

# 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

# Public Warning/Public Information

## 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

# Public Warning/Public Information

## 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



PREVENT	PROTECT	MITIGATE	RESPOND	RECOVER
Planning	Planning	Planning	Planning	Planning
Public Information and Warning	Public Information and Warning	Public Information and Warning	Public Information and Warning	Public Information and Warning
Operational Coordination	Operational Coordination	Operational Coordination	Operational Coordination	Operational Coordination
Forensics and Attribution	Access Control and Identity Verification	Community Resilience	Critical Transportation	Economic Recovery
Intelligence and Information Sharing	Cybersecurity	Long-Term Vulnerability Reduction	Environmental Response / Health and Safety	Health and Social Services
Interdiction and Disruption	Intelligence and Information Sharing	Risk and Disaster Resilience Assessment	Fatality Management Services	Housing
Screening, Search and Detection	Interdiction and Disruption	Threats and Hazard Identification	Infrastructure Systems	Infrastructure Systems
	Physical Protective Measures		Mass Care Services	Natural and Cultural Resources
	Risk Management for Protection Programs and Activities		Mass Search and Rescue Operations	
	Screening, Search and Detection		On-Scene Security and Protection	
	Supply Chain Integrity and Security		Operational Communications	
			Public and Private Services and Resources	
			Public Health and Medical Services	
			Situational Assessment	



FEMA

# Public Warning/Public Information

## 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*)**

# Public Warning/Public Information

## 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*



# Public Warning/Public Information

## Project Manager & Plans Writer



[www.nvcrisiscommunicators.org](http://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. Once 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](mailto: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)

"Saving lives  
and protecting  
property..."

...with timely  
and informed notification"

AlertSense

#### KEY FEATURES

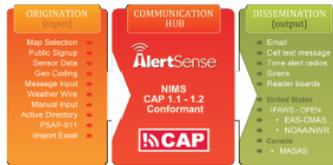
- Easy to use
- Web-based
- Permission-based
- Map-based (geo-code alerting)
- CMS Service
- Public signing forms
- Private communication
- Polling (any response/action)
- Voice calls (text-to-speech)
- Pre-priming (message templates)
- Conference calling
- Public callout capability
- Unlimited groups
- Reports & message monitoring
- EAS activation
- Automatic triggers (seismic, weather events, etc.)
- CAP 1.1 & 1.2 conformant

#### CERTIFICATIONS

- NIMS conformant
- Department of Homeland Security (DHS) Focused Emer-

**AlertSense:** An interoperable, first responder communication system with public warning, information sharing and coordination. Using a web-based secure private cloud infrastructure, MyStateUSA's AlertSense system enables any government agency, state, county, city, tribe, or corporation to immediately disseminate information to all levels of emergency response personnel, employees and concerned citizens.

- **Interoperable, Information, Instantly:** AlertSense is NIMS, CAP 1.1, 1.2 conformant to provide an interoperable hub allowing rapid dissemination to other applications and authorized recipients.
- **Web-based notification system:** AlertSense allows the message sender to be anywhere in the world as long as they have Internet access. Authorized agencies can activate EAS, and multiple recipients in a variety of formats: private and public alerts, warning systems, phones, email, text messages, sirens, posting to public web sites, and more.



ESi Acquisition, Inc. • 823 Broad Street, Augusta, GA 30901 • Fax: 706-826-9911 • Phone: 706-823-0911 • www.esi911.com

### ESi releases WebEOC® IPAWS CAP Messaging plugin

ESi is very pleased to announce the release of the WebEOC IPAWS CAP Messaging plugin.

Managed by FEMA, the Integrated Public Alert and Warning System (IPAWS) is a fully integrated, multi-platform system for warning U.S. citizens. With the IPAWS CAP Messaging plugin, WebEOC and WebEOC Town Square customers can send and receive Common Alerting Protocol (CAP) compliant alerts through IPAWS.



The IPAWS CAP Messaging plugin is available at no cost to all WebEOC and WebEOC Town Square customers who have an active maintenance plan. It is available for download from the [ESi Download Center](#). Documentation is packaged with the installer and is also available on the [ESi Customer Support & WebEOC Community Portal](#).

