Jackson County Local Plan

Emergency Alert System (EAS)

November 19, 2002
CONFIDENTIAL DOCUMENT
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TABLE OF CONTENTS

Emergency Alert System
LOCAL PLAN

I. PURPOSE

This plan was written by the Jackson County Broadcast Market Local EAS Committee. The EAS is used to disseminate emergency information and warnings to the general public at the request of Local, State, and Federal Officials. The Local EAS may be activated on a day to day basis in response to emergencies such as: severe weather, catastrophic power outages, floods, civil disorders, industrial accidents, or any occurrence which poses a danger to life or property. The purpose of this plan is to explain and provide procedures for the broadcast and cable industry and the emergency management community.

A WORD OF CAUTION: The emergency management/services community has acquired a valuable tool in gaining direct access to all area broadcasters and cable operators via the EAS. The EAS is intended to be used only in the event of a very serious emergency, when time is truly of the essence to prevent the loss of lives or property. The decision to activate the EAS rests with EMERGENCY MANAGEMENT PERSONNEL, not with broadcasters. Some broadcasters and cable operators will have their EAS equipment operating in the AUTOMATIC mode, either part of the day or continuously. All broadcasters and cable operators are participating in the EAS on a voluntary basis.

II. AUTHORITY AND REFERENCES

This plan is developed under the authority of Title 47 USC 151,154 (I) and (o), and 303 (g) Chapter I, 524(g) and 606, and 47 C.F.R. parts 11 and 73 of the Federal Communications Commission Rules and Regulations as it pertains to local operational use of the Emergency Alert System.

III. INTRODUCTION

The Emergency Alert System (EAS) is composed of AM, FM, and TV broadcast stations and cable television operating on an organized basis during emergencies at national, state and local levels. It provides an efficient means for the dissemination of standardized emergency information, through the use of participating broadcast stations and cable operators. This plan provides procedures for public officials, and the broadcast and cable industries, to allow dissemination of emergency information and warnings to the general public. Such emergency information will be broadcast at the request of federal, state, and/or local officials. This plan may be activated in response to any emergency that poses an immediate threat to life or property including, but not limited to, severe weather, catastrophic power outages, floods, terrorist events, civil disturbance, hazardous materials incidents, and national security emergencies. Acceptance of, or participation in, this plan does not prohibit a licensee of a station from exercising independent judgment and responsibility in any given situation. Stations originating emergency communications shall be deemed to have conferred rebroadcast authority. Participation in this or any other local plan is at the discretion of the individual broadcast station or cable television operation.

IV. ACTIVATION AUTHORITIES

A. National Level EAS

In a national emergency, the President directs activation of the EAS to provide a means of addressing the public on very short notice. During a National-level EAS, the EAS Local Plan may also be activated if a local emergency arises.

