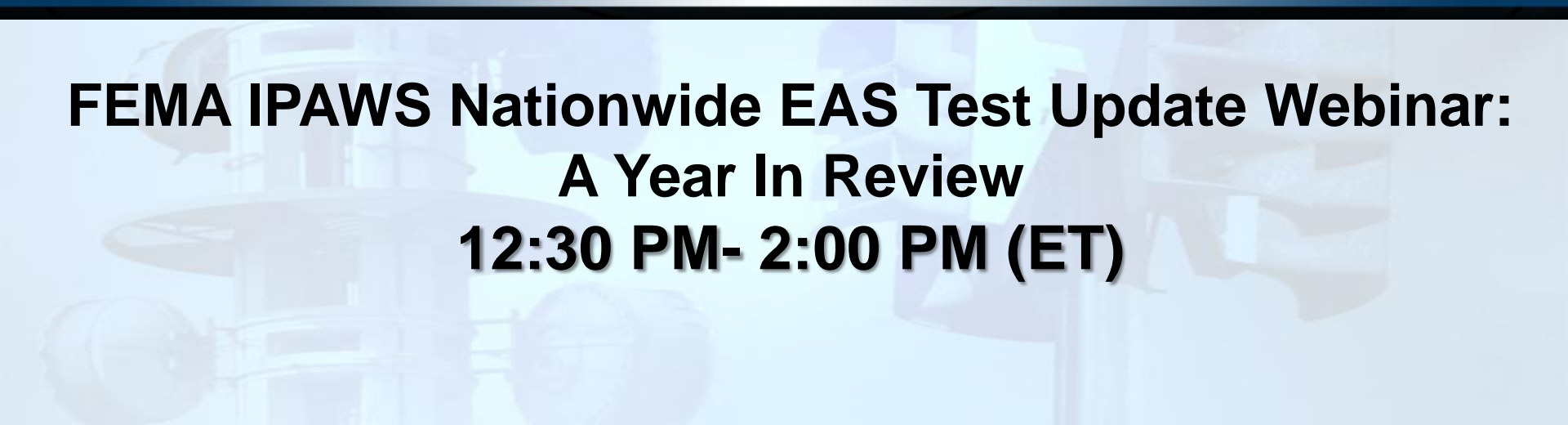


The background of the top half of the image is a composite graphic. It features a central globe with a grid of latitude and longitude lines. Overlaid on the globe are two circular frames. The left frame shows a close-up of a person's face, possibly a woman, with a red tint. The right frame shows a close-up of a person's face, possibly a man, wearing a police cap, also with a red tint. The text 'IPAWS' is centered over the globe in a large, white, serif font.

IPAWS

Integrated Public Alert and Warning System

The background of the bottom half of the image is a light blue gradient with a faint, repeating pattern of the FEMA logo. The logo consists of a stylized 'F' and 'E' with a circular emblem in the center.

**FEMA IPAWS Nationwide EAS Test Update Webinar:
A Year In Review
12:30 PM- 2:00 PM (ET)**


Instructions

We are doing a brief audio check. You should be hearing sound through your computer at this time.

If not, please use the Feedback drop-down menu at the top right and change your color to blue. Amy Sebring or Avagene Moore will try to assist you via private message.

You must have the Live Meeting client installed for audio. The audio will not come through if you are using the Web interface.

You must have a sound card and speakers or headphones. Make sure your speakers/headphones are not muted or turned off on your computer.

Use the Voice & Video/Options/Set Up Audio and Video to check that your sound card is correctly identified. A copy of the Live Meeting instructions can be accessed by clicking on the handouts icon. 

Computer microphones are disabled for this program.




