



WELCOME

SBE Chapter 59

Kansas City,
MO/Kan

Jan. 13, 2011



Bruce Robertson - Digital Alert
Systems



Before we start...

- Please sign the sheet or drop off a business card
- Comments or questions at any time



DASDEC™-II

Three Irrefutable Laws of EAS

Law 1. It's not going away

Law 2. It will continue to change

Law 3. You must comply

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Law 1. It's not going away

- **1951** CONELRAD – AM radio - 640 or 1240 KHz
- **1963** Emergency Broadcast System (EBS) – two tone alert and operate at assigned frequency
- **1990** President George H. Bush directs development of a system to speak to the country
- **1994** EBS changed to Emergency Alert System (EAS) with new operation and communications defined
- **1997** FCC requires EAS compliance for Broadcasters
- **1998** FCC requires EAS compliance for large cable systems
- **2002** FCC requires EAS compliance for small cable systems
- **2007** EAS compliance mandated for IPTV and Satellite providers

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Law 2. It will continue to change

- 1951 CONELRAD – AM radio - 640 or 1240 KHz
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- 2002 FCC requires EAS compliance for small cable systems
- 2007 EAS compliance mandated for IPTV and Satellite providers
- 2008 **Next generation to include Common Alerting Protocol (CAP)**
- 2010 **Sept 30 FEMA publishes the CAP addition & starts compliance clock**

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* * * BREAKING NEWS * * *

- September 30, 2010
 - FEMA announces adoption of CAP v1.2 standard
- Per FCC Part § 11.56

EAS Participants receive CAP-formatted alerts.

Notwithstanding anything herein to the contrary, all EAS Participants must be able to receive CAP-formatted EAS alerts no later than 180 days after FEMA publishes the technical standards and requirements for such FEMA transmissions.

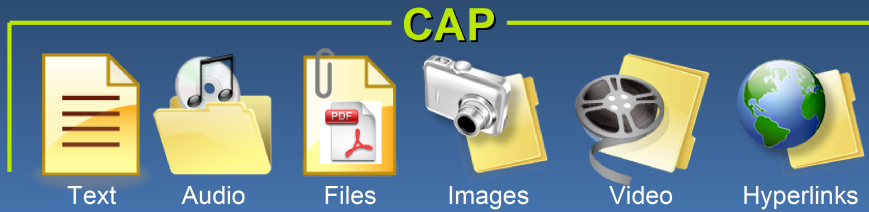
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Evolution of EAS – What's Next

Common Alerting Protocol (CAP)

- CAP is an XML (eXtensible Markup Language) file format for exchanging public warnings and emergencies between alerting technologies
- CAP is an internationally accepted standard
- Endorsed by FEMA to upgrade EAS & other emergency communications
- Comprises a number of optional elements

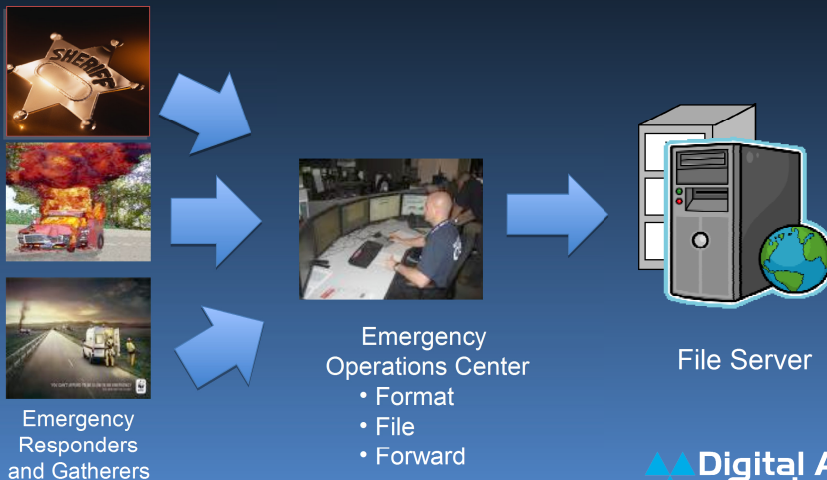


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Putting Together a CAP Message