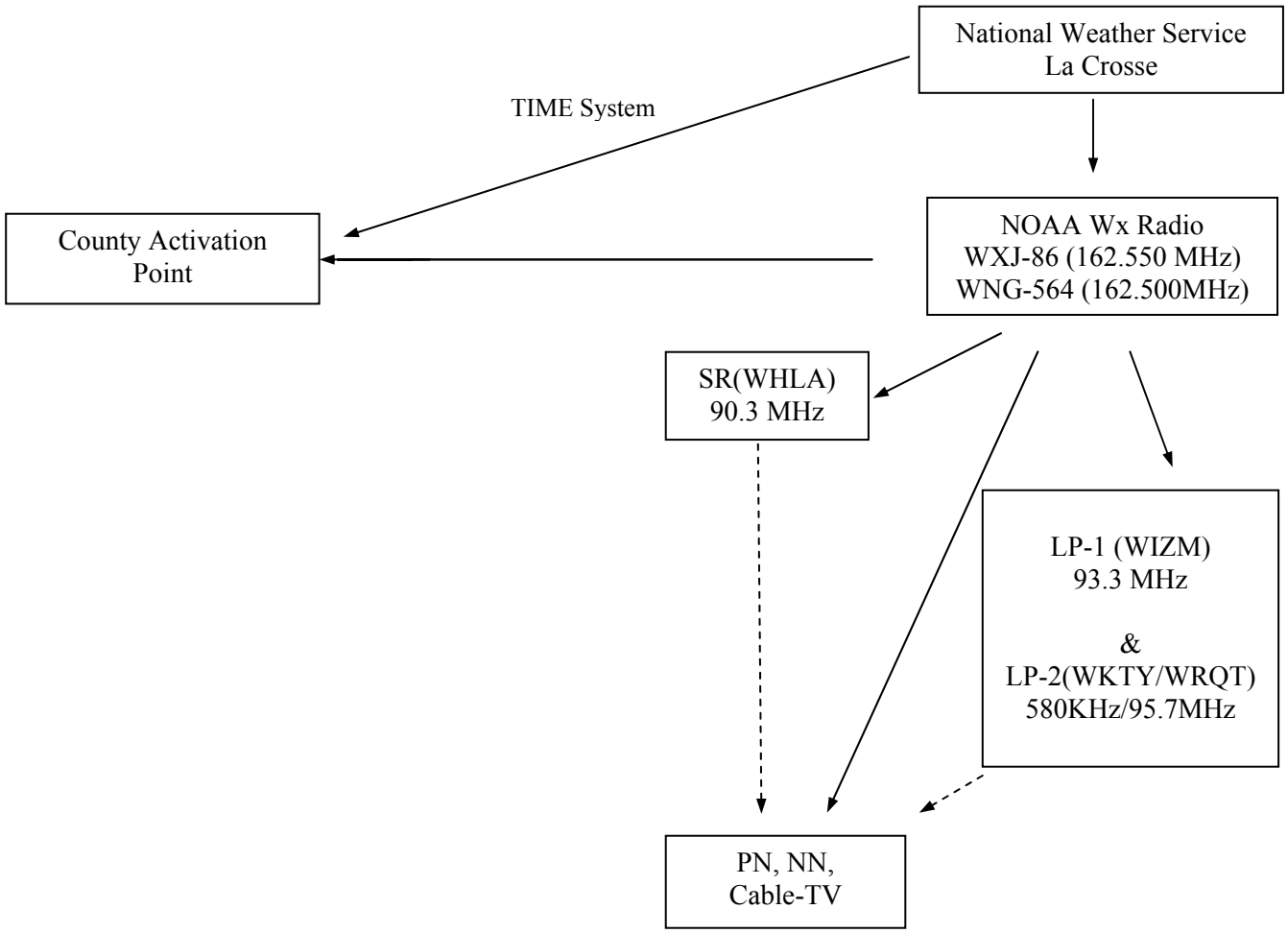
B. National Weather Service EAS

The National Weather Service (NWS) has authority to activate the EAS during times of severe weather conditions. For the purposes of this plan, the La Crosse Office of the NWS will activate the EAS in the Local Area in the cases of:

- Severe Thunderstorm Watch (SVA)
- Severe Thunderstorm Warning (SVR)
- Tornado Watch (TOA)
- Tornado Warning (TOR)
- Flash Flood Watch (FFA)
- Flash Flood Warning (FFW)
- High Wind Warning (HWW)

Figure 1 on the following page shows the redundancy of individual Weather Alert System paths to the Local Broadcaster and Cable Operator. (Also, see page 10 of the Wisconsin State EAS Plan.)

Weather Alert System
Redundancy of Individual Paths to Local Broadcaster/Cable



National Weather Service - La Crosse Office - NOAA Wx Radio (WXJ-86)
Originates all SAME/EAS weather alerts (162.550 MHz)
Originates all SAME/EAS weather alerts (162.500 MHz)

→ Primary path
⇢ Secondary path/relay

Figure 1

C. State Level EAS

Activation of the Wisconsin EAS will be authorized by the Governor or by a designated representative. Activation of the Wisconsin EAS will be in accordance with the State EAS Plan issued separately from this plan. Wisconsin EAS activation shall originate from the State Office of Emergency Management, and be relayed to Wisconsin Public Radio for statewide relay. An activation of the EAS Local Plan will take precedence over a State EAS activation.

D. Local Level EAS

Activation of the Local EAS by any elected or appointed public official is authorized whenever the threat to life requires that immediate protective actions be taken by a sizable portion of the population in all or part of the local area. Activation of the Local EAS will be coordinated through the Jackson County Sheriff's Department activation point. The activation point will be the County 911 Communications Center. If an emergency occurs within a single jurisdiction requiring the issuance of immediate life saving information, public officials in that jurisdiction may request activation of the EAS. Activating officials must assure that their jurisdiction's Emergency Management Office or Warning Point is notified so that other operational area participants can be notified. If an emergency occurs which is impacting or may impact multiple jurisdictions in the local area, the decision to activate the Local EAS must be coordinated between all of the impacted jurisdictions. This will allow a single standardized message to be relayed to the affected population. Each jurisdiction located in the EAS Local Area will develop and distribute local procedures to appropriate public officials. It is important that public officials understand the use of the EAS and use it only when it is the most appropriate method of getting initial lifesaving information to the public. Due to the automated nature of the EAS system, EAS activation will result in a SINGLE BROADCAST, that is, the same information will not be repeated at specified intervals. After EAS activation, further information will be considered as a news item to be covered by local media outlets. The EAS system may be reactivated if the emergency situation escalates and the life-saving instructions to the affected population must be updated immediately. Emergency information to be disseminated through activation of the EAS must be very clear, concise, brief, and simple. If detailed information is to be provided (e.g. addresses or phone numbers), listeners should be instructed to tune to their normal stations for repeat of the information. There is a MAXIMUM LENGTH OF ONE MINUTE for this information. Local officials requesting activation must assign a Public Information Officer to handle follow-up questions from the media and public, in addition to activating the EAS.

Figure 2 on the following page shows the Local EAS and its routes to the public.