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Handouts

Click on  the handouts icon, located on the right top hand side on the Live Meeting Screen



Click Download to Save the files:

National EAS Test Informational Toolkit

SAMPLE 1- National EAS Test Public Service Announcement

SAMPLE 2- National EAS Test Public Service Announcement

EAS Best Practices Guide Version 1



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Introduction

- **Purpose and Background Information**
- **Moderator**
 - Manny Centeno, EAS Test Program Manager, FEMA IPAWS
- **Guest Speakers- EAS Subject Matter Experts:**
 - Gregory Cooke- Associate Chief of the Policy Division, Federal Communications Commission, Public Safety and Homeland Security Bureau
 - Kelly Williams- Senior Director, Engineering & Technology Policy National Association of Broadcasters
 - Mike Starling- National Public Radio, Executive Director of the Technology Research Center and NPR Labs
 - Mitch Eaton- National Public Radio, Master Control Supervisor



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Submit more detailed questions, ideas, and comments:

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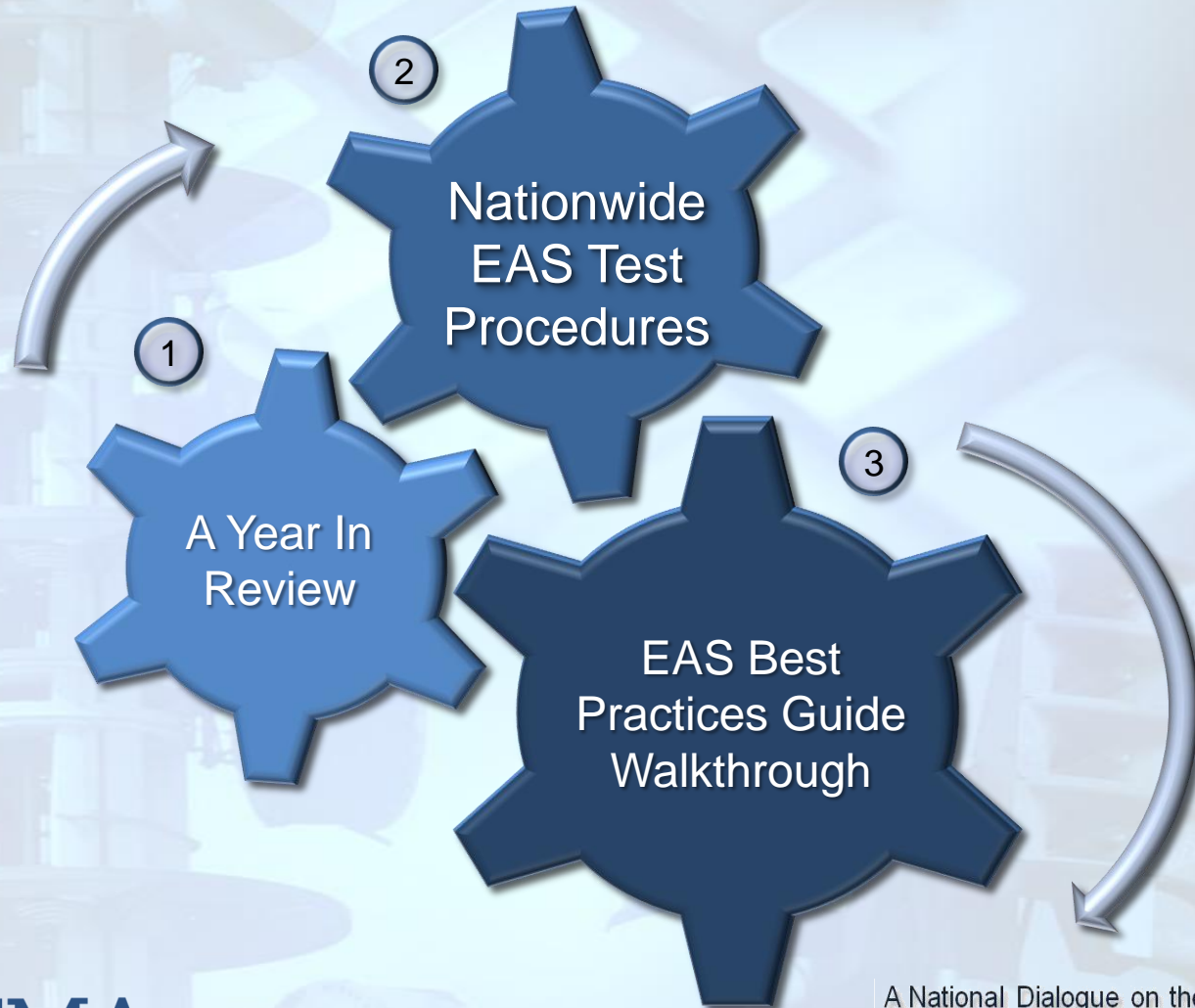