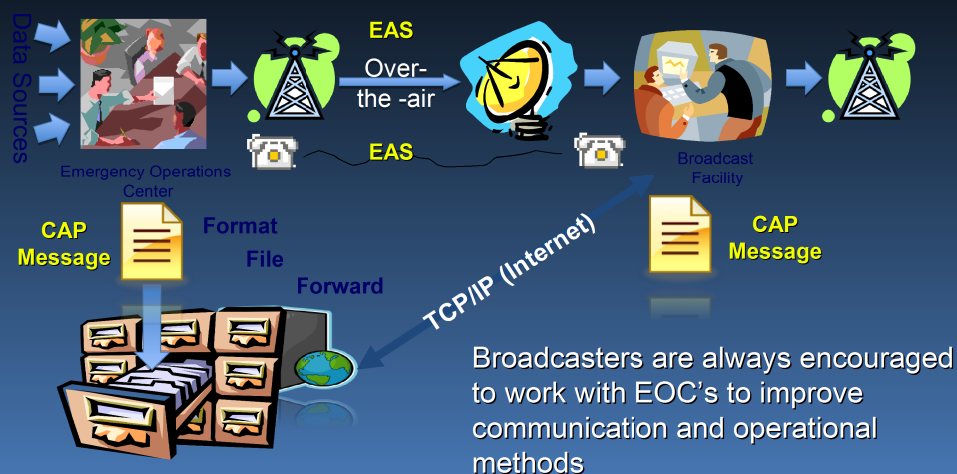
Common Alerting Protocol (CAP)



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EAS/CAP – How it all Fits



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Reasons for Optimism

- CAP points us in the right direction by:
 - Addressing two major EAS criticisms
 - Lack of detail
 - Lack of updates
 - State & Local EOCs assume greater responsibility
 - FEMA Statement – NAB 2009
 - Provides broadcasters substantially more details from an authenticated source
 - Improved communications to audience

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What is IPAWS?

- Integrated Public Alert & Warning System (IPAWS)
- Executive Order 13407
- Program: Recent Developments in Alert Aggregation and Dissemination Technologies
- How does it fit with EAS/CAP?

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Where we're heading

Provide Timely Alert And Warning To The American People To Preserve Life And Property



