



## Press Statement

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### **MMTC Files Comments on FCC's Proposed Pre-Scripted Alerts for Emergency Alert System Messages**

**WASHINGTON, DC (April 5, 2024):** On April 5, 2024, the Multicultural Media, Telecom and Internet Council (MMTC) filed comments on the Federal Communications Commission's (FCC) proposed set of pre-scripted alerts for the Emergency Alert System (EAS) messages in English and other commonly spoken, non-English languages.

MMTC President and CEO Robert Branson stated that "MMTC commends the FCC on its comprehensive proposal to improve access to lifesaving information during and the immediate wake of an emergency. MMTC recommends the inclusion of two important ways of ensuring the widespread reach of critical emergency information. First, we recommend the designation of an EAS participant in each market to provide non-English alerts during an emergency. Second, we recommend the FCC move toward requiring live operators and speakers. Pre-scripted alerts are an important tool in meeting the needs of a multilingual population but cannot account for the inherent unpredictability of emergencies."

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#### **About MMTC:**

The Multicultural Media, Telecom and Internet Council (MMTC) is a non-partisan, national nonprofit organization dedicated to promoting and preserving equal opportunity and civil rights in the mass media, telecom and broadband industries, and closing the digital divide on behalf of its members and constituents, including owners of radio and television broadcast stations, programmers, prospective station owners, and others involved in the TMT industries. MMTC is generally recognized as the nation's leading advocate for minority advancement in communications. MMTC's vision is to achieve a fully connected, educated, healthy, and empowered society in which all communities thrive. Visit MMTC's website [here](#).