<https://nationaldialogue-emergencyalertsystem.ideascale.com/>



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Today, we will focus on three main discussion topics:



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Nationwide EAS Test Quick Reminders

- ✓ An Emergency Action Notification (EAN) live-code will be used for the Test.
- ✓ The test will last approximately 3 and a half minutes. To properly test the EAN, the test message must last longer than 2 minutes.
- ✓ The Washington D.C. FIPS code will be used for the Test.
- ✓ An End of Message (EOM) will be used to close the EAN (an Emergency Action Termination will NOT be used)
- ✓ You should have at least two monitoring sources
- ✓ NOAA Weather Radio will NOT carry the EAN- check with your SECC/LECC for monitoring sources.
- ✓ The Test will NOT use a CAP message nor evaluate CAP compliance.
- ✓ The National Weather Service is rescheduling their Required Weekly Test for Tuesday November 8th



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Nationwide EAS Test Quick Reminders

- ✓ If you do not have a PEP source, you may be able to monitor your local NPR member station
- ✓ Properly configure your EAS Device (see the EAS Best Practices Guide in the handouts section and visit the EAS Device manufacturer website)
- ✓ EAS Participants: Inform your general managers and program directors well in advance of the Test as well as the public
 - Audio Public Service Announcements are available on the National Association of Broadcasters NAB, SBE, NASBA and FCC Websites
 - Visit NAB and FCC websites for more information on Video Public Service Announcements
- ✓ State and local government:
 - Use the FEMA IPAWS Nationwide EAS Test Informational Toolkit to help inform your internal departments and agencies
 - Use the toolkit to help inform your communities to mitigate undue public concern, calls to 9-1-1 and first responder staff, concerned correspondences to the Governor's office, public safety, homeland security, and emergency management agencies



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A Year In Review- Approach

- For the past two years, Federal Emergency Management Agency (FEMA) officials, in cooperation with the Federal Communications Commission (FCC) and National Oceanic and Atmospheric Administration (NOAA), have worked to make a nationwide test of the Emergency Alert System (EAS) a reality.
- During June of this year, FEMA and the FCC announced that the first-ever Nationwide EAS Test would occur November 9, 2011, at 2:00 PM Eastern.
- FEMA, the FCC, and NOAA's joint vision for improving the EAS is incremental, which means testing the readiness and effectiveness of the EAS as it currently exists is the first step.
- A three-prong approach was used for engagement to seek EAS improvements as well as communicate about the Nationwide EAS Test:
 1. State and Territory-wide EAS Testing
 2. EAS Technical Workshop Demonstrations
 3. Virtual Engagement and Industry Roundtable Discussions



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A Year In Review-Lessons Learned

State and Territory-wide EAS Testing

Alaska EAN Live Code Test- January 6th and 26th of 2010 & 2011

- On January 6, 2010, the first Alaska EAS Test used a live-code Emergency Action Notification and proved the National EAS was functional, but identified necessary improvements.
- The next Alaska EAS Test the following year proved a success and reinforced the idea that continual EAS testing not only improves the system but is an integral part of public EAS awareness efforts.

