On September 13, 2011, Congressman Denham introduced HR 2904, the Integrated Public Alert and Warning System Modernization Act of 2011.

The legislation was an attempt to upgrade an early warning system that could alert citizens about man-made or natural disasters, through the use of cell phones, television, radio, sirens, the internet and other technologies.

The bill, which is largely reflects the recommendations of Congress’ watchdog, the Government Accountability Office, differs from similar legislation in one key aspect. As part of the legislation, the bill would establish a “Integrated Public Alert and Warning System Advisory Committee,” which was intended to make recommendations about warning protocols and how to better incorporate different communications technologies to better and more quickly alert people within harms’ way.

Intrinsically, the committee also will provide the sitting board members another opportunity—access—and a platform to lobby for technologies their companies supply the Federal Emergency Management Agency.

But the legislation also appears to have potentially benefited its author as well. Within [days/weeks/months] Congressman Denham collected $$ from trade associations, companies and employees with a direct financial interest in the IPAWS system.

For example, members of the National Association of Broadcasters, a non-profit association that counts cable and telephone companies as its members, contributed $3,000 to Congressman Denham within days of the Congressman dropping the bill.

Roughly one month later, Congressman Denham collected $5,000 from the National Association of Broadcasters’ political action committee.

In addition to directly lobbying on the legislation, the trade association is listed as a “private sector partner” of the IPAWS system.

The Cellular Telecommunications and Internet Association is another of IPAWS’ “private sector partners.” Its corporate members contributed $$$ to Congressman Denham. Employee’s of these companies contributed XXX to Denham.

In total, Congressman Denham raked in $$ from related industries.

**Policy Summary**

Jeff Denham wrote a bill (HR 2904) that would lead to greater profits and opportunities for telecom corporations.  (The bill would create an advisory committee to make recommendations to FEMA on what to procure for any new “Integrated Public Alert Warning System. (PAWS)” It gives telecom CEOs valuable access to government officials who decide which systems to purchase.

In total, companies that could stand to benefit from Denham's bill gave the Congressman $27,750 this cycle. Timing is also an issue, as several telecom companies gave to Denham at dates that show potential pay to play:

**Research Back-Up:**

**September 13, 2011: Denham Introduced a Bill to Modernize Public Alert System.** In September 2011, Congressman Denham introduced HR 2904, the Integrated Public Alert and Warning System Modernization Act of 2011.

The legislation would create the Integrated Public Alert and Warning System Advisory Committee. The committee would recommend common warning protocols and operating procedures. The bill also required the Emergency Alert System to incorporate multiple communications technologies, be designed to incorporate future technologies, promote local and regional partnerships and provide a redundant alert mechanism.

The legislation had three co-sponsors, including one Democrat. It was referred to the House Subcommittee on Economic Development, Public Buildings and Emergency Management. [HR 2904, [9/13/11](http://thomas.loc.gov/cgi-bin/bdquery/z?d112:H.R.2904:@@@D&amp;summ2=m&amp;)]

The Federal Emergency Management Agency (FEMA), listed it’s private sector partners for the project. The IPAWS system could be used by computer gaming systems, digital signs, siren systems, internet search engines, social sharing websites and internet messaging to deliver emergency alerts to the public. The following is a lest of the “dissemination groups” listed on the FEMA website as of September 18, 2012:

IPAWS Disseminator Practitioners’ Working Group  
Alliance for Access to Technology

American Cable Association

Association of Public Television Stations

**AT&T Services, Inc.**

**Cellular Telecommunications and Internet Association-The Wireless Association**

EAS-CAP Industry Group

Latino Public Radio Consortium

**National Alliance of State Broadcasters Associations (NASBA)**

**National Association of Broadcasters (NAB)**

**National Cable and Telecommunications Association**

National Federation of Community Broadcasters

National Public Radio

Public Broadcasting Service

Satellite Broadcast & Communications Association

Society of Broadcast Engineers

Society of Cable Telecommunications Engineers

State Chapter Broadcaster/Cable/Satellite Associations

Telecommunications Industry Association

Telecommunications Sector Government Coordinating Council

Primary Entry Point Advisory Committee

[FEMA.gov, accessed [9/18/12](http://www.fema.gov/private-sector-0#psdevelopers)]

Of the 21 dissemination groups, give gave directly or indirectly to Denham’s campaign. Three lobbied on the issue.

The Cellular Communications and Telecommunications Association Chairman Emeritus is Dan Hessee, the CEO of Sprint Nextel. The Secretary is San Mead, the President and CEO of Verizon Wireless. [CTIA.org, accessed [9/18/12](http://www.ctia.org/aboutCTIA/board_of_directors/)]

Sprint Nextel and Verizon Wireless both contributed to Denham’s campaign.

