



# Emergency Alerting Overview

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# Alerting is a Priority

## **Integral to the FCC's mission:**

“promoting safety of life and property through the use of wire and radio communication”

47 U.S.C. § 151

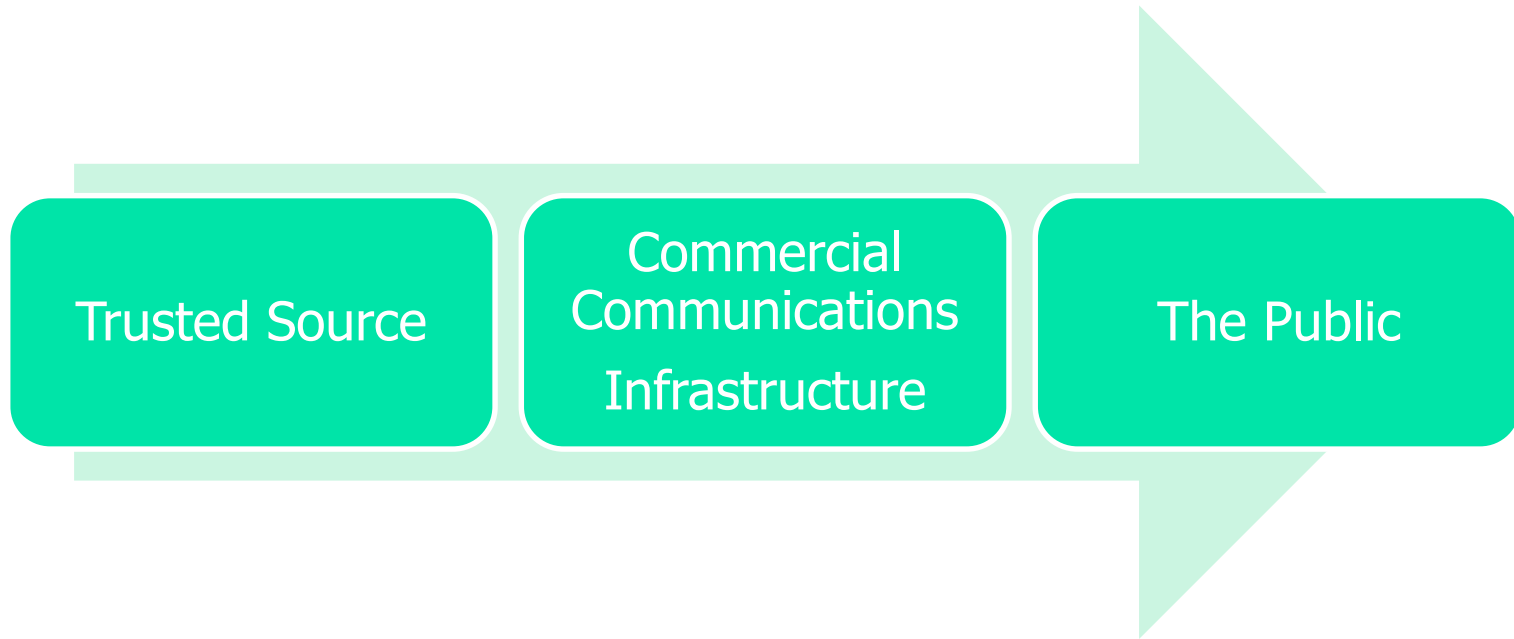
## **U.S. National Policy**

“It is the policy of the United States to have an effective reliable, integrated, flexible, and comprehensive system to alert and warn the American people in situations of war, terrorist attack, natural disaster, or other hazards to public safety and well-being (public alert and warning system), taking account of functions, capabilities, and needs and to ensure that under all conditions the President can communicate with the American people.”

Executive Order 13407, “Public Alert and Warning System”  
(June 26, 2006)



# Basic Alerting Model



Both the EAS and WEA follow this approach



# The Emergency Alert System (EAS)



- EAS Participants:
  - ✓ Radio and TV broadcasters
  - ✓ Cable systems
  - ✓ Satellite radio and TV
  - ✓ Wireline video providers
  