Virgin Islands Tsunami Live Code Exercise- March 23rd 2011

- After the Alaska EAS Tests, IPAWS replicated efforts in several U.S. territories known for their geographic vulnerabilities to frequent Hurricanes, including the Virgin Islands and Puerto Rico.
- On March 23, IPAWS was invited by the Virgin Islands Territorial Emergency Management Agency (VITEMA) to rebuild, assist emergency managers in first-ever origination, and test the EAS.



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A Year In Review-Lessons Learned

State and Territory-wide EAS Testing

- IPAWS assisted VITEMA in alert origination, sending the first Common Alerting Protocol message through the IPAWS aggregator.
- IPAWS coordinated public awareness with the V.I. government which resulted in a very successful information campaign with frequent communications in the form of VITEMA press releases, fact sheets, frequently asked questions, media interviews, social media tools, and a recurring radio PSA featuring V.I. Governor, John P. de Jongh, Jr.
- A robust EAS awareness campaign helped to educate the public on the effective uses of the system as an important alert and warning tool.

Puerto Rico Required Monthly Test- August 24th 2011

- Efforts were further replicated, with a Required Monthly Test originating for the first time at the Puerto Rico Emergency Management Agency (PREMA).
- Despite Hurricane Irene that hit P.R. on August 21 leaving one million residents without power, the RMT was incredibly successful.



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A Year In Review-Lessons Learned

State and Territory-wide EAS Testing

- Overall, 78% of the 80 radio and television stations monitored relayed the RMT. In San Juan, 89% of EAS participants relayed the test message.
- EAS public awareness efforts, such as PSAs, further reinforced message that the system works as designed with the close partnership between emergency managers and EAS Participants.

Nevada Required Monthly Test – September 26, 2011

- An RMT was sent from FEMA to PEP Stations in Reno and Las Vegas.
- Participating stations received and rebroadcasted the EAS test message, with EAS Participation of over 70%.
- The test revealed mitigation strategies for incorrect monitoring assignments, improper programming, equipment malfunctions, and message forwarding and delay issues.
- PSAs and endorsements from Nevada's Governor were essential to inform and provide critical information for the Nevada RMT and Nationwide EAS Test.



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A Year In Review-Lessons Learned

EAS Technical Workshop Demonstrations

- A roadshow series of EAS Technical Workshop Demonstrations were conducted at several industry conventions across the country and before State and Territory-wide EAS Tests
- EAS Technical Workshop Demonstrations included:
 1. Provided EAS participants with information and best practices for EAS Device Configuration, Operation, and Maintenance
 2. Answered questions and provide expectations for the Nationwide EAS Test
 3. Discussed lessons learned, mitigation strategies, and technical details in the Alaska EAS Tests
 4. Discussed elements of a proposed EAS Best Practices Guide

Virtual Engagements and Roundtable Discussions

- IPAWS received many technical questions and concerns about the Nationwide EAS Test which informed the decision to create an EAS Best Practices Guide



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A Year In Review-Lessons Learned

Virtual Engagements and Roundtable Discussions

- IPAWS received many technical questions and concerns about the Nationwide EAS Test which informed the decision to create an EAS Best Practices Guide.
- It was clear that creativity and solutions-based discussions were needed to generate ideas to begin improving the EAS leading up to the Test.
- IPAWS and partners launched the “A National Dialogue on the Emergency Alert System” Ideascale website to directly inform all discussion topics for virtual webinars and roundtables as well as the EAS Best Practices Guide.
- The questions, comments, and ideas posed on the website served as a way to directly communicate with the EAS Community, but more importantly, let community members vote on topics and provide solutions for the most pressing issues facing the EAS.
- IPAWS also hosted, in coordination with the FCC and NOAA, seven virtual web events with government and industry leaders to provide case studies, lessons learned, and tackle the most common issues facing the EAS.