Jackson County EAS Local "Web"
Routes to the Public

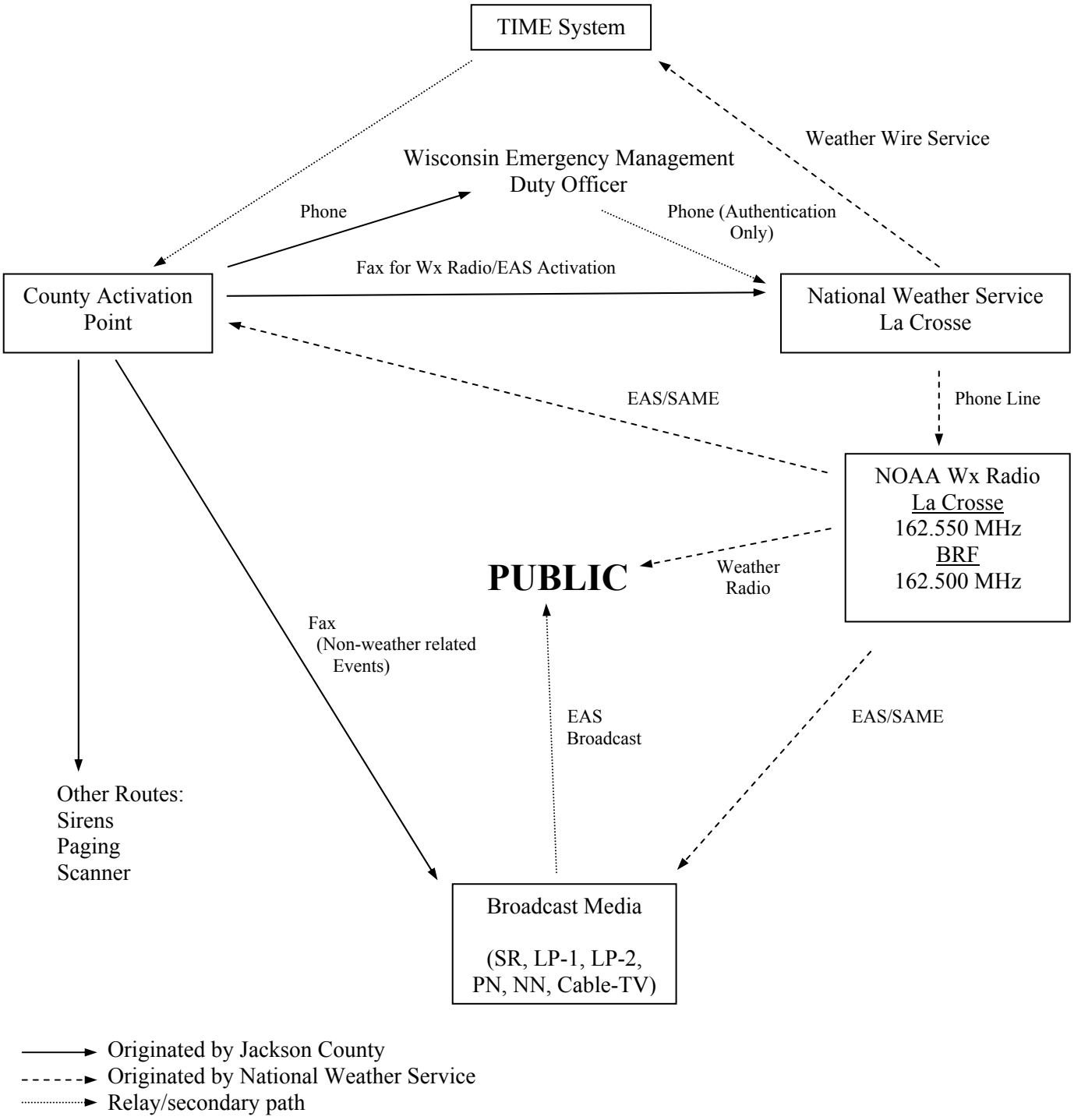


Figure 2

V. KEY EAS STATIONS

As a backup to the Weather Alert System, a county activation point can request activation of the Local EAS as outlined in the *Activation Procedures for LP-1 and LP-2 Station Personnel* {VII. C, page 11} and *Local Activation Guidance* {Annex A, page 16}. Radio station WIZM-FM 93.3 MHz serves as the Local Primary Station (LP-1) for the EAS Local Area. Radio stations WKTY/WRQT 580 KHz/95.7 MHz serve as the Alternate Local Primary Station (LP-2).

Some of these numbers are unlisted. Please do not distribute to the general public.

LOCAL PRIMARY (LP-1): WIZM-FM, La Crosse, WI

Studio Hotline: [redacted] (Staffed 24/7)
Newsroom: (not always attended)
News fax: (not always attended but is accessible by on-air personnel

News Director:
Office:
E-mail:

ALTERNATE LOCAL PRIMARY (LP-2): WKTY/WRQT, La Crosse, WI

Same facility as LP-1 above.

Studio Hotline: [redacted] (Staffed 24/7)

ENGINEERING FOR LP-1 AND LP-2:

Engineering E-mail pagers: [redacted]

Chris [redacted], chief Engineer, /West WI EAS Coordinator
Office/Truck:
Fax:
E-mail:

Eric Papenfuss, Assistant Chief Engineer
Office/Cell:
E-mail:

VI. LOCAL ACTIVATION

To verify that a request for EAS activation is necessary, the official will follow *Local Activation Guidance*, located in Annex A, page 16.

VII. ACTIVATION PROCEDURES

A. Procedures for Local Officials

Any local elected or appointed public official or public safety command officer may request activation of the Local EAS. This includes commissioners, emergency managers, police or fire officials, or other public safety officers involved in the management of a major incident. Determination of authority to request activation of the Local EAS rests with local officials, not with broadcast station personnel. For the purposes of the Local Plan, local activations of the EAS will use the Civil Emergency Message (CEM) code only (until all area broadcasters update their EAS units). A current and complete list of EAS event codes appears on page 25.

1. Complete the EAS Activation Checklist for your jurisdiction. This checklist is located in Annex A, Local *Activation Guide*, page 16.

2. Develop the emergency message to be broadcast. Follow the format guidance provided in Annex B, pages 17 – 21, *Sample EAS Messages*. Prepare the message that is to be read "live" by the NWS's synthesized voice. Emergency messages should be brief, yet clearly outline the following:

- Source of the message with name and title
- Nature of the event and a description of the hazard
- Location of the event and affected area
- Time frame for those at risk to take action
- Guidance for Public Protection

The maximum length of the message should be kept to less than one minute. The EAS should only be used as a means of getting the attention of the at-risk population. If a message longer than one minute is necessary to convey all relevant information, draft the EAS message as an initial notification. Subsequent messages containing addition or follow-up information can be faxed to local media outlets to be covered as a news item.

See Annex B, pages 17 - 21, *Sample EAS Messages*.

3. Contact appropriate activation point, identify yourself, and advise that you need to activate the Local EAS. Fax to the Activation Point, using official letterhead, a copy of the text of your message.

4. Activation point personnel will prepare your EAS alert for broadcast.

5. Local officials are required to appoint a Public Information Officer to handle follow up information to the Activation Point, and to handle news inquiries.