# Nevada's EAS/IPAWS/Amber Alert Portal

Call 208-639-6770

Login



HOME

ABOUT

CONTACT

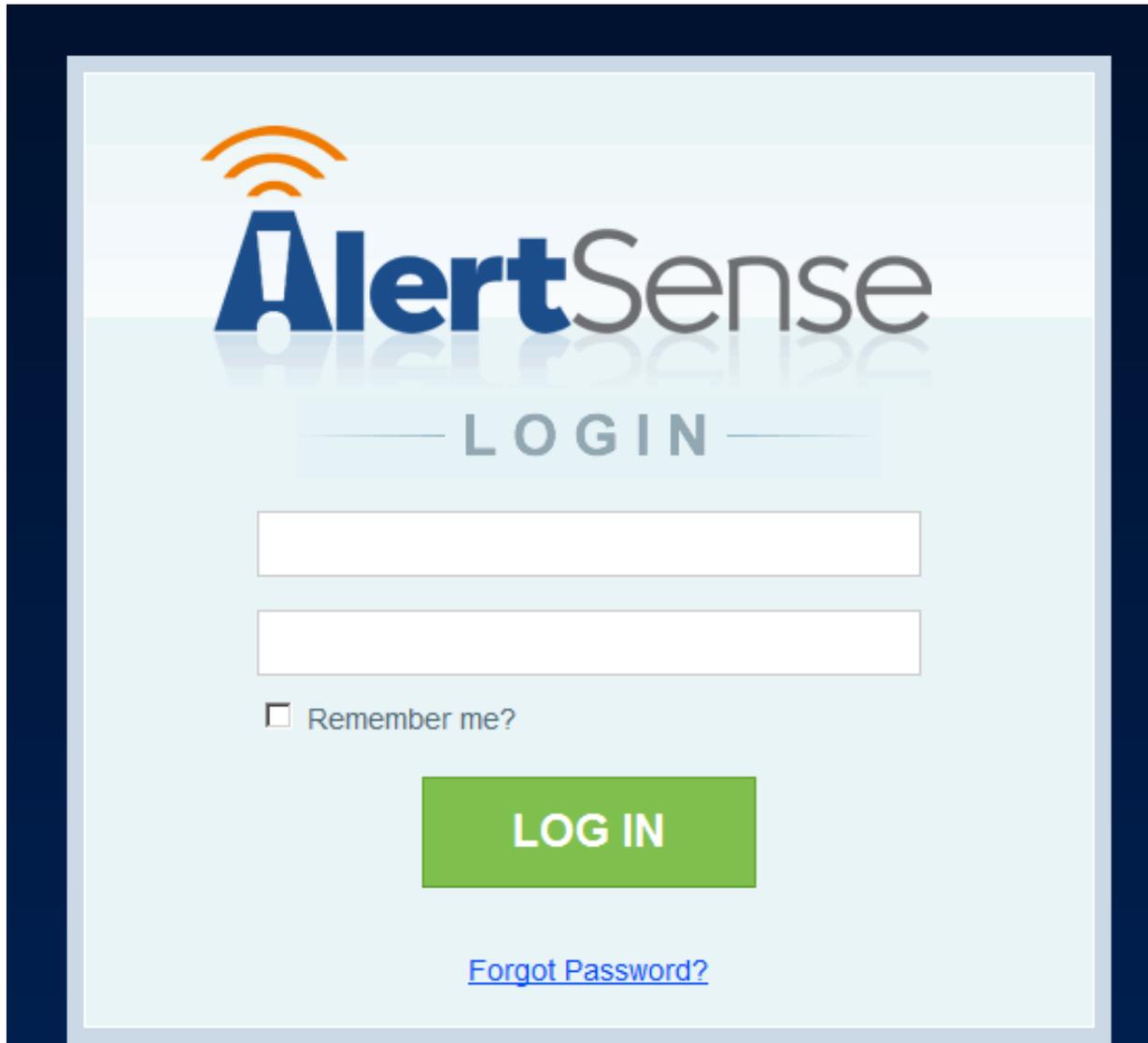
## Improving Your Communication Strategy

AlertSense couples the power of the internet with our advanced communications technology to provide a system that enables rapid exchange of information between the government and its citizens.