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A Year In Review-Lessons Learned

Virtual Engagements and Roundtable Discussions

- As a result of this cooperation, the following resources were developed in conjunction with industry:
 1. EAS Best Practices Guide
 2. Nationwide EAS Test Informational Toolkit
 3. Sample Audio Public Service Announcements
 4. Sample Background Slate
 5. Nationwide EAS Test Activity Plan Template (to be available on the FEMA IPAWS Website)
 6. Case Study and Lessons Learned Development



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Nationwide EAS Test Procedures

- The Federal Government will activate the EAS through the Primary Entry Point Station Network with an EAN live-code with an audio test message duration of 2 and a half minutes.
- The PEP network will relay the EAS test message to the State EAS network and the public.
- The EAN test message will resemble the following language:

“This is a test of the Emergency Alert System. [PAUSE] This is Only a Test. The message you are hearing is part of a nationwide live code Test of Emergency Alert System capabilities. This Test message has been initiated by national alert and warning authorities in coordination with Emergency Alert System participants, including broadcast, cable, satellite, and wireline participants in your area. Had this been an actual emergency, the attention signal you just heard would have been followed by emergency information, news, or instructions. Remember, this is only a Test. The EAS is also used by State, Territorial, Tribal, and local authorities to alert and warn the public and provide important emergency response information. Remember, this is only a Test. Please stay with this Test message as it will be repeated... [PAUSE]”

EXAMPLE ONLY

- An End of Message will close the EAN and regular programming should resume.



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NPR Member Station Preliminary Instructions

1. Mount it, power it, and provide it with RF input from a split off the satellite downlink.
2. Tune it to B 78.9 – the News Advisory Channel.
3. If the receiver will not acquire RF sync then the battery memory has to be refreshed with a re-authorization. Contact Master Control Supervisor Mitch Eaton who will refer you to the right Distribution team for the reauthorization over the satellite system.
4. Feed the audio output of the ABR-700 to one of your EAS decoder inputs.
5. Monitor the 13:15 ET RWT on any Tuesday (or request a special feed from NPR Master Control 202-513-2500).
6. Confirm reception of the RWT on your EAS decoder.



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Concluding Remarks and Next Steps

- Robust public outreach efforts in partnership with industry are well underway.
- Please communicate to all relevant communities of interest about the Nationwide EAS Test and some examples of resources available on the following websites (not an exhaustive list-check your State and local Broadcaster and Cable Association website for more details):

FEMA IPAWS Nationwide EAS Test Page:

http://www.fema.gov/emergency/ipaws/eas_info.shtm

FCC PSHSB Nationwide EAS Test Page:

<http://www.fcc.gov/encyclopedia/emergency-alert-system-nationwide-test>

NAB Nationwide EAS Test Page:

<http://www.nab.org/documents/advocacy/EAS/EAS.asp>

Michigan Association of Broadcasters EAS Test Resource Page:

<http://michmab.com/eas/easNATIONALtest.html>

SBE Nationwide EAS Test Page:

http://www.sbe.org/sections/gov_eas.php

National Alliance of State Broadcasters Associations Page:

<http://www.easalert.org/>



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Contact Information

Contact:



FEMA

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A Special Thank You To:

Federal Communications Commission (FCC)
National Oceanic and Atmospheric Administration (NOAA)
Society of Broadcast Engineers (SBE)
National Association of Broadcasters (NAB)
Society of Cable Telecommunications Engineers (SCTE)
American Cable Association (ACA)
National Cable and Telecommunications Association (NCTA)
International Association of Emergency Mangers (IAEM)
National Emergency Management Association (NEMA)
Tennessee Association of Broadcasters (TAB)
Washington Military Department Emergency Management Division (WMDEM)
Primary Entry Point Administrative Council (PEPAC)
National Alliance of State Broadcasters Associations (NASBA)
Broadcast Warning Working Group (BWWG)
Texas Association of Broadcasters (TAB)
Maine Association of Broadcasters (MAB)
Michigan Association of Broadcasters (MAB)
Alaska Broadcasters Association (ABA)
Alaska Division of Homeland Security and Emergency Management (ADHS & EM)
Nevada Broadcasters Association (NBA)
Puerto Rico Association of Broadcasters (PRAB)
National Public Radio (NPR)



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