ACTIVATION PROCEDURES *continued*

B. Procedures for Activation Point personnel

1. Authenticate the identity of the local official wishing to activate the Local EAS. Ensure that all necessary details of the emergency have been received at the activation point.

2. Contact the operational meteorologist at the National Weather Service Office in La Crosse by:
   a. Direct phone line (See page 22 for numbers)
   b. Direct radio contact from Jackson County Communication Center to La Crosse County Communication Center (155.430)
   c. Amateur Radio at NWS office (146.970)

Identify yourself. Inform the operational meteorologist of the details of the local request for activation of the weather radio alert system for a SAME/tone alert message.

3. Fax to the National Weather Service Office in La Crosse [redacted] a copy of the message text. This will enable the transmission of the alert message on WXJ-86, NOAA Weather Radio in La Crosse and WNG-564 in Black River Falls, providing for both the activation of individually owned, SAME-compatible weather alert radios and an entry point into the Emergency Alert System. Authentication and authorization from the Wisconsin Emergency Management Duty Officer is required in order for local messages to be transmitted over NOAA Weather Radio. Since most broadcast stations monitor WXJ-86 or WNG-564 as part of the weather alert system, NOAA Weather Radio transmission will be the primary entry point for the origination of Local EAS messages. The alert will then be relayed by participating broadcasters through the network of participating broadcast stations and cable television operations.

4. La Crosse National Weather Service Office will telephone the Jackson County E911 Center to authenticate the fax from Jackson County.

5. Fax to all local media outlets, using official letterhead, a copy of the message text. This will serve as an EAS authentication for the broadcast media as well as a text source to be entered in a character generator for television text crawl.

6. The activating official will have appointed a Public Information Officer. This will be for follow-up information, and to handle news inquiries.

7. In the event of a widespread failure of the EAS distribution system, this information may be relayed to La Crosse County Emergency Communications Center by telephone, fax, messenger, or any other appropriate means necessary to pass to La Crosse National Weather Service to activate the Local EAS.

Note: Considering the weather situation, the Activation Point may request that the alert message be repeated regularly in the NOAA Weather Radio broadcast cycle. Repeated broadcasts will be the voice portion of the message only. Repeated messages will not be SAME or tone alert messages. If repeat broadcasts are requested, be sure to notify the Weather Service when the event has concluded so that the message can be removed from the broadcast cycle.

ACTIVATION PROCEDURES *continued*

C. Procedures for LP-1 and LP-2 station personnel

LP-1 and LP-2 stations have agreed to forward the following activations of the EAS for the Local Area:

- Civil Emergency Message (CEM) (To be used until all area broadcasters update their EAS units. CEM will be used by State following these updates.)

A current listing of the FCC-approved EAS Event Codes appears on page 25. Future, codes will expand the Event Codes list and should allow for greater hazard specificity.

1. Relaying EAS Messages

a. Be prepared for the alert to be received by your EAS decoder. If operation of the EAS encoder/decoder is set to **Automatic mode**, monitor the encoder to ensure that the alert is relayed.

b. If operation of the EAS encoder/decoder is set to **Manual mode**, the alert must be re-transmitted as soon as possible after receipt. Relay the Alert. This will forward the alert to the Participating Stations in the Local Area for broadcast to the general public.

c. If necessary, read the alert details at timed intervals during programming breaks for greater coverage to the general public.

d. Make notification of an EAS activation in the Station Operating Log.

D. Procedures for Participating Station personnel

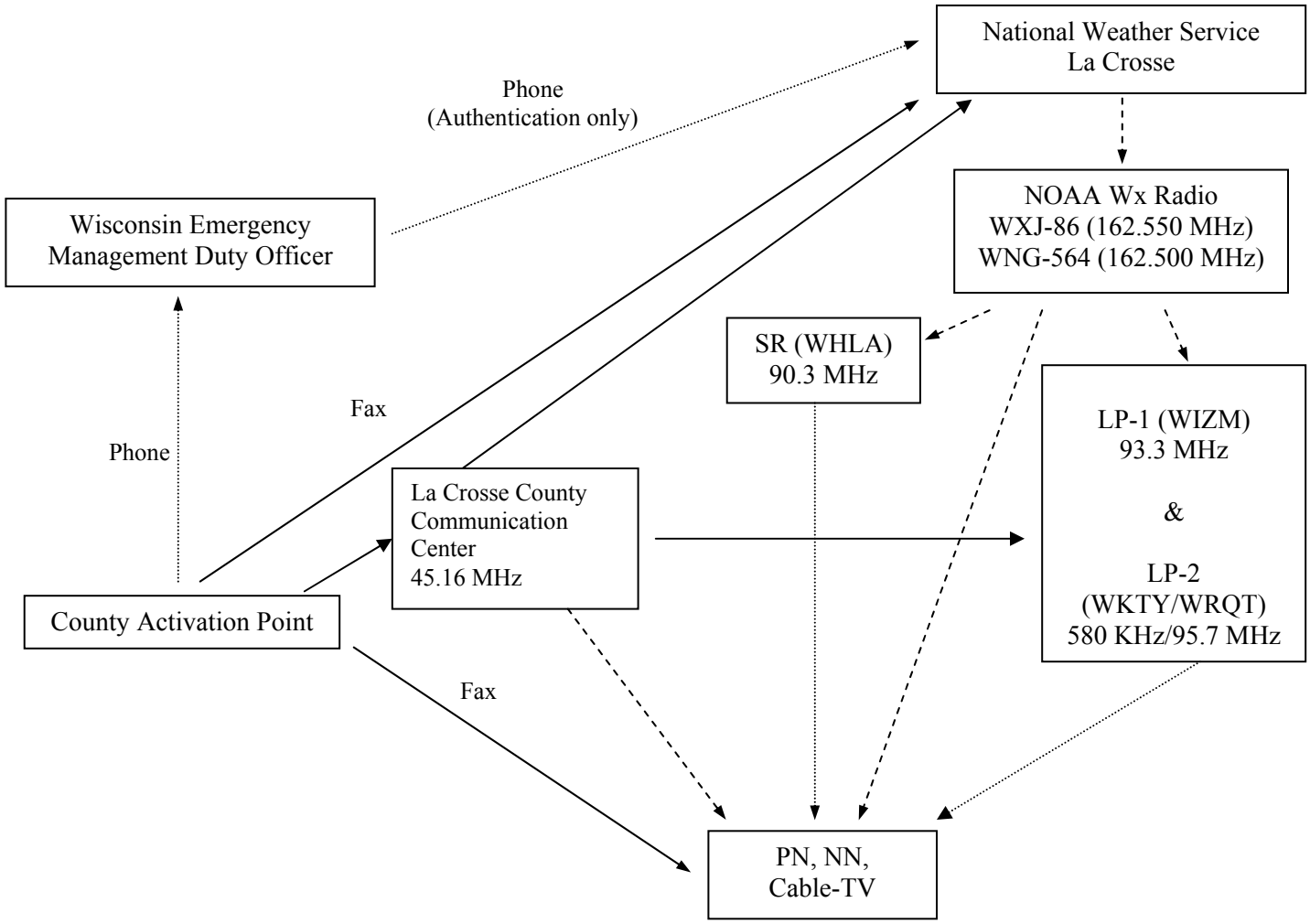
1. Upon receipt of an alert by your EAS decoder from either Weather Alert System or LP-1 or LP-2, if operation of the EAS encoder/decoder is set to **Automatic mode**, monitor the encoder to ensure the alert is relayed. For stations operating in **Manual mode**, the alert must be re-transmitted as soon as possible after receipt. Relaying of Local EAS alerts is at the discretion of the individual broadcast station or cable operation.