**AT&T Services, Inc.**

**Cellular Telecommunications and Internet Association-The Wireless Association**

**National Alliance of State Broadcasters Associations (NASBA)**

**National Association of Broadcasters (NAB)**

**National Cable and Telecommunications Association**

**Companies and Associations that Lobbied on Member’s Bill**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Client Name** | **Lobbying Firm** | **Amount Spent Lobbying** | **First Report Containing Bill** | **Most Recent/Final Report Containing Bill** |
| National Cable and Telecommunications Association | National Cable and Telecommunications Association | $14,300,000 | [12/31/11](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=4ade8dab-a546-4684-99e7-2d2047b59b06) | [6/30/12](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=dd70011c-6826-425c-a311-3861f9997dfb) |
| National Alliance of State Broadcasters Associations | Monument Policy Group LLC | $30,000 | [12/31/11](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=02855de2-6aad-49ef-aaa8-8c69619ad1cf) | [6/30/12](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=11cb2fa6-58a7-400c-a89f-08a04d094e53) |
| Zenith Electronics Corp | Law Offices of Kevin G. Curtin | $30,000 | [12/31/11](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=b6e3858e-d2a3-4184-9af3-5271812a60fb) | [12/31/11](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=b6e3858e-d2a3-4184-9af3-5271812a60fb) |
| National Association of Broadcasters | Monument Policy Group LLC | $30,000 | [12/31/11](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=02855de2-6aad-49ef-aaa8-8c69619ad1cf) | [6/30/12](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=11cb2fa6-58a7-400c-a89f-08a04d094e53) |
| National Association of Broadcasters | National Association of Broadcasters | $11,060,000 | [12/31/11](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=40d01e26-abea-48ca-9651-1226e06f3154) | [6/30/12](http://soprweb.senate.gov/index.cfm?event=getFilingDetails&filingID=2ddfe51d-ebc9-4d33-84e3-2f98847cfffa) |

[Lobbying Disclosure Database, accessed 9/13/12]

*Editor’s Note: The amounts spent on lobbying do not necessarily match the lobbying disclosure reports linked above. This is because some of these amounts were compiled from multiple lobbying disclosure forms.*

**Member Took $27,750 from PACs Affiliated with the National Association of Broadcasters**

|  |  |  |
| --- | --- | --- |
| Company/Association | Amount | Date |
| AT&T Federal PAC | [$2,500](http://herndon1.sdrdc.com/cgi-bin/fecimg/?11931442983) | 4/04/11 |
| AT&T Federal PAC | [$2,500](http://herndon1.sdrdc.com/cgi-bin/fecimg/?12951963767) | 5/04/12 |
| AT&T Federal PAC | [$2,500](http://pml.cq.com/tr/tr_mg_cand.aspx?sCandID=H0CA19173&sCycle=2012) | 1/27/12 |
| AT&T Federal PAC | [$2,500](http://herndon1.sdrdc.com/cgi-bin/fecimg/?11930474863) | 2/11/11 |
| Clear Channel Communications PAC | [$1,000](http://herndon1.sdrdc.com/cgi-bin/fecimg/?11932247577) | 7/25/11 |
| Clear Channel Communications PAC | [$1,000](http://pml.cq.com/tr/tr_mg_cand.aspx?sCandID=H0CA19173&sCycle=2012) | 9/08/11 |
| Comcast PAC | [$2,000](http://herndon1.sdrdc.com/cgi-bin/fecimg/?12970439832) | 1/31/12 |
| Comcast PAC | [$2,000](http://herndon1.sdrdc.com/cgi-bin/fecimg/?11971748889) | 9/27/11 |
| Comcast PAC | [$1,000](http://herndon1.sdrdc.com/cgi-bin/fecimg/?12952166773) | 5/29/12 |
| Comcast PAC | [$1,000](http://herndon1.sdrdc.com/cgi-bin/fecimg/?11932010588) | 6/07/11 |
| Tds Telecommunications Corp PAC | [$250](http://pml.cq.com/tr/tr_mg_cand.aspx?sCandID=H0CA19173&sCycle=2012) | 5/02/12 |
| Verizon Communications PAC | [$1,000](http://pml.cq.com/tr/tr_mg_cand.aspx?sCandID=H0CA19173&sCycle=2012) | 3/01/12 |
| Sprint Nextel Corporation PAC | [$2,500](http://pml.cq.com/tr/tr_mg_cand.aspx?sCandID=H0CA19173&sCycle=2012) | 1/07/11 |
| National Association of Broadcasters | [$5,000](http://herndon1.sdrdc.com/cgi-bin/fecimg/?11952872840) | 10/25/11 |
| National Association of Broadcasters | [$1,000](http://herndon1.sdrdc.com/cgi-bin/fecimg/?12971235967) | 1/25/12 |