Read More



# Login Screen



The image shows a login screen for AlertSense. At the top, there is a logo consisting of an orange Wi-Fi symbol above the word "AlertSense" in a blue and grey font. Below the logo, the word "LOGIN" is centered in a light blue, spaced-out font. There are two white input fields for username and password. Below the password field is a checkbox labeled "Remember me?". A green button with the text "LOG IN" is centered below the checkbox. At the bottom, there is a blue link that says "Forgot Password?".

  
— LOGIN —

  
  
 Remember me?  
[Forgot Password?](#)

# Washoe County Dashboard

NV Washoe County

Aaron Kenneston

[Support](#)

[Sign Out](#)



**DASHBOARD**

**MESSAGES** ▾

**REPORTS** ▾

## Dashboard

### Messages

**SEND A MESSAGE**

Go to the Message Form  
to send a Message >>

### Message Reports

[Weekly Test](#)

First Washoe County required weekly test.

7/11/2013  
3:41:20 PM

[View More](#)

# Choose Type of Message

## Create Message

### Message Type

IPAWS-OPEN Endpoint LIVE - COG ID: 200082 

EAS  

CMAS  

# Determine Type of Message

## Create Message

### Message Type

IPAWS-OPEN Endpoint LIVE - COG ID: 200082 

EAS  

CMAS  

### Message Settings

Status  

Event Type  

Response Type  

Duration  

## 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



# Public Warning/Public Information

## Conduct Task Force Meetings

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



# Public Warning/Public Information

January 24, 2013

---

## **Task Force Meeting**

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



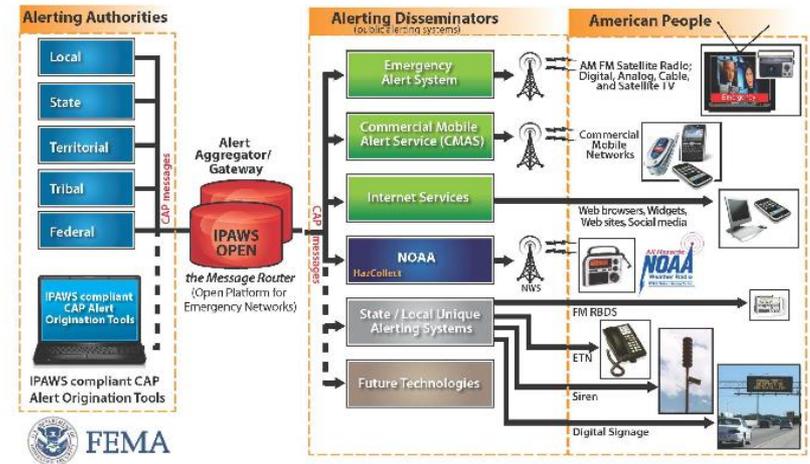
# Public Warning/Public Information

## March 13-14, 2013

- EAS/IPAWS Workshop
- Task Force Meeting

### IPAWS Architecture

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



National SILVER ALERT® Program *because time is of the essence*

HELPING THOSE WITH COGNITIVE DISORDERS,  
REGARDLESS OF AGE



# Public Warning/Public Information

May 7-9, 2013



The DHS, Nevada Homeland Security Commission-funded Public Warning and Public Information Initiative is announcing the second in a series of workshops

## WebEOC for Public Information

CMAS   AMBER ALERT   EAS   CAP   NWS   FEMA   WEA   IPAWS

**PRESENTER: JOHN O'DELL, ESI**

Please join us as John O'Dell presents tips, tactics, and techniques for effective information sharing using the WebEOC tool for Emergency Operations Center (EOC) personnel, Emergency Managers, Public Information Officers (PIOs), and regional partners.