2. If necessary, read the alert details at timed intervals during programming breaks for greater coverage to the general public. The Activation Point will fax you a copy of the alert message text as well as the text of all subsequent messages. The fax message can also be a source for entering text into a character generator for television text crawl.

3. Make notification of an EAS activation in the Station Log.

Figure 3 on the following page shows the redundancy of individual paths to the Local Broadcaster and Cable Operator. (Also, see page 10 of the Wisconsin State EAS Plan.)

Local Emergency System
Redundancy of Individual Paths to Local Broadcaster/Cable-TV



County Activation Point
Originates CEM alerts (fax)

National Weather Service - La Crosse Office - NOAA Wx Radio (WXJ-86)
Originates CEM at local request through WEM (162.55 MHz)

→ Primary path originated by Jackson County
- - → Primary path originated by NWS
····→ Secondary path/relay

Figure 3

VIII. TESTS

A. National Weather Service Testing

To keep familiar with standard operating procedures, a monthly test will be conducted between the county activation point and the National Weather Service.

1. Activation Point Test Procedures

   A test of the communications links with the National Weather Service – La Crosse office will be conducted at 12:05 PM as needed in conjunction with the regular tests of other components of the local warning system.

   a. Contact operational meteorologist at NWS in La Crosse by:
      Primary contact – Telephone
   b. Inform call-taker that the text of a local alert test message will be arriving by fax. No further action is requested.
   c. Fax, using official letterhead, a test message to NWS in La Crosse.
   d. Telephone Wisconsin Emergency Management Duty Officer, request alert message authentication.
   e. Log test in EAS log book.

2. Wisconsin Emergency Management Duty Officer

   a. On receipt of authentication request, contact by telephone the operational meteorologist at NWS in La Crosse.
   b. Inform the operational meteorologist that the test message has been authenticated. No further action is requested.

3. National Weather Service Test Procedures

   a. On receipt of test authentication from the WEM Duty Officer, the operational meteorologist will verify that the CEM event code remains programmed in the CRS and AWIPS. No further action will be taken.
   b. The National Weather Service will perform periodic EAS tests as outlined in the state plan.

VIII. TESTS *continued*

B. LP-1 and LP-2 Test Procedures

LP-1 and LP-2 stations shall follow testing procedures listed in FCC Part 11, Subpart E, 11.61, "Tests of EAS Procedures." In addition, to keep familiar with standard operating procedures, a quarterly test will be conducted between the county activation point and the LP-1 and LP-2 stations. These tests will be performed at the following times on the first Wednesday of the following months:

Month	Time Frame
March	8:45-8:55 AM
June	11:50 PM – 12:00 AM
September	8:45 – 8:55 AM
December	11:50 PM – 12:00 AM

It should be noted that these times are in conjunction with the Required Monthly Test (RMT) schedules set up in the State Plan. This will allow for local testing procedures to be followed without disrupting the statewide testing schedules that are already in place.

1. Activation Point Test Procedures

    a. Contact LP-1 and LP-2 stations. Primary contacts listed on page 8, *EAS Key Stations*.

    b. Inform call-taker that the text of a local alert test message will be arriving by fax. No further action is requested.

    c. Using official letterhead, fax a test message to LP-1 and LP-2 stations.

    d. Log test in EAS log book.

2. LP-1 and LP-2 Station Procedures

    a. Retrieve test message fax.

    b. Sign, with date and time, the received test message and fax back to 911 Center at [redacted].

IX. PLAN PERFORMANCE AND REVIEW

The Jackson County Area Broadcast Market Local EAS Planning Committee meets on a yearly basis to review the Jackson County EAS Local Plan to ensure the plan is achieving its goal. Meetings are open to all interested parties. The date and time of the next meeting will be sent out by e-mail. Changes to EAS Local Plans may be submitted to the chairperson for consideration at the next regular meeting. Proposed changes will be submitted in writing. Changes to this EAS Local Plan will be submitted to the Wisconsin SECC for final approval.