[Congressional Quarterly Moneyline, accessed 9/13/12]

**Member Took $2500 from Employees of the Associations/Companies that Lobbied on the Bill**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Last** | **First** | **Employment** | **Occupation** | **Amount** | **Date** |
| Clark | Stephen | Clark, Lytle & Geduldig | Lobbyist | [$500](http://images.nictusa.com/cgi-bin/fecimg/?12971431275) | 3/27/11 |
| Geduldig | Sam | Clark, Lutle & Geduldig | Lobbyist | [$250](http://images.nictusa.com/cgi-bin/fecimg/?12971431374) | 6/20/11 |
| Clark | Stephen | Clark, Lytle & Geduldig | Lobbyist | [$500](http://images.nictusa.com/cgi-bin/fecimg/?12971431341) | 4/04/11 |
| Stein | Shimon | Blank Rome | Principal | [$250](http://images.nictusa.com/cgi-bin/fecimg/?12971431662) | 2/06/12 |
| Wise | Matt | Crossroads Strategies LLC |  | [$500](http://query.nictusa.com/cgi-bin/qind/) | 2/14/12 |
| Holsclaw | John | TCH Group, LLC | Partner | [$500](http://images.nictusa.com/cgi-bin/fecimg/?12971431669) | 2/14/12 |

[Federal Election Commission, accessed 9/13/12]

**Member Took $30,250 from PACs and Employees of the Associations/Companies That Lobbied on the Bill**

**Member Took $8,000 From PACs and Employees of the Associations/Companies That Lobbied on the Bill Within 50 Days of Introduction**

* **Received $1,000 from Clear Channel Shortly Before Introducing Legislation.** In September 2011, five days before he introduced HR 2904, Clear Channel Communications contributed $1,000 to Denham’s congressional campaign. [Congressional Quarterly Moneyline, accessed 9/13/12]
* **$2,000 from Comcast Two Weeks After Bill was Introduced.** In September 2011, 14 days after Denham introduced HR 2904, Comcast contributed $2,000 to his congressional campaign. [Congressional Quarterly Moneyline, accessed 9/13/12]
* **National Association Made First Contribution After Bill Was Introduced.** In October 2011, the National Association of Broadcasters contributed $5,000 to Denham’s campaign. This was the Association’s first and largest donation to date to Denham’s campaign. They have contributed a total of $6,000 to Denham’s congressional campaign and spent $11,090,000 lobbying congress on HR 2904. [Lobbying Disclosure Database, accessed 9/13/12; Congressional Quarterly Moneyline, accessed 9/13/12]

**Member Took $67,750 From Communication’s Based Industries**

|  |  |  |
| --- | --- | --- |
| Election Cycle | Subcategory of Industry | Amount |
| 2010 | Telephone Utilities | [$7,200](http://www.opensecrets.org/politicians/industries.php?cid=N00031593&cycle=2010&type=I&newMem=N&recs=0) |
| 2010 | Cable and Satellite TV Production and Distribution | [$3,500](http://www.opensecrets.org/industries/summary.php?ind=C2200&cycle=2010&recipdetail=H&sortorder=N&mem=N&page=2) |
| 2010 | Telecom Services and Equipment | [$500](http://www.opensecrets.org/industries/summary.php?ind=B09&cycle=2010&recipdetail=H&sortorder=N&mem=N) |
| 2010 | Computers/Internet | [$4,250](http://www.opensecrets.org/politicians/industries.php?cid=N00031593&cycle=2010&type=I&newMem=N&recs=0) |
| 2012 | Telecom Services and Equipment | [$250](http://www.opensecrets.org/industries/summary.php?ind=B09&recipdetail=H&sortorder=N&cycle=2012) |
| 2012 | Telephone Utilities | [$23,250](http://www.opensecrets.org/industries/summary.php?ind=B08&cycle=2012&recipdetail=H&sortorder=N&mem=Y) |
| 2012 | Computers/Internet | [$14,300](http://www.opensecrets.org/industries/summary.php?ind=B12&cycle=2012&recipdetail=H&sortorder=N&mem=Y) |
| 2012 | Commercial TV | [$8,500](http://www.opensecrets.org/industries/summary.php?ind=C2100&cycle=2012&recipdetail=H&sortorder=N&mem=Y) |
| 2012 | Cable and Satellite TV Production and Distribution | [$6,000](http://www.opensecrets.org/industries/summary.php?ind=C2200&cycle=2012&recipdetail=H&sortorder=N&mem=N) |

[Open Secrets, accessed 9/17/12]