much coffee this morning, but I did want to bring up a concern that we raised, and I think we've at least tried to address it by putting language in our section that says this ought to be looked at, but it's increasing some of the responses. If you're going to use a text message, to Art's point, we do not have such a thing as avoid area in the response.

We have evacuate, we have shelter in place, we have a few responses that would be taken as Gary said out of the field for response and put in the message. I think it's important for the FCC to look

1 at relatively quickly whether or not additional

2 responses should be put in such as avoid area, and I'm 3 sure that the other Art on the phone is probably 4 looking at this, but we found that we're ending up 5 using a lot of optional CAP fields.

6 I think that OASIS as they're on this 7 ongoing evaluation of CAP is probably going to look at 8 maybe making some fields more mandatory or looking at 9 which should be optional and which shouldn't be 10 optional and I would leave that truly up to Art and 11 them to figure out.

MR. POARCH: Okay. Thank you, sir. Anything else? Okay. Lisa will briefly discuss the voting procedures that you should have received prior to today's meeting.

MS. FOWLKES: Thank you, Chief Poarch. You All, who are here present in the meeting room, should have a copy of a document called draft voting procedures for final CMSAAC meeting. Those of you on the phone should have a copy of the document that I believe is dated September 18, and that was the corrected voting procedures that was sent out yesterday.

Those of you in the meeting, you have the latest version, and I'm just going to go over this

very briefly in terms of what the proposed procedures
 are. As all of you probably know, the Project
 Management Group is responsible for getting to the
 entire committee membership a draft set of
 recommendations that would ultimately be voted at the
 October meeting.

7 Under Item 1, the Project Management Group 8 would be required to get that out no later than seven 9 business days before the meeting. Since the last 10 meeting is October 3, that would put it at 11 September 24. Under Item No. 2, if a member doesn't 12 receive their copy of the draft recommendations by the 13 seventh business day or September 24, they would let 14 the PMG group leader designee know. That's Jeff 15 Goldthorpe.

16 If he doesn't hear from anyone by September 26, which is the fifth business day, he 17 would presume that people we haven't heard from in 18 fact have a copy of the document that would be voted. 19 Committee members would be allowed to submit 20 21 amendments, propose revisions to the draft recommendations. They would submit those to the PMG 22 23 group leader designee, which is Jeff, but no later 24 than September 28.

25 Members would participate and may

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1 participate in the adoption meeting in person, or if 2 someone can't be physically present, they could 3 participate by telephone bridge or in such other 4 manner as approved by the committee chair. Committee 5 members who can't vote either physically or by 6 telephone bridge could vote by proxy. Any amendments 7 or revisions to the draft would become part of the 8 record.

9 They would require a simple majority of 10 committee members participating in the adoption 11 meeting to pass. Before the conclusion of the final 12 meeting, the committee members would be asked to vote 13 on the amendment as well as the final draft set of 14 recommendations, which of course would incorporate any 15 amendments that were passed. Voting would be by hand 16 count for those present and by simple yea or nea for 17 those, who are participating remotely.

18 The committee chair would retain editorial 19 privileges for nonsubstantive edits to the 20 recommendations and to incorporate amendments. Of 21 course, if there are any amendments, and they pass, we 22 can't give the Commission a report and then a stack of 23 amendments. They have to all be incorporated into one 24 document.

25 MR. POARCH: Thank you, Lisa, for explaining

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that because we wouldn't have understood it if you
 hadn't said it. I know that's what you're thinking.

3 Once the October meeting is done, we have 4 our approved recommendations, our approved amendments. 5 They would be incorporated. Nonsubstantive edits 6 basically means things like if we see a typo, if we 7 see a citation that needs to be corrected. It doesn't 8 mean we're going to slip something substantive in 9 there to change the recommendations that the committee 10 has approved of, so that basically is the overview of 11 what the voting procedures would be for the October 12 meeting. Are there any questions concerning the 13 proposed voting procedures? Yes, sir?

MALE VOICE: I have one. Chief or Lisa, I see that the date for submitting amendments, it looks like it's going to be the 28th, which is in advance of the meeting. Is the goal to get all those amendments out to the group in advance of the meeting so we can look at the amendments as a group prior to actually having to vote on them so we're not sort of voting on the fly?

22 MR. POARCH: Absolutely.

23 MALE VOICE: I'm assuming that's the 24 expectation?

25 MR. POARCH: Yes.

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1 MALE VOICE: Okay.

2 MR. POARCH: Other questions? We need to 3 vote to adopt the proposed voting procedures, so at 4 this time I'll entertain a motion from someone to move 5 to adopt these if you would, please? 6 MR. GUTTMAN-MCCABE: I move to adopt. 7 MR. POARCH: Motion from Chris. A second? MALE VOICE: Second. 8 MR. POARCH: All those in favor signify by 9 10 saying "I." 11 MOST: I. 12 MR. POARCH: Anyone opposed. 13 MALE VOICE: Τ. FEMALE VOICE: I. 14 15 MR. POARCH: Thank you very much. Next 16 steps, Lisa? 17 MS. FOWLKES: Okay. Now that the voting procedures have passed, the next steps will of course 18 19 be as per Chairman Martin's comments earlier today. 20 We will be asking the Communications Technology Group 21 and Billy and any others, who have a view that they 22 want to express on the geotargeting issue, to try to 23 get together and try to see what you can work out as 24 quickly as possible. 25 If there are any other people, who are

1 interested in that issue and want to participate in
2 that discussion, I'm going to hang around after the
3 meeting. I know I'm usually the first one to
4 disappear, but I'm going to hang out after the
5 meeting. If you could, come up to me and let me know
6 so that I can pass that information no to Brian and
7 others that need to know, and I'm talking about
8 committee members who are interested in that
9 particular issue.

Other next steps are we're continuing to work to get the draft ready to be sent out to you no later than September 24. You guys review it. If you have any amendments, to get those to me or rather to Jeff Goldthorpe by September 28. I understand that some of the informal working groups may be meeting after this meeting, so I'm assuming that FCC staff have rooms or whatever where those people will meet, so whoever your FCC liaison is, you can get with them afterwards to have your meeting, and that's it. MR. POARCH: Thank you, Lisa. Is there any

21 other business to come before the committee today?
22 MR. BOTTERELL: This is Art Botterell. Can
23 you all hear me?

24 MR. POARCH: Yes, sir.

25 MR. BOTTERELL: Good. Since I'm not there

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1 to catch Lisa after the meeting, I'd like to ask you 2 to please put me on your list for that discussion. 3 MR. POARCH: We'll certainly do that. 4 MR. BOTTERELL: Thank you. MR. POARCH: Anything else to come before 5 6 the committee? Again, thank you very much for being 7 here today. Thank you for your work. We've got a 8 quick turnaround between now and October 3, and we 9 look forward to seeing you then. The committee stands 10 adjourned. 11 (Whereupon, at 11:15 a.m., the meeting in 12 the above-entitled matter was concluded.) 13 // 14 // 15 // 16 // 17 // 18 // 19 // 20 // 21 // 22 // 23 // 24 // 25 //

1 // 2 //

REPORTER'S CERTIFICATE

DOCKET NO.:	N/A
CASE TITLE:	FCC Commercial Mobile Service Alert
	Advisory Committee Meeting
HEARING DATE:	September 19, 2007
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: September 19, 2007

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