X. ANNEXES

ANNEX A

LOCAL ACTIVATION GUIDANCE

This Annex is a basic guide for the official in the field who may need to activate the Local EAS. The Annex outlines procedures to ensure that activation of the Local EAS is necessary and that the Local EAS is activated only by an authorized official.

The primary activation point in Jackson County is the Jackson County Public Safety Communications Center (Jackson County 911 Center). The Black River Falls Police Department is designated as a back-up activation point. All requests for local EAS activation in the Jackson County area will be forwarded to the activation point only by the Incident Commander or designee at the scene of the emergency. The Incident Commander will make his or her authority known when requesting EAS activation. This contact should take place using the normally assigned channels of communication between Incident Command and the Jackson County Communications Center.

The EAS may be activated to provide public warnings for imminent or on-going threats to life and property. Such threats may include, but are not limited to explosion, hazardous materials release, civil disturbance, terrorist events and prolonged 911-system failure. The EAS will not be self-activated locally by the 911 Center for severe weather threats. The National Weather Service retains this responsibility.

The Emergency Alert System is a very valuable tool in gaining access to broadcast media and cable operators in Jackson County. This system can provide a means to rapidly disseminate vital information to the public. The decision to activate the system, however, relies solely on the judgement of officials at the scene of the event. This Annex does not provide definitive criteria for system activation, but rather provides a set of broad guidelines for those in the position of making that decision.

EAS Activation Checklist

In general, the following conditions should be considered when determining whether EAS activation is warranted:

- ❑Severity - Is the situation a catastrophic emergency or disaster? Is there a significant threat to public life and safety?
- ❑Public Protection - Is there a need for members of the public to take a protective action in order to reduce loss of life or substantial loss of property?
- ❑Warning - Will providing warning information assist members of the public in making the decision to take proper and prudent action?
- ❑Timing - Does the situation require immediate public knowledge in order to avoid adverse impact?
- ❑Are other means of disseminating the information inadequate to ensure proper and timely delivery of the information?

If the answer to all of these questions is “Yes”, then EAS activation is warranted. Follow the guidelines outlined in this plan to activate the system.

Note: EAS activation is generally not recommended if the event is already being covered as a news item.

ANNEX B

SAMPLE EAS MESSAGES

The alert/notification message is one of the most important elements of the public warning effort. The content and style of the hazard notification message has a direct impact on the public's response to a warning and the willingness to comply with the recommended protective actions. A well written warning message that is delivered consistently across all modes of dissemination will provide as much assurance as possible that members of the public will react appropriately to the occurring threat. Remember, however, that the maximum length of an EAS message sent over NOAA Weather Radio is approximately one minute.

The warning message should be written in a style that clearly conveys the potential hazard to the public. An effective warning message must be specific, clear, consistent, and accurate. The content of the message should include information on five basic elements. These are:

1. The source of the message. The person or persons responsible for issuing the alert should be clearly identified. The message should identify the individuals by name, identify their positions, and state the names of their organizations or offices.

2. Description of the hazard or risk. The warning message must describe the event that has occurred (or may occur) and the danger that it poses. The hazard should be described in sufficient detail so that all members of the public understand the character of the threat from which they are to protect themselves.

3. Location of the hazard. The message should also describe the geographic areas that are at risk as well as those areas that are not at risk. This is necessary because a wider audience than those at risk will hear the message. The details of the location should be described in terms easily understood by the public using well know landmarks and geographic boundaries. Simply siting distances from the source of the threat is not adequate.

4. Guidance for protective actions. The message must include information on what people should do to protect themselves. People will act properly when clear, detailed guidance is provided. The proper protective actions must, therefore be described explicitly.

5. Time available to act. Public warnings must also address the "when" aspect of response. The warning message must include information on the time available for those in the affected area to take the appropriate protective action.

Sample messages illustrating these basic principals are included in the following pages. While these samples do not cover every emergency situation, the texts are generic in that accident and location-specific factors can be incorporated into the final message developed by local emergency responders in a real-life situation.

SAMPLE EAS MESSAGES *continued*

Evacuation (Hazardous Materials Release)

(Insert name of local official or officials with titles and organization names) have issued the following emergency bulletin.

At (time), a (description of event) occurred at (facility and location).

This (event description) has caused (may cause) a release of (chemical name) which is extremely hazardous to human health if inhaled or comes in contact with human skin. Vapors from this (chemical name) release may not be visible and can cause serious adverse health effects with very little notice.

(Insert official names and titles) are closely monitoring the situation. The Emergency Alert System has been activated to advise people in the immediate area surrounding (event location) to evacuate immediately (give time frame if not immediate).

The evacuation zone consists of an area approximately (downwind distance) from the (location of event). This area is bounded by _____ on the west, _____ on the north, _____ on the east and _____ on the south.

If you are within this area, you should evacuate immediately. Detailed evacuation instructions have been provided to Jackson County area broadcast radio and television stations. Please tune to a local station for additional information.

Note: Due to encoder/decoder audio record time constraints, a subsequent message will be necessary to provide detailed evacuation instructions. The text of this message and all subsequent messages will be provided to all media contacts listed in Annex C {page 22 and 23} for coverage as a news item. Follow-up messages will also be broadcast on Black River Falls NOAA Weather Radio, WNG-564 and La Crosse NOAA Weather Radio, WXJ-86, as special advisories, but will not be broadcast as EAS/SAME or tone alert messages.

SAMPLE EAS MESSAGES *continued*

Evacuation Instructions

The following evacuation instructions have been prepared by (jurisdiction and agency). It is extremely important for everyone in the area to leave in a vehicle as quickly as possible. Use only the following recommended evacuation routes.

