

**STATEMENT OF
CHAIRMAN BRENDAN CARR**

Re: *Wireless Emergency Alerts; Amendments to Part 11 of the Commission's Rules Regarding the Emergency Alert System*, PS Docket Nos. 15-91 and 15-94, Seventh Report and Order and Eleventh Further Notice of Proposed Rulemaking (Feb. 27, 2025).

Trout, Louisiana is a town of just about a hundred people. It's located right in the heart of the state. Just a few years ago, that's where Jamie Munson was at home with her family. It was almost midnight when a wireless emergency alert suddenly sounded from her mobile phone. It was a tornado warning. Jamie quickly got up and got her family out of the area. About ten minutes later, an EF-2 Tornado ripped through her neighborhood. The next morning when Jamie went back, she found that her home had been flipped upside down and completely destroyed. The decision by local officials to send that audible WEA message in the middle of the night saved lives.

Flash forward a few years and a few states down the Gulf of America to Florida. That's when residents were startled awake at 4:45 AM by the jarring sound of another wireless emergency alert. But there was no danger. Local officials intended to send out a test message but instead they woke up a lot of people that were not quite ready to start their day. The sudden wake-up call frustrated residents leading many to ask how they could opt out of receiving emergency alerts altogether.

There's no question that wireless emergency alerts are a life-saving tool. And by now, most consumers are familiar with the buzz of these alerts. They are unexpected and unmistakable. The alerts, after all, are meant to grab someone's attention.

But the attention-grabbing sound can have unintended consequences. It is not just an inadvertent wake-up call, either. There are some emergencies—like an active shooter—where local public safety officials might want to send out an alert without the loud noises that could identify the location of someone seeking shelter.

So today, we take action to ensure that alert originators have more choices when they decide to send out alerts. Specifically, today's decision lets alert originators and emergency managers on the ground decide whether to send an alert with or without a loud signal, depending on their judgment and expertise. In addition, today's item gives consumers more choice and flexibility over the way they receive the alerts, which will reduce consumer opt-out and increase public safety by ensuring that consumers continue to receive them.

I would like to thank Steven Carpenter, Leon Kenworthy, David Kirschner, Zenji Nakazawa, Austin Randazzo, Bradley Rosen, and James Wiley for their work on this item as well as staff from the Consumer and Governmental Affairs Bureau, Enforcement Bureau, Office of Economics and Analytics, Wireless Telecommunications Bureau, and the Office of General Counsel.