Alerting Authorities;
Local, State, Federal



IPAWS Services



Television



Radio



Cell Phone



Computer

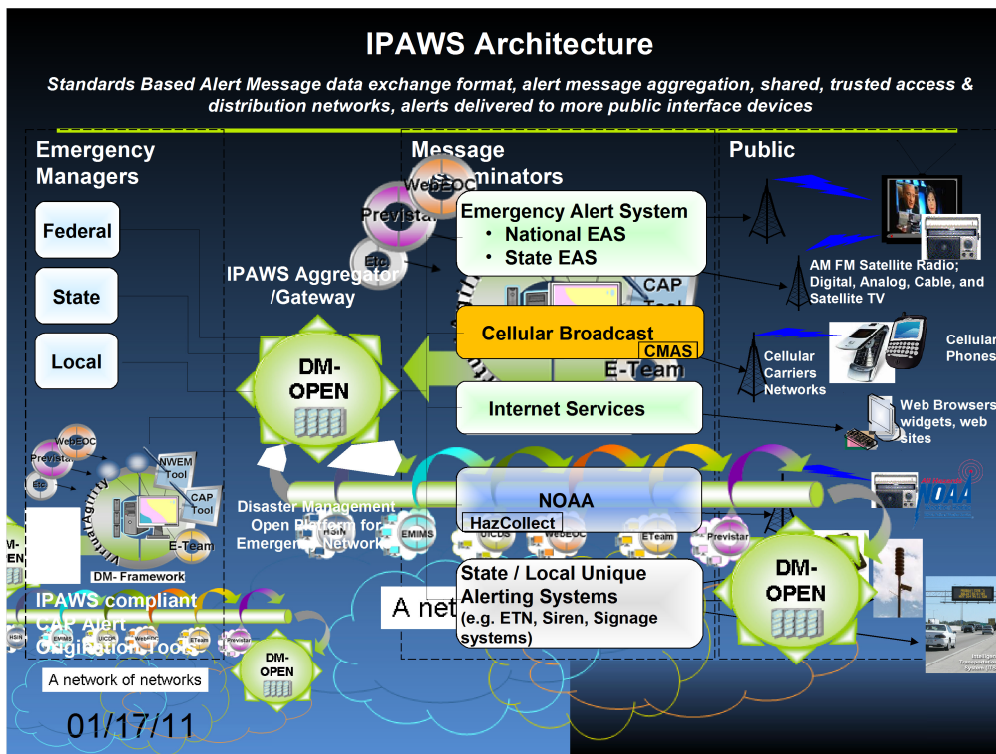


Home Phone



Public Signage

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Alaska's EAN Test – January 2010

- First time an EAN has been “issued”
- A qualified “success”
- Pointed out significant problems with EAS:
 - Daisy-chain structure
 - Lack of redundancy
 - Gaps in coverage
 - Lack of training and testing



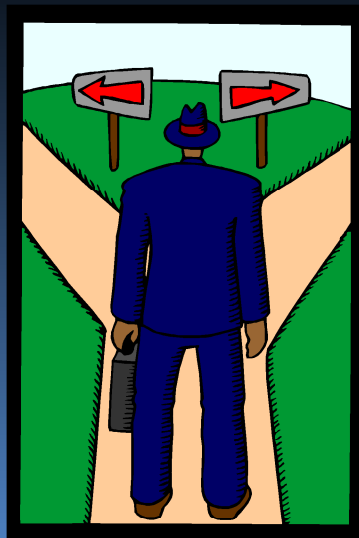
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Law 3. You Must Comply

- EAS compliance is mandated by the FCC
- The FCC Enforcement Bureau (EB) is becoming more stringent
- Fines are being levied with no impunity
 - American Samoa
 - KWVE
- Do you have some examples?

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The Road to Compliance



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The Road to Compliance

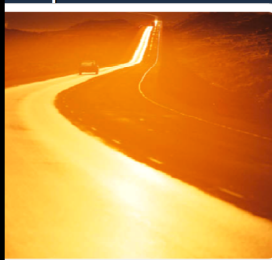
Road One

- CAP to EAS “Translator”



Road Two

Capable EAS



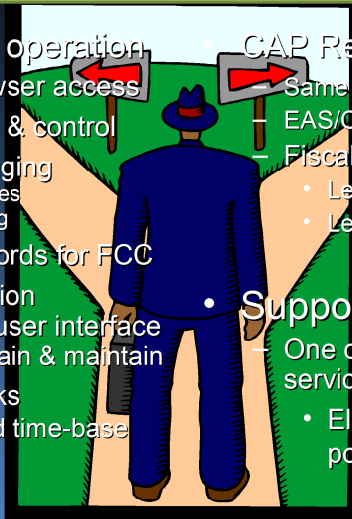
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The Road to Compliance

Benefits of an Integrated EAS / CAP Package :

- Improved EAS operation
 - Standard browser access
 - Monitoring & control
 - File-based logging
 - No paper tapes
 - Re-forwarding
 - Electronic records for FCC
 - Unified operation
 - Improved user interface
 - Easier to train & maintain
 - Accurate clocks
 - Referenced time-base
- CAP Ready
 - Same open browser access
 - EAS/CAP shared interface
 - Fiscal responsibility
 - Less cost to service
 - Less cost to support
- Support
 - One company provides service & support
 - Eliminate finger pointing