**Workshop Dates:** May 7 • May 8 • May 9, 2013

**Workshop Location:** Washoe County Emergency Operations Center  
5195 Spectrum Blvd. Reno, NV 89512

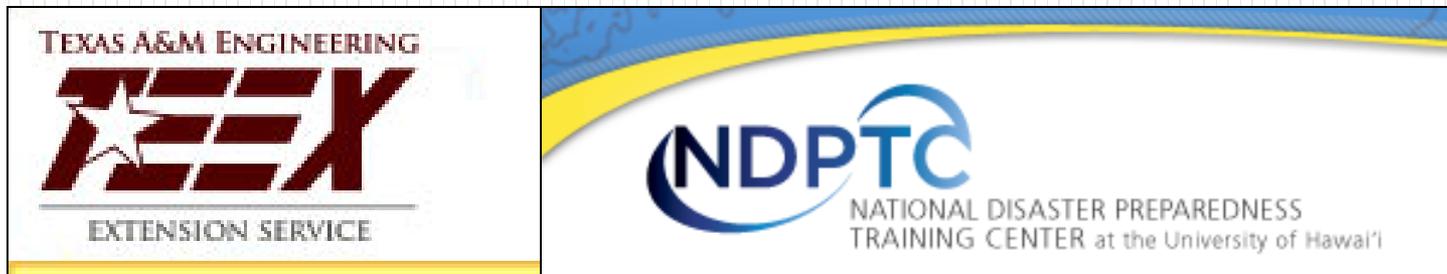
Register to attend online at [www.nvcrisiscommunicators.org](http://www.nvcrisiscommunicators.org)

More information about the training sessions is posted on the website [www.nvcrisiscommunicators.org](http://www.nvcrisiscommunicators.org)

# Public Warning/Public Information

July 23-24, 2013

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



# Public Warning/Public Information

## Regional Workshops

**FEMA** Emergency Management Institute

**Public Information Officer (PIO) Regional Workshops**

Two FEMA Emergency Management Institute Courses

**IS-29: Public Information Officer Awareness**

Workshop includes:

- EAS
- IPAWS
- Public call taking
- PIO/Press Releases
- Social Media

Sponsored by the Nevada Public Warning/Public Information Initiative

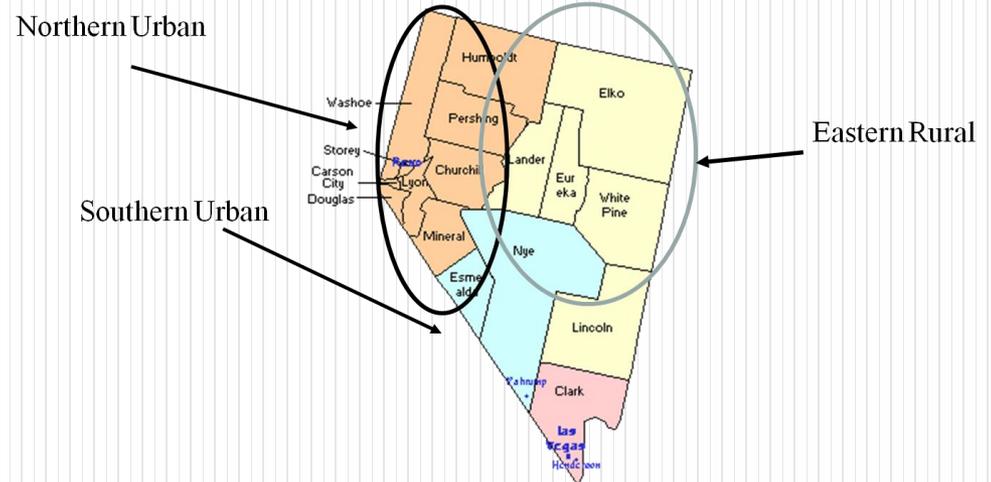
**IS-702.A NIMS Public Information**

Actual incident case studies lessons learned

**Three Regional Workshop Locations**

Southern Nevada	Eastern Nevada	Northern Nevada
Las Vegas	Elko	Reno
June 5-6, 2013	August 7-8, 2013	September 10-11, 2013
Tuscany Hotel 255 E. Flamingo Road Las Vegas, NV 89169	Great Basin College 1500 College Parkway Elko, NV 89801	Washoe County EOC 5195 Spectrum Blvd. Reno, NV 89512

Register to attend online at [www.nvcrisiscommunicators.org](http://www.nvcrisiscommunicators.org)



# Public Warning/Public Information

November 21, 2013



- Statewide Seminar
- Final Deliverables
- Discuss State RFI responses



# Public Warning/Public Information

A State of Nevada Department of Homeland Security Initiative

---

## Questions?

Please remember to complete the survey...



PUBLIC WARNING AND INFORMATION