- FEMA and FCC roles
  
- State and local government roles



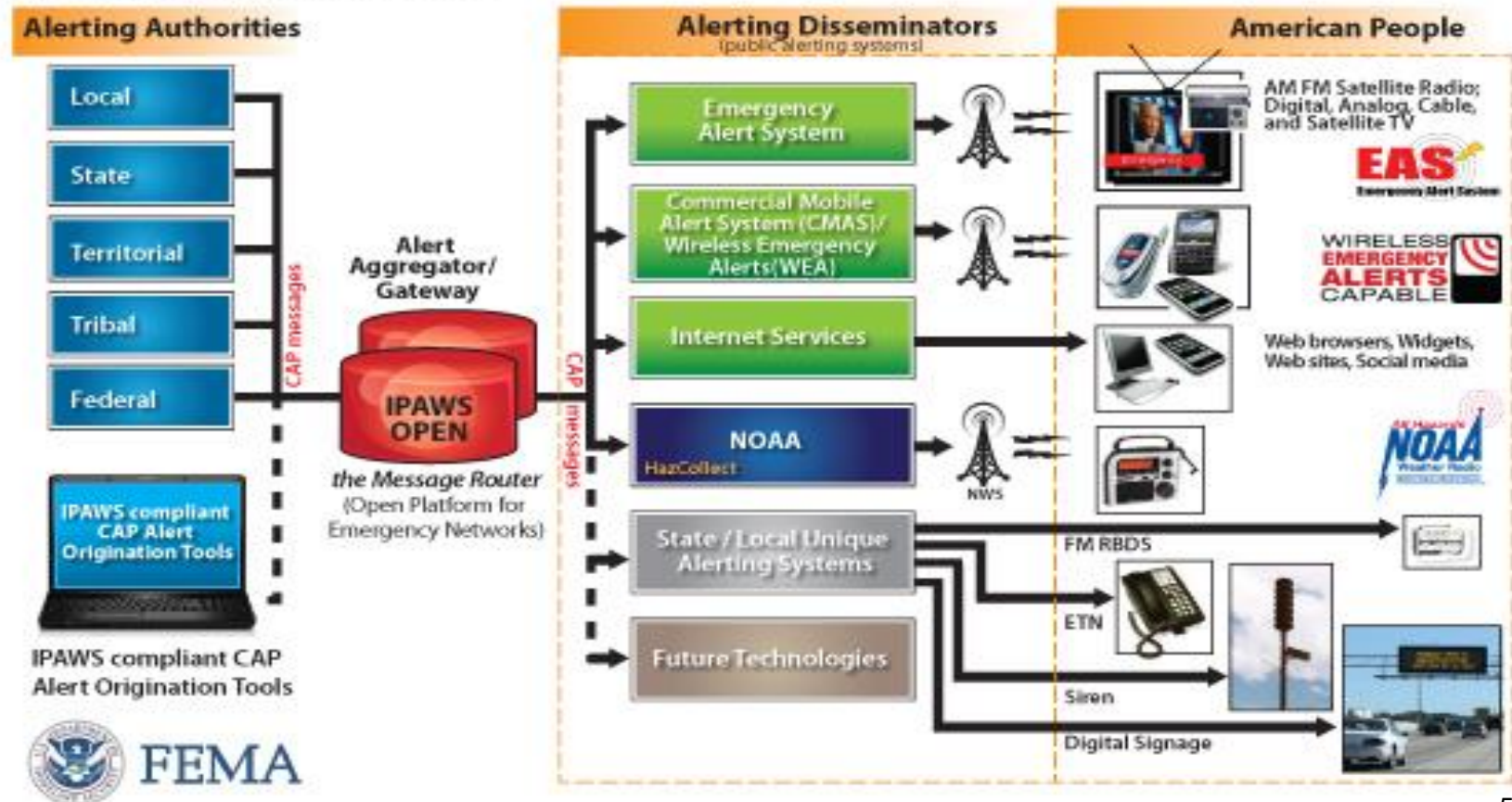
# EAS Distribution Over IPAWS



## Integrated Public Alert and Warning System (IPAWS)

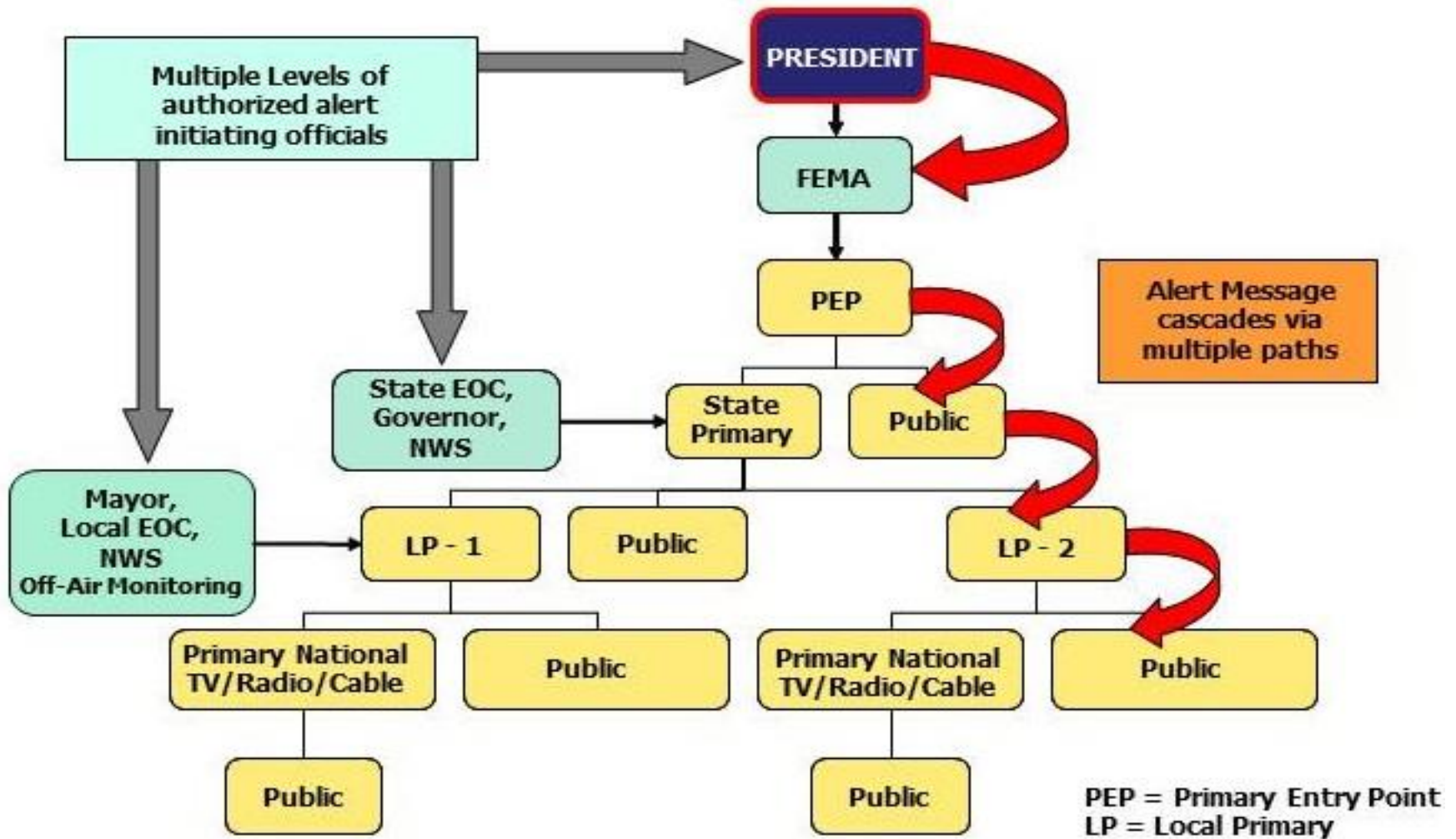
### IPAWS Architecture

Standards based alert message protocols, authenticated alert message senders, shared, trusted access & distribution networks, alerts delivered to more public interface devices





# Broadcast-based Distribution





# State Emergency Communications Committees



- Voluntary organizations
- Create State EAS Plans



# Trusted Sources



- Becoming an authorized alert originator
- FEMA's webpage: How to Sign Up for IPAWS

[www.fema.gov/how-sign-ipaws](http://www.fema.gov/how-sign-ipaws)





# EAS Improvements



- “Live code” tests
- Public Service Announcements
- Addressing false alerts
- Blue Alerts



# 2018 Nationwide EAS/WEA Test



- Thursday, September 20, 2018
  - ✓ At 2:18 p.m. EDT, FEMA will initiate WEA test
  - ✓ At 2:20 p.m. EDT, FEMA will conduct EAS test