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The Road to Compliance

Total Cost of Ownership - Consider the 3 Laws

- **Law 1.** It's **not** going away
 - Equipment choices have a long-term consequence
 - Long term commitment for you & for the manufacturer
- **Law 2.** It will **continue** to change
 - Equipment must be flexible
 - Built on standard platform with powerful software options
- **Law 3.** You must comply
 - With current and pending requirements



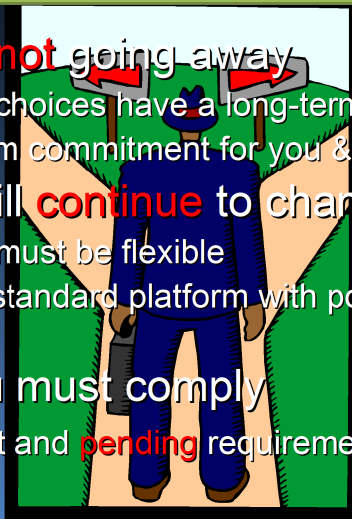
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The Road to Compliance

- Where we started
- What' being added
- New input requires the addition
- Coming together in one box



Next Generation Encoder/Decoder

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The Road to Compliance

For Multiple Station Responsibility - Start a Test Bed

- The Clock has started!
 - FEMA's announcement on 9-30-10 means a compliance deadline of March 29, 2011 — Sept 30, 2011
- A Test Bed provides:
 - Direct, hands-on implementation experience
 - Work out the kinks now – before compliance mandate
 - A small monetary investment
 - Assures right choice prior to larger commitment
 - A consolidated understand of long-term operational requirements
 - The best vendor evaluation - we invite comparison
 - Know you can trust the manufacturer for support

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Questions

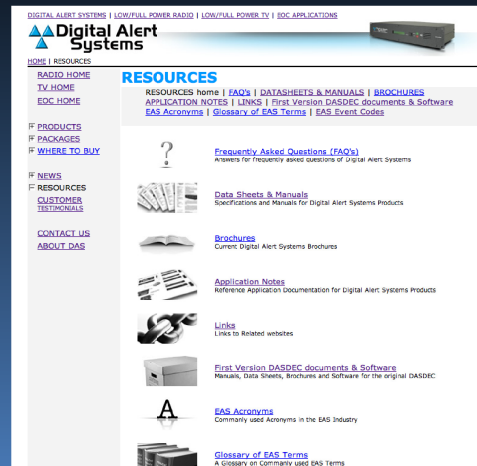


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For More Information

- Visit www.digitalalertsystems.com
- Select **RESOURCES** for
 - *Links to other EAS sites*
 - *EAS Acronyms decoded*
 - *Glossary of EAS terms*



DIGITAL ALERT SYSTEMS | LOW/POWER RADIO | LOW/POWER TV | SOC APPLICATIONS

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[EAS Acronyms](#) | [Glossary of EAS Terms](#) | [EAS Event Codes](#)


 [Frequently Asked Questions \(FAQ's\)](#)
Answers for frequently asked questions of digital alert systems


 [Data Sheets & Manuals](#)
Specifications and Manuals for Digital Alert Systems Products


 [Brochures](#)
Current Digital Alert Systems Brochures

 [Application Notes](#)
Reference Application Documentation for Digital Alert Systems Products

 [Links](#)
Links to Related websites

 [First Version DASDEC documents & Software](#)
Manuals, Data Sheets, Brochures and Software for the original DASDEC

 [EAS Acronyms](#)
Commonly used Acronyms in the EAS Industry

 [Glossary of EAS Terms](#)
A glossary on Commonly used EAS Terms

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Thank You

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Thank You

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YOUR PARTNER on the **ROAD** to **EAS COMPLIANCE**

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