

IPAWS

AMERICA'S SYSTEM FOR LOCAL EMERGENCY ALERTS

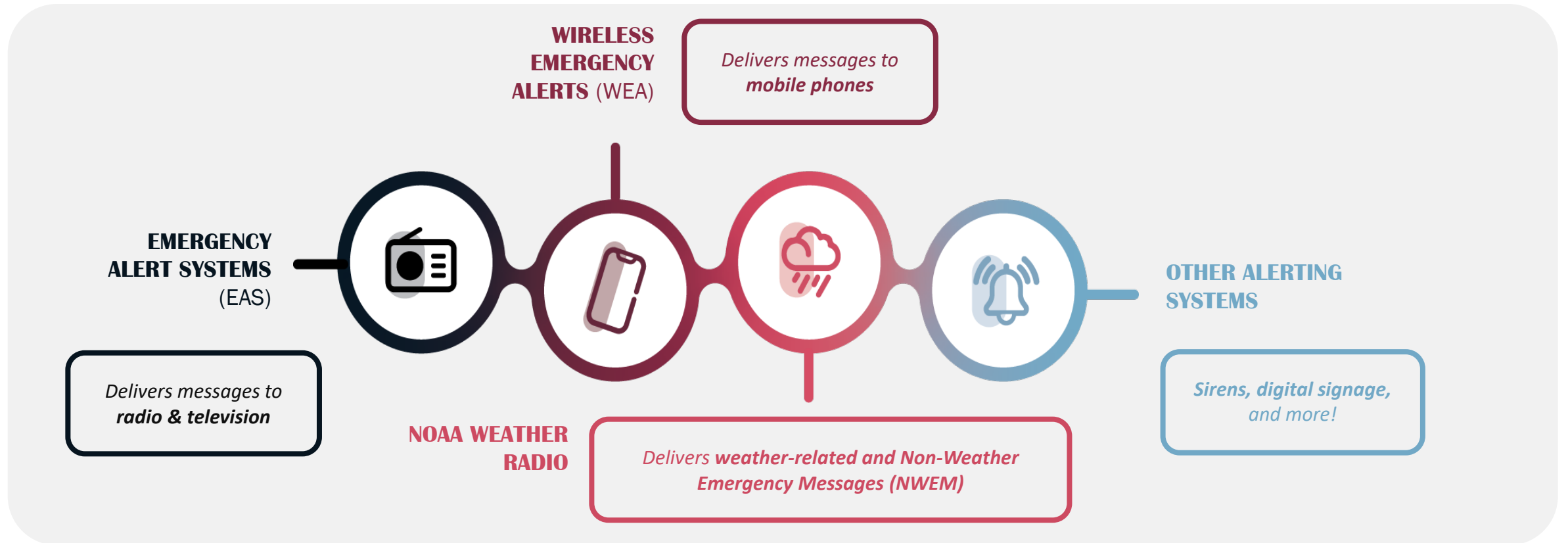
EMERGENCY COMMUNICATION WITH THE PUBLIC - BEFORE, DURING, AND AFTER DISASTERS

10 September 2024



FEMA

IPAWS BACKGROUND AND KEY ALERTING PATHWAYS



IPAWS AND THE BROADCASTING COMMUNITY

The Emergency Alert System (EAS) depends on our nation's radio and TV broadcasters, cable TV, wireless cable systems, satellite and wireline operators to disseminate the public safety messages they receive from IPAWS.

IPAWS deeply values the cooperation of broadcasters and telecommunications partners in keeping communities safe through distributing targeted emergency alerts nationwide.



IPAWS IS CONNECTING WITH BROADCASTERS



PROGRAMMING AND OUTREACH

Discussion of Practical Alerting Problems and Solutions With Emergency Managers

Scenario-based Exercises with each element of alert and warning

Visits to Local Alert and Warning Infrastructure

Networking with Attendees to strengthen local alerting

Vision for the Future of Alerting

Executive-level Meetings with Local Leaders

CONTINUITY THROUGH THE NATIONAL PUBLIC WARNING SYSTEM (NPWS)

