Public Warning/Public Information

A State of Nevada Department of Homeland Security Initiative

Aaron R. Kenneston, CEM

Public Warning/Public Information

Nevada Commission of Homeland Security

Nevada Gov. Brian Sandoval, chairman of the Homeland Security Commission, along with 16 voting members determined key priorities for the Homeland Security Working Group 2012 grant application process.

Submitted by Jeff Munson on Fri, 03/09/2012 - 9:01am

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Nevada Commission of Homeland Security

The top seven priorities were ranked, voted and approved for FFY 2012.

1. Intelligence Information and Sharing
2. **Public Information and Warning**
3. Operational Coordination
4. Critical Communications
5. Public Health and Medical Services
6. Cybersecurity
7. Community Resilience and Facilitation

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Nevada Commission of Homeland Security

"I would like to commend the Homeland Security Commission and our staff for this work, and for clearly articulating the priorities for this important function of government," Sandoval said. "Local law enforcement and emergency management officials at every level of government have provided valuable input. Nevadans can rest assured that our state's leaders remain focused on preparedness and security issues."

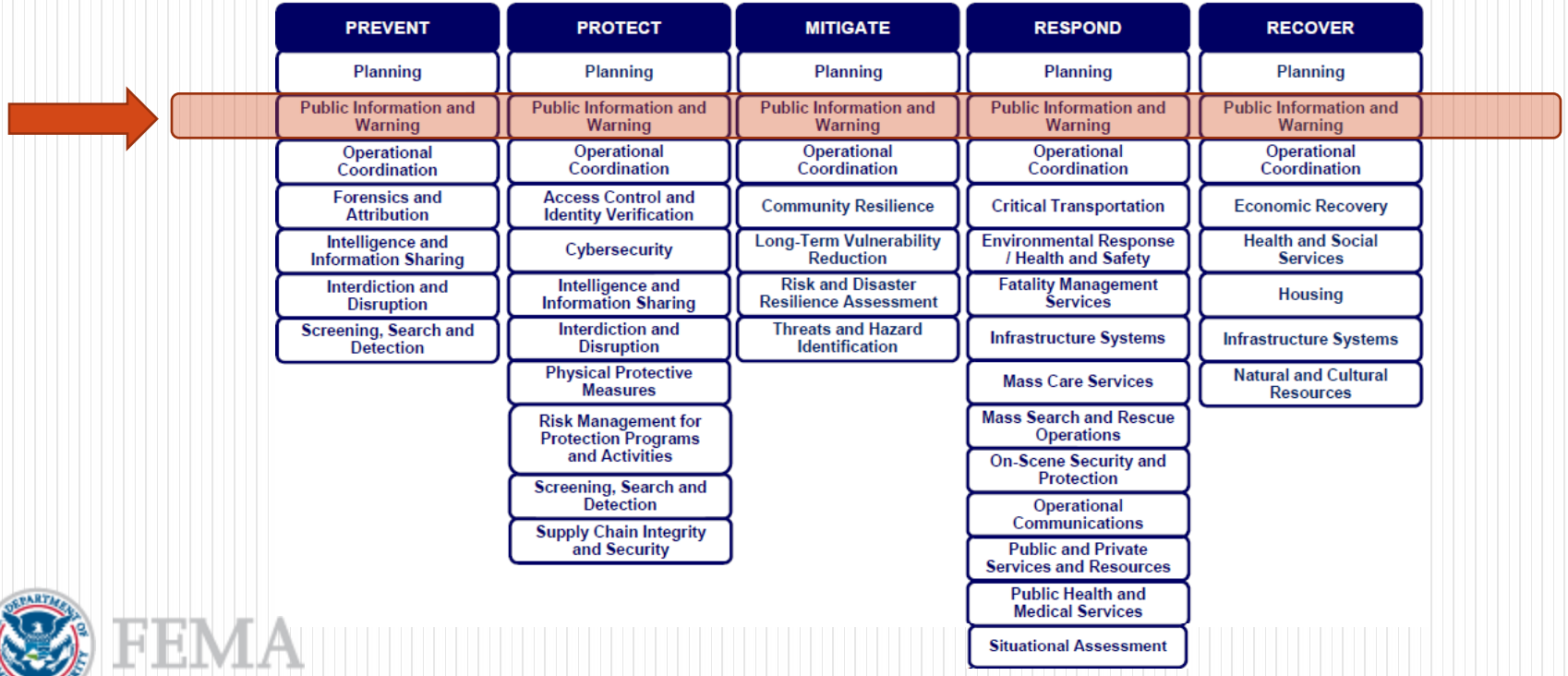
Submitted by Jeff Munson on Fri, 03/09/2012 - 9:01am