1. _____Direction to travel_____
2. _____Direction to travel_____
3. _____Direction to travel_____

Do not deviate from these routes. Do not take short cuts. A short cut may put you in the path of the released chemical.

If you are at home receiving this message to evacuate, assemble the at home family members and pets you wish to take with you. If you are not at home, do not attempt to return to your home before evacuating. If some family members are not at home, do not wait for them to return to leave with you. Get family members and pets that are at home into a single vehicle and depart immediately after this message ends.

Public shelter sites have been established at the following locations. You may use them free of charge.

1. _____
2. _____
3. _____

You are advised to report to one of these sites even if you will not be utilizing the shelter services. This will allow emergency workers to verify that you have been safely evacuated and assist in reuniting family members.

If you need transportation assistance or other special help, call _____. Emergency workers are in the area to assist.

You are advised to bring with you personal items such as identification, money or credit cards, medications, eye glasses, hearing aids, tooth brushes, and a change of clothes for yourself and each member of your family. Also bring items for your baby such as diapers, formula, or baby food.

If your children are at school in this area, they will be evacuated to a safe location. Do not go to the school to pick them up.

Do not call 9-1-1 unless you have an emergency to report. Do not call 9-1-1 for information.

If you are not located in the affected area, please stay away so emergency vehicles can respond.

Once again, the (organization names) are advising people located within the area approximately (downwind distance) from the (location of event) to evacuate immediately. This area is bounded by _____ on the west, _____ on the north, _____ on the east and _____ on the south.

Stay tuned to this station for additional information and instructions.

SAMPLE EAS MESSAGES *continued*

Shelter-in-Place (Hazardous Materials Release)

(Insert name of local official or officials with titles and organization names) have issued the following emergency bulletin.

At (time), a (description of event) occurred at (facility and location).

This (event description) has caused (may cause) a release of (chemical name) which is extremely hazardous to human health if inhaled or comes in contact with human skin. Vapors from this (chemical name) release may not be visible and can cause serious adverse health effects with very little notice

(Insert official names and titles) are closely monitoring the situation. The Emergency Alert System has been activated to advise people in the immediate area surrounding (event location) to Shelter-in-Place immediately (give time frame if not immediate). Due to the nature of this event, outdoor concentrations of (released chemical) will not be at levels high enough to cause harmful effects. Sheltering indoors will provide you with an extra margin of safety. Do not attempt to evacuate at this time because you will risk greater exposure by going outside than if you remain indoors.

The Shelter-in-Place zone consists of an area approximately (downwind distance) from the (location of event). This area is bounded by _____ on the west, _____ on the north, _____ on the east and _____ on the south.

If you are within this area, you should Shelter-in-Place immediately. Detailed sheltering instructions have been provided to Jackson County area broadcast radio and television stations. Please tune to a local station for additional information.

Note: Due to encoder/decoder audio record time constraints, a subsequent message will be necessary to provide detailed evacuation instructions. The text of this message and all subsequent messages will be provided to all media outlets listed in Annex C for coverage as a news item. Follow-up messages will also be broadcast on Black River Falls, WNG-564 and La Crosse NOAA Weather Radio, WXJ-86, as special advisories, but will not be broadcast as EAS/SAME or tone alert messages.

SAMPLE EAS MESSAGES *continued*

Shelter-in-Place Instructions

The following Shelter-in-Place instructions have been prepared by (jurisdiction and agency). Shelter-in-Place is a precaution intended to limit your exposure to the release of (Chemical name) and keep you safe while you remain in your home.

All family members and pets should go indoors immediately. If you are already indoors, you should stay there. You will be safe inside until the danger has passed. Once inside take the following precautions:

- Shut and lock all windows and doors, including interior doors. These actions will reduce air circulation in the building.
- Shut off all ventilation systems including your furnace, air conditioner, window fans, exhaust fans and vents.
- Go to an interior room with the fewest windows and doors. Remain calm and relaxed.
- Turn on a radio or television so that you can be notified when it is safe to leave your home. Wait for (insert organization name) to provide the official notification that it is safe for you to leave.

If your children are at school in the affected area, they will be protected at the school. Do not travel to the school to get them.

Do not call 9-1-1 unless you have an emergency to report. Do not call 9-1-1 for information.

If you are not located in the affected area, please stay away so emergency vehicles can respond.

Once again, the (organization names) are advising people located within the area approximately (downwind distance) from the (location of event) to Shelter-in-Place immediately. This area is bounded by _____ on the west, _____ on the north, _____ on the east and _____ on the south.

Stay tuned to this station for additional information and instructions.

ANNEX C

EMERGENCY MEDIA CONTACT LIST

This short list of media contacts can be used to get emergency information out quickly. Phone numbers are listed in the order in which they should be tried. Information is current as of 11/19/2002.

DISTRUBUTE TO PARTICIPANTS ONLY. MANY NUMBERS ARE UNLISTED.

NATIONAL WEATHER SERVICE

Emergency Coordination

Operational Meteorologist: [redacted] (unlisted)
FAX: [redacted]
Meteorologist in Charge: [redacted]
Warning Coordination Meteorologist: [redacted]
Science and Operations Officer: [redacted])

RADIO

WWIS (AM/FM)[Jackson County]

Newsroom: [redacted]
Direct lines:
FAX: [redacted]
Email: [redacted]
Nelson Lent: [redacted]
News Director Hotline:
Not 24-hour except for emergency

WAYY/WAXX (AM/FM) [Eau Claire County]

News Line: [redacted]
Studio Line: [redacted]
FAX: [redacted]
E-mail: [redacted]
Pager [redacted]
Cellular [redacted]

WBOG/WUSK/WTMB (AM/FM) [Monroe County]

News/Studio Line: [redacted]
FAX [redacted]
E-mail: [redacted]

WCOW/WKLJ (AM/FM) [Monroe County]

News Line: [redacted]
FAX: [redacted]
Email: [redacted]

EMERGENCY MEDIA CONTACT LIST continued

RADIO (cont.)