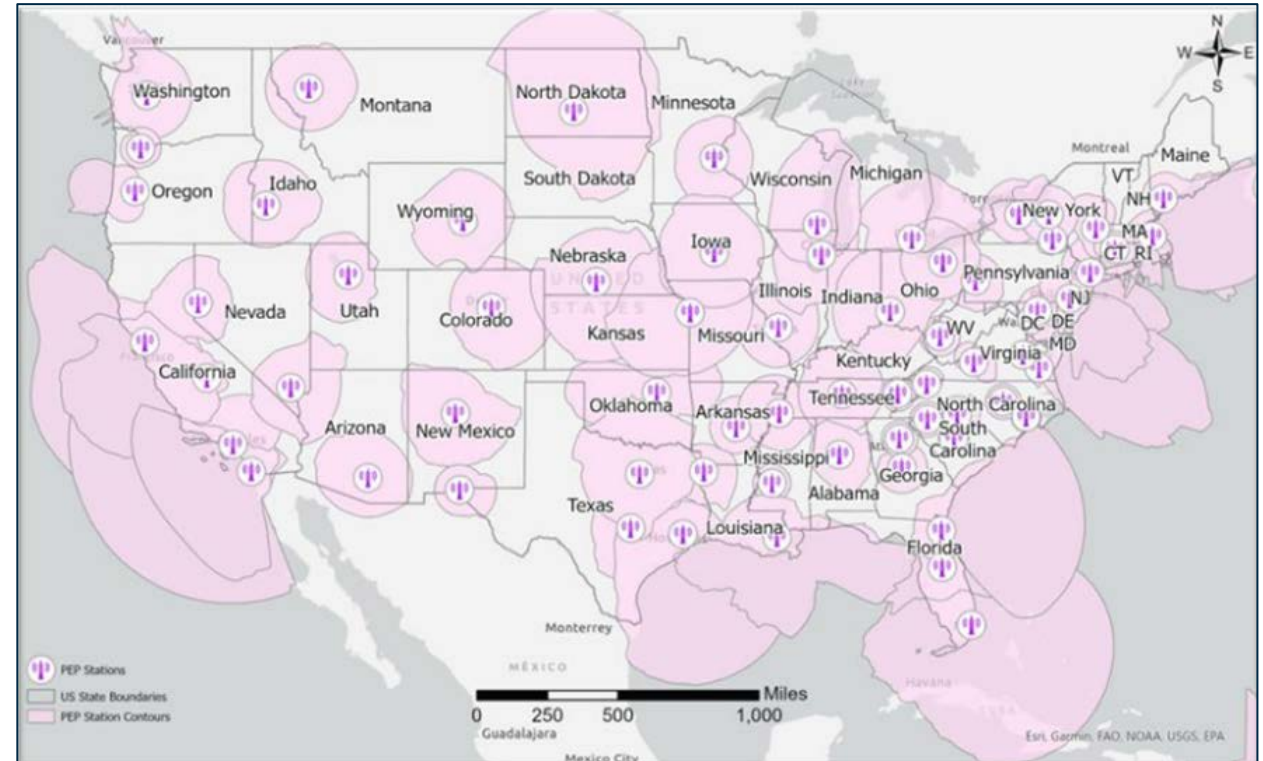
- The National Public Warning System (NPWS), also known as Primary Entry Point (PEP) stations, are radio broadcast stations that work with FEMA to provide emergency alert and warning information to the public before, during and after incidents and disasters.
- The FEMA NPWS also serves as the primary source of initial broadcast for a national alert.
- NPWS stations are equipped with back-up communications equipment and power generators designed to enable them to continue broadcasting information to the public during and after an event.
- The NPWS can directly reach more than 90% of the U.S. population and ensures that under all conditions the President can alert and warn the public.



THE POWER OF PEP (PRIMARY ENTRY POINT) STATIONS

PEP stations are co-located with existing radio stations and provide backup in an emergency. They are hardened to withstand natural disasters and acts of terrorism and deliver a resilient emergency alert system.

There are 77 PEP stations across the U.S. that can reach 90% of the US population during emergencies.



IPAWS AND EMERGENCY COMMUNICATIONS WITH THE PUBLIC

IPAWS encourages a holistic approach to emergency communications with the public and provides support to empower Alerting Authorities, including:



TRAINING



**PROGRAM
PLANNING**



**TOOLS AND
RESOURCES**



OPPORTUNITIES FOR BROADCASTERS

Adopt Advanced Telecommunication Systems Committee (ATSC) 3.0 Standards



Upgrading to ATSC 3.0 is the first vital step to empowering rich media and greater precision targeting in alerting.

Ensure you are Receiving and Distributing Alerts



Check the status of your encoders and decoders and immediately air EAS alerts and Test Alerts.

Engage with the Emergency Alerting Community



Coordinate between broadcasters, emergency managers, and device manufacturers to innovate and improve alerting best practices.



THE FUTURE OF IPAWS



IPAWS is looking at the **integration of satellites** to provide a higher level of resilience and continuity to emergency communication with the public.



IPAWS will continue expanding **partnerships and capabilities** like HD Radio and Broadcast, SiriusXM, native application developers, the automobile industry, and more



IPAWS continues identifying opportunities to integrate **accessibility solutions** into IPAWS.



IPAWS will continue expanding integration with **smart technologies** and smart kiosks, smart home technology, and more.



IPAWS will continue encouraging, supporting adoption of **Advanced Television Systems Committee 3.0 Standards (ATSC 3.0)**



IPAWS developing an optional **training certification program** to upskill and empower the Alerting Authorities.



IPAWS is developing a **software certification program** to ensure a more consistent standard for Alert Origination Software and encourage reliability, security, continuity, and resiliency.



Q&A

THANK YOU!
THE FLOOR IS NOW OPEN FOR QUESTIONS.



FEMA

LEARN MORE:

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