CarsonNOW.org
Your One Stop for Carson City News

Public Warning/Public Information

Background (Con't)

Core Capabilities List



FEMA

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Project Deliverables

- ✓ **Establish Task Force**
- ✓ **Designate Project Manager** & establish collaboration website
- ✓ **Designate Plans Writer**
- ✓ **Procure Equipment** (EAS "Boxes")
- ✓ **Conduct Task Force Meetings**
- _ **Deliver Workshops**
  - ✓ North
  - ✓ South
  - ✓ East
- _ **Update Statewide & County Plans (*EAS*, *PIO*, *to include social media*)**

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Establish Task Force

Establish sub-committees for:

- Emergency Alert System (EAS) & Integrated Public Alert and Warning System (IPAWS)- to include hardware & software
- Social media strategy
- Public call-taking

Task Force will participate in PIO Plan update to include crisis communications council

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Project Manager & Plans Writer

www.nvcrisiscommunicators.org

Updated plans needed for:

- **EAS/IPAWS**
- **JIC/PIO procedures**

Bookmark Events (Jo Anne Hill)

NMP (Jim Gustafson)

Public Warning/Public Information

A 5-page stakeholder survey…

INSTRUCTIONS

The following survey tool has been developed to assist in gathering information to develop an Emergency Public Warning and Public Information Plan for your jurisdiction. Please review the accompanying plan template and then attempt to answer as many of the questions below as you can. One you have had an adequate time to consider the materials, the project plans writer will conduct a follow up interview with you to go through the survey and answer any questions you may have. Once the survey is complete, the plans writer will develop a draft plan for your review and comment.

Thank you in advance for your attention to this survey. We encourage you to take advantage of this opportunity to provide meaningful feedback on your draft plan. Please direct any questions to Matthew Lieuallen at mlieuallen@ene.com or 503/248.5600 x4632.

Public Warning/Public Information

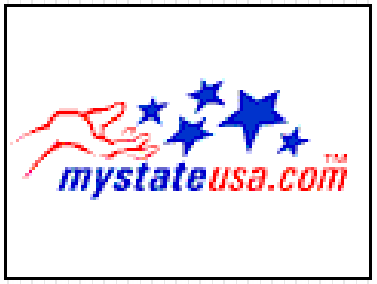
Procure Equipment (& software)

The Emergency Alert System (EAS) is a national warning system in the United States put into place on January 1, 1997, when it superseded the Emergency Broadcast System (EBS), which itself had superseded the CONELRAD System. In addition to alerting the public of local weather emergencies such as tornadoes and flash floods, the official EAS is designed to enable the President of the United States to speak to the United States within 10 minutes, but the nationwide federal EAS has never been activated. A national EAS test was conducted on November 9, 2011, at 2 pm Eastern Standard Time. The EAS regulations and standards are governed by the Public Safety and Homeland Security Bureau of the FCC. Each state and several territories have their own EAS plan. EAS has become part of IPAWS - the Integrated Public Alert and Warning System, a program of Federal Emergency Management Agency (FEMA). EAS is jointly coordinated by FEMA, the Federal Communications Commission (FCC), and the National Weather Service (NOAA/NWS).

The EAS is used on AM, FM and Land Mobile Radio Service, as well as VHF, UHF, FiOS (wireline video providers), and cable television including low-power stations. Digital television and cable providers, along with Sirius XM satellite radio, IBOC, DAB and digital radio broadcasters have been required to participate in the EAS since December 31, 2006. DirecTV, Dish Network and all other DBS providers have been required to participate since May 31, 2007.