WHTL (FM) [Trempealeau]
Newsline: [redacted]
FAX: [redacted]
Email: [redacted]
[redacted]Tim Harrington [redacted]

WCCN (FM) [Clark]
Newsline: [redacted]
Direct Studio Line: [redacted]
FAX: [redacted]
Email: [redacted]
Not 24-hour

CABLE TELEVISION

CHARTER COMMUNICATIONS, Black River Falls
News Line: [redacted]
FAX:

WWCC, Independence [Trempealeau]
News Line: [redacted]
Studio Line:
FAX: [redacted]
Master Control:
News Pager:
E-mail [redacted]

ANNEX D

EAS PROTOCOLS

EAS activation's (tests or alerts) will consist of up to four elements:

- header code
- attention signal
- audio message
- end of message code

All EAS activation's will include a header code data burst. The header code will be sent three times, with a one-second pause after each transmission, to ensure proper reception by EAS decoders. Following the header code, a two-tone attention signal shall be used to alert listeners and viewers that an EAS activation has occurred and that an audio message will follow. The attention signal and an audio message will be included as part of an alert. An audio message would follow the attention signal.

All EAS activation's will conclude with an end-of-message code data burst. The end-of-message code will be sent three times, with a one-second pause after each transmission, to ensure proper reception by EAS decoders.

A. Header Code

EAS header codes consist of the following elements sent the in the following sequence:
[Preamble] ZCZC-ORG-EEE-PSSCCC+TTTT-JJJHHMM-LLLLLLLL

[Preamble] Clears the system. The preamble is sent automatically by the EAS encoder.

ZCZC The IDENTIFIER code indicates the start of the ASCII code. It is sent automatically by the EAS encoder.

ORG The ORIGINATOR code describes the type of entity originating an EAS activation. It is programmed into an EAS encoder by the user at initial setup. The only originator codes are:

EAN - Emergency Action Notification Network
PEP - Primary Entry Point System
WXR - National Weather Service
CIV - Civil Authorities
EAS - Broadcast Station or Cable System

EAS PROTOCOLS *continued*

EEE The EVENT code describes the type of event that has occurred and must be programmed into an encoder by the originator for each activation. (Note that in some cases, such as tests, the encoder may use a macro function that assigns the event code, making it seem like no event code was specified.) The event codes listed have been approved by the FCC for EAS use in Wisconsin. Only those codes approved by the FCC may be used.

The following event (EEE) codes are presently authorized:

Nature of Activation	Event Codes
National Codes:	
Emergency Action Notification	EAN (National only)
Emergency Action Termination	EAT (National only)
National Information Center	NIC
National Periodic Test	NPT
Required Monthly Test	RMT
Required Weekly Test	RWT
Local Codes:	
Tornado Watch	TOA
Tornado Warning	TOR
Severe Thunderstorm Watch	SVA
Severe Thunderstorm Warning	SVR
Severe Weather Statement	SVS
Special Weather Statement	SPS
Flash Flood Watch	FFA
Flash Flood Warning	FFW
Flash Flood Statement	FFS
Flood Watch	FLA
Flood Warning	FLW
Flood Statement	FLS
Winter Storm Watch	WSA
Winter Storm Warning	WSW
Blizzard Warning	BZW
High Wind Watch	HWA
High Wind Warning	HWW
Evacuation Immediate	EVI
Civil Emergency Message	CEM
Practice/Demo Warning	DMO
Administrative Message	ADR

CEM

CEM code will be used locally until all area broadcasters update their EAS units. CEM will become State activation (only) code.

EAS PROTOCOLS *continued*

PSSCCC The LOCATION code identifies the states, counties, and county areas that are affected by an EAS alert. The location code must be programmed by the alert originator each time an alert is sent. (Note that in some cases, such as tests, the encoder may use a macro function that assigns the location code, making it seem like no event code was specified.) EAS location codes are based on FIPS (Federal Information Processing System) codes. Each state has been assigned a number and each county in each state has been assigned a number. The combination of the state number and the county number gives each county in the entire country a unique identification number. This makes up the "SSCCC" portion of the EAS location code. An additional digit has been added at the head of the FIPS code to make up the EAS location code. This digit, represented by the "P", further defines the location described by the FIPS code, allowing each county to be broken down into nine smaller areas. The boundaries of the smaller areas are determined by the State Division of Emergency Management in cooperation with local emergency management authorities.

TTTT The DURATION code defines how long the alert is expected to be in effect. The duration must be determined by the alert originator each time an alert is sent. Valid duration's can be entered in 15-minute segments up to one hour and then in 30-minute segments beyond one hour. The maximum length is 8 hours. For example:

0015 = 15 minutes
0030 = 30 minutes
0045 = 45 minutes
0100 = 1 hour
0230 = 2 hours 30 minutes
0400 = 4 hours

JJJHHMM Date (Julian) and time of day (UTC, GMT) the EAS was activated. This is sent automatically by the encoder. The duration of the event is based on this code. The "JJJ" portion of the code represents the Julian date. The Julian date system numbers each day sequentially starting with 001 on January 1 each year.

Examples of Julian dates are:

DAY OF YEAR	JULIAN DATE NON-LEAP YEAR	JULIAN DATE LEAP YEAR
January 1 =	001	001
June 15 =	166	167
September 30 =	273	274
December 31 =	365	366

The "HHMM" portion of the code represents the hours and minutes of the day using Coordinated Universal Time (UTC, GMT).

EAS PