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**For Immediate Release**

**CHAIRMAN PAI PROPOSES IMPROVEMENTS TO  
WIRELESS EMERGENCY ALERTS**

*Proposed New Rules Would Improve Geographic Targeting of Alerts*

WASHINGTON, January 8, 2018—Federal Communications Commission Chairman Ajit Pai issued the following statement on the proposal he circulated today to improve Wireless Emergency Alerts:

“When disaster strikes, it’s critical that Americans receive the information they need to stay safe. During the last few months, we’ve seen that Wireless Emergency Alerts are an important tool for quickly delivering warnings in times of emergency. Whether you are in the path of a hurricane or a wildfire, you can receive life-saving alerts on your mobile device. Recently, the FCC has been looking at ways to make Wireless Emergency Alerts more effective and keep the American people safer. To that end, earlier today I shared with my colleagues proposed new rules to do just that.

“The most important feature of this proposal is the requirement that wireless carriers participating in the Wireless Emergency Alert program deliver alerts in a more geographically targeted manner. Emergency officials across America have told the FCC how important it is to better pinpoint these alerts to impacted communities. This would encourage more local officials to use these alerts during emergencies as well as lead Americans to take more seriously the alerts they receive on their mobile devices. More precise geographic targeting should also lead to fewer people opting out of receiving WEA messages.”

Full details of the Chairman’s proposed changes to FCC rules concerning Wireless Emergency Alerts will be released on Tuesday, three weeks prior to the Commission’s January 30 Open Meeting at which the proposal is expected to be considered by the Commissioners. A draft of this proposal will be released publicly and will be available online at: <https://go.usa.gov/xnVkQ>.

Wireless Emergency Alerts can be sent at the behest of local, state, and federal public safety officials who also provide the information on which targeting of the alerts is based. Such alerts raise community awareness of public safety emergencies, such as severe weather, a terrorist attack or chemical spill. To learn more about Wireless Emergency Alerts, visit the Commission website at: <https://go.usa.gov/xnVkd>.

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