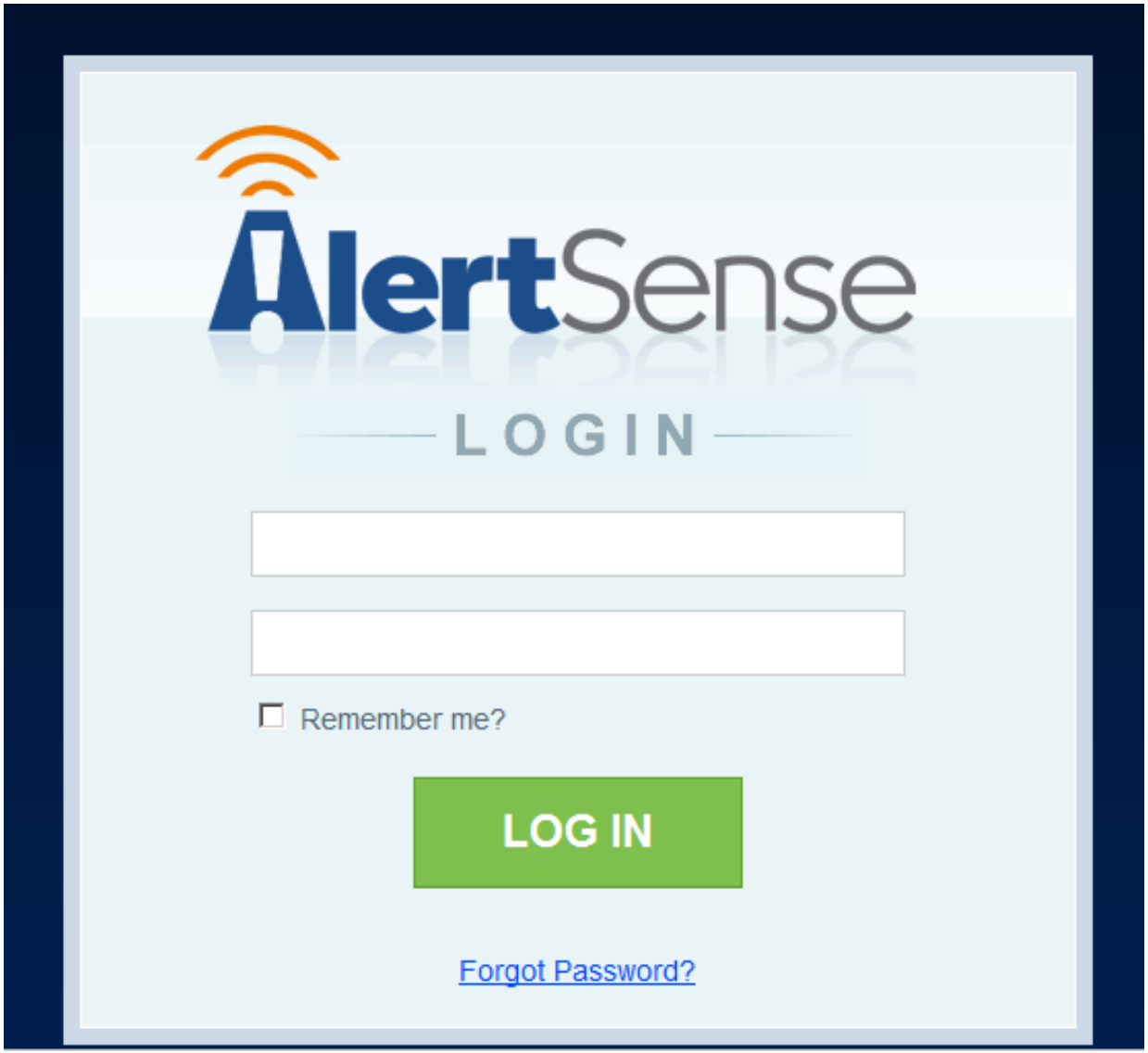
Public Warning/Public Information

Procure Equipment (& software)

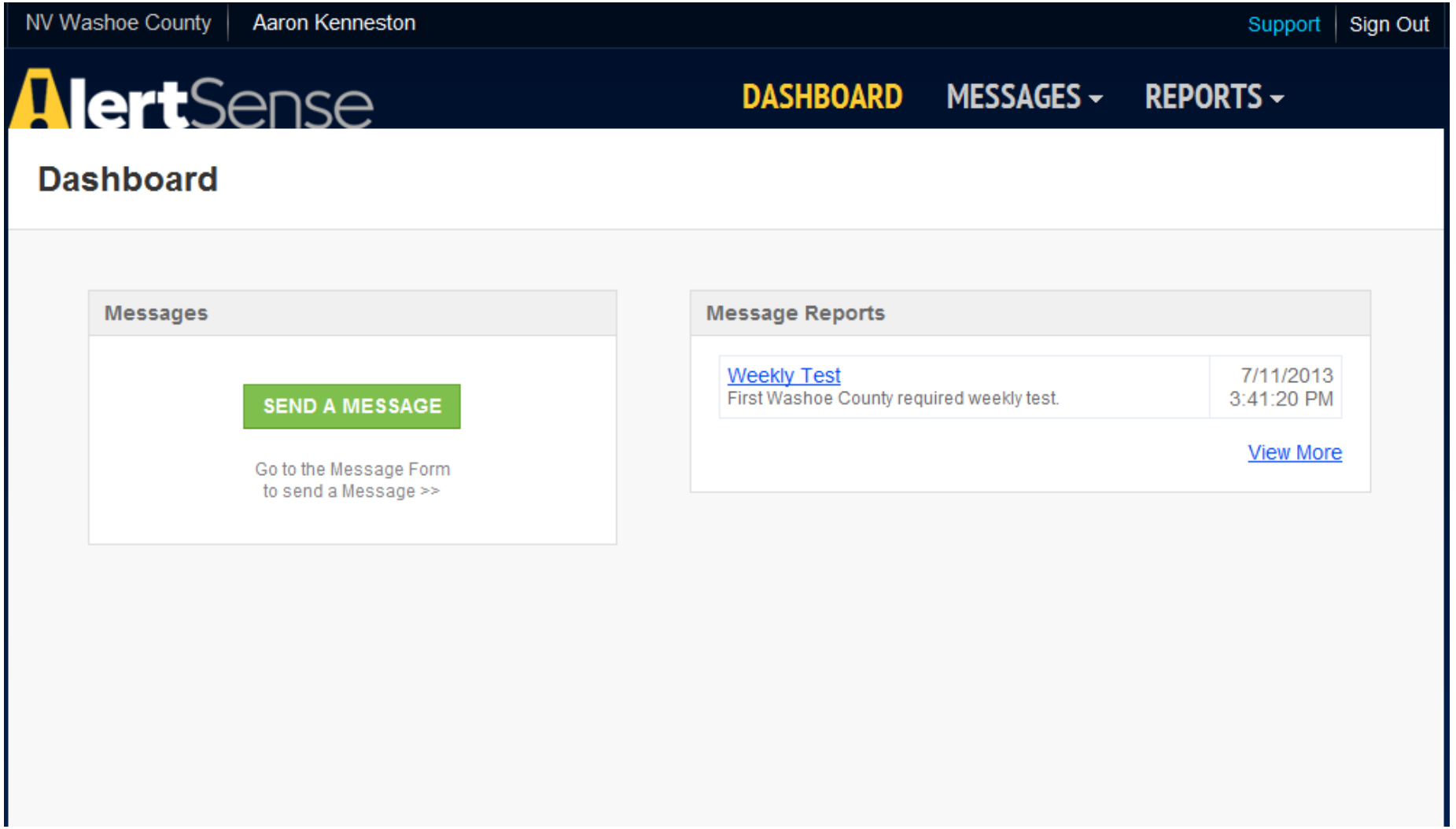


Nevada's EAS/IPAWS/Amber Alert Portal

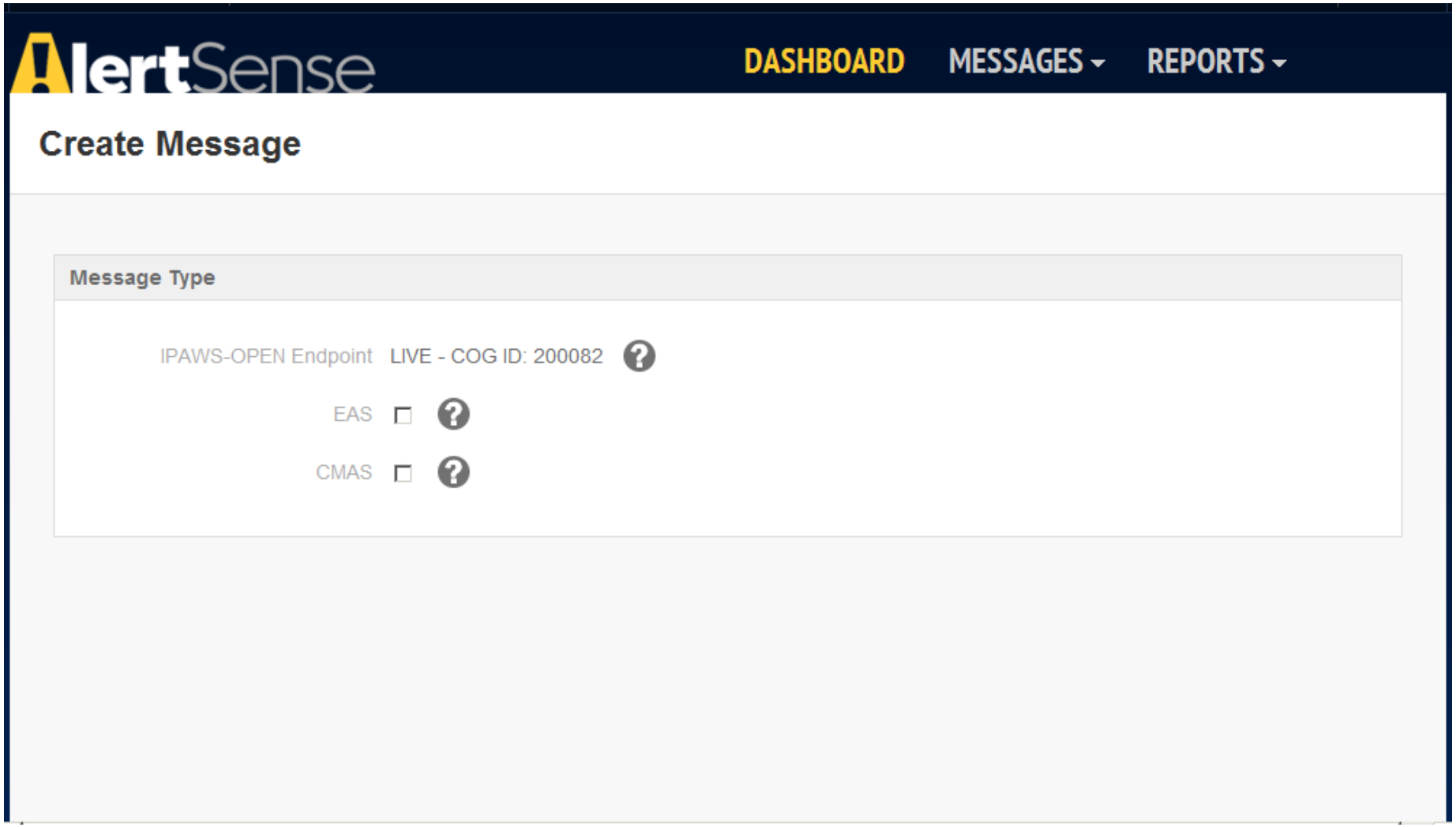
Login Screen



Washoe County Dashboard



Choose Type of Message



Determine Type of Message

Create Actual Message (to include crawler)

EAS: Broadcast Message Content

Headline

Description

TV EAS Crawl

Audio Message Select Existing File or Upload File

CAP to EAS Translation:

A CIVIL AUTHORITY HAS ISSUED A **FIRE WARNING** FOR THE FOLLOWING COUNTIES/AREAS: **NO AREA** AT **9:51 AM ON JUL 17, 2013** EFFECTIVE UNTIL **10:51AM PDT**. Message from **MYSTATEUSA ADMIN REGION**. .