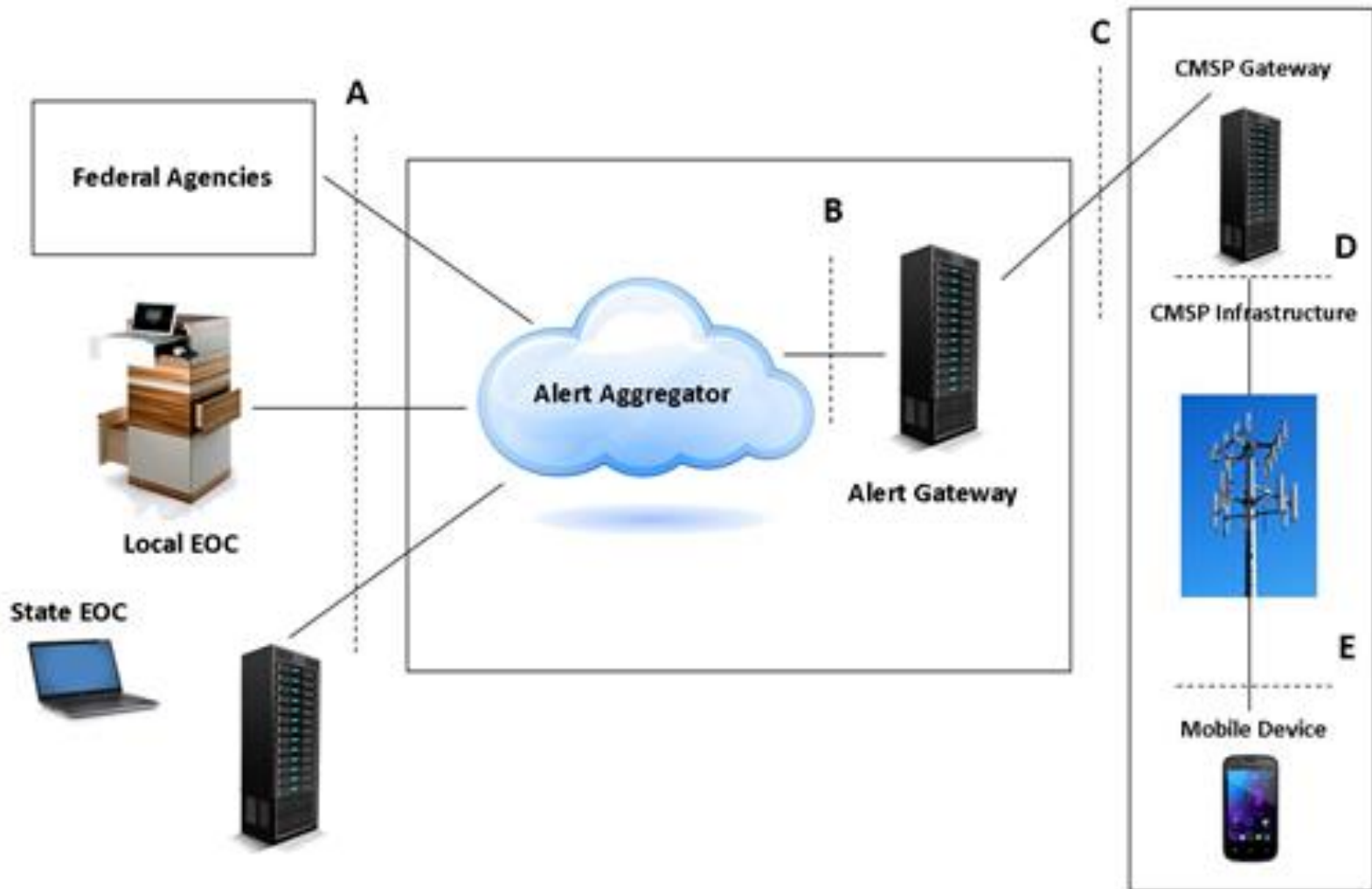
# Wireless Emergency Alerts (WEA)



- Three categories of WEA alerts:
  - ✓ Issued by the President
  - ✓ Imminent threats to safety or life
  - ✓ AMBER Alerts



# WEA Architecture





# WEA Improvements



- Greater geographic accuracy
- Enhanced ease of use
  - ✓ Clickable URLs
  - ✓ Multimedia?
- More content and reach
  - ✓ 360 characters
  - ✓ Spanish
  - ✓ Other Languages?
- New Alert Types
  - ✓ Blue Alerts
  - ✓ Public Safety Messages
- State and local WEA tests



# Hawaii False Alert Report and Recommendations



- Establishing redundant and effective lines of communication with key stakeholders during emergencies
- Conducting regular internal tests in a controlled and closed environment, such as FEMA's IPAWS Test Lab
- Requiring more than one credentialed person to validate message content prior to transmission of a high-impact alert, as well as all tests



# Hawaii False Alert Report and Recommendations



- Implementing specific upgrades to alerting software and developing standard operating procedures for responding to false alerts
- Consult with SECCs on a regular basis—at least annually—to ensure that EAS procedures, including initiation and cancellation of actual alerts and tests, are mutually understood, agreed upon, and documented in the State EAS Plan



# Stakeholder Outreach



[www.fcc.gov](http://www.fcc.gov)

**We look forward to working with you!**