



A PROPOSAL TO THE FEDERAL COMMUNICATION COMMISSION

For the Establishment of an

Alliance of Cellular and Commercial Broadcasters

For achievement of the stated goals of the

EMERGENCY ALERT SYSTEM

The Board of Directors, and members of the **Cellular Emergency Alert Services Association**, hereby petition the Commission's support for the establishment of an Alliance of Cellular Telecommunications and Commercial Broadcasters to jointly achieve the stated goal of the Federal Communications Commission's Emergency Alert Service rules to provide local Emergency Management with the broadcast ability to target specific population groups with Emergency notifications.

By allowing each broadcast partner to utilize its technical strengths, cellular networks will be able to perform the initial alert of an emergency events by selectively reaching cell-phones in the effected location with a brief text message identifying the nature of the event and the appropriate actions to be taken, including the tuning into a local commercial radio or television station that is providing detailed instructions.

It is the purpose of this petition to encourage the Commercial Wireless Bureau and the Enforcement Bureau to establish a working committee dedicated to promoting this voluntary partnership between the Commission's licensees, for the enhancement of the nation's civil preparedness and safety.

Further, is this association's recommendation, that the Federal Communication Commission designate advisory members to our board to serve as non-voting representatives of the Federal Government's interests in the adoption of uniform standards and guidelines for voluntary participation in lieu of Federal rules.

Respectfully submitted, this day, September 19, 1999, by the Organizational Board of the Cellular Emergency Alert Services association.