CMAS: Mobile Phone Content

Auto Generated Text Message: Fire Warning in this area until 10:51AM PDT
Evacuate Now MyStateUSA

Edit Text Message ☐

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Conduct Task Force Meetings

- Steering committee
- Expand common knowledge base
- Provide direction to close capability gaps

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January 24, 2013

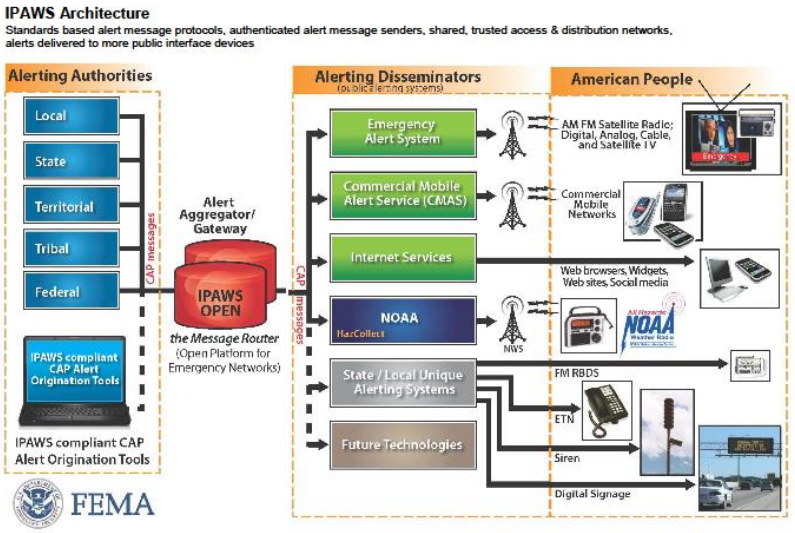
Task Force Meeting

- Initial sub-committee meetings
- Selection of Plans-Writer

Public Warning/Public Information

March 13-14, 2013

- EAS/IPAWS Workshop
- Task Force Meeting



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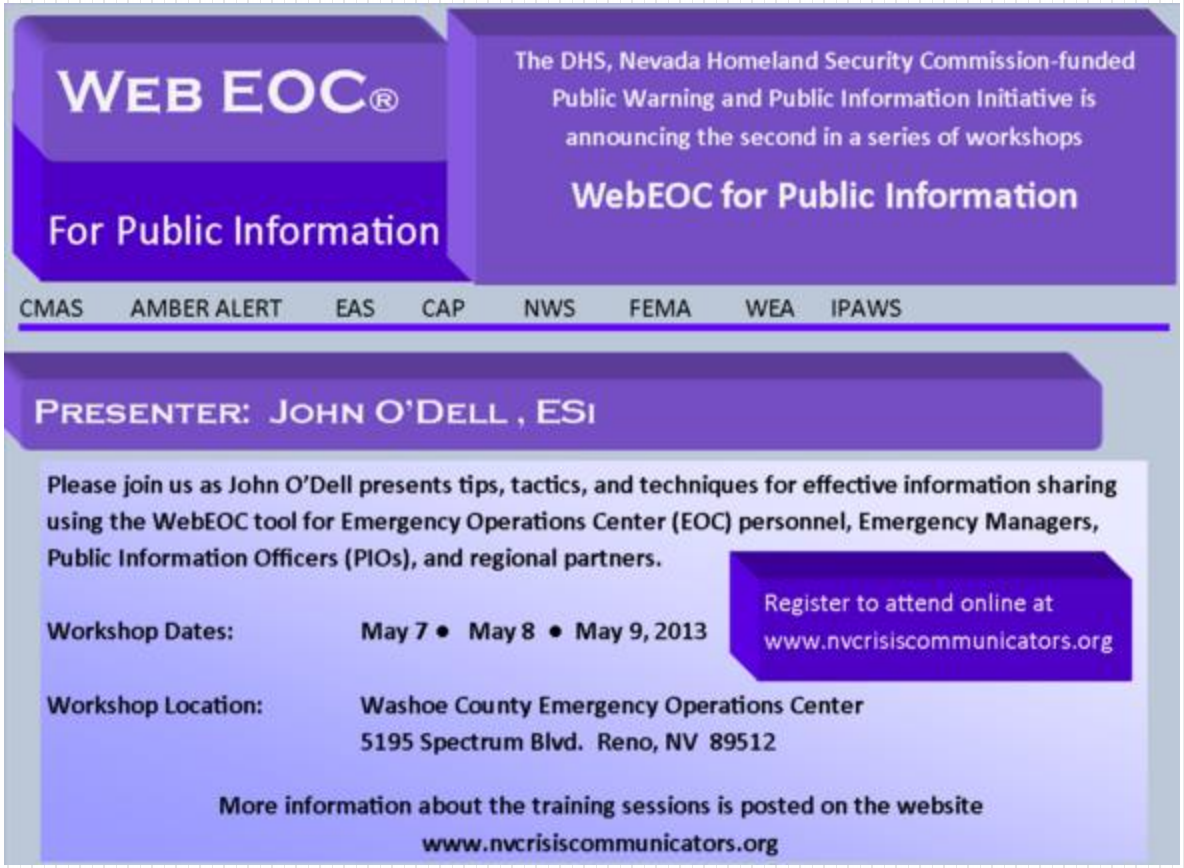
May 7-9, 2013



Public Warning/Public Information

July 23-24, 2013

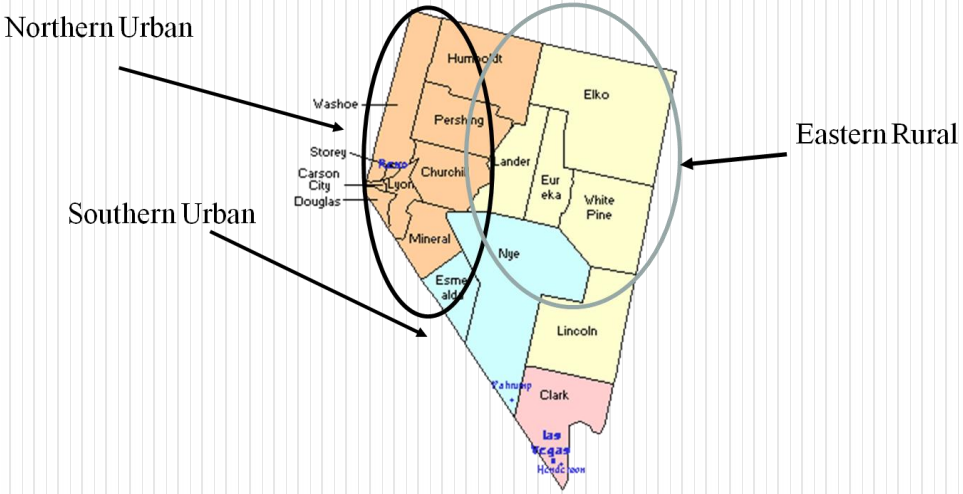
- TEEX/NDTP- *Public Information for All Hazards Incident (MGT-318) and Social Media for Natural Disaster Response and Recovery (PER-300)*
- Task Force Meeting

TEXAS A&M ENGINEERING TEEX EXTENSION SERVICE

NDPTC NATIONAL DISASTER PREPAREDNESS TRAINING CENTER at the University of Hawai'i

Public Warning/Public Information

Regional Workshops



Public Warning/Public Information

November 21, 2013

- Statewide Seminar
- Final Deliverables
- Discuss State RFI responses

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Questions?

Please remember to complete the survey…

PUBLIC SAFETY, PUBLIC TRUST

PUBLIC WARNING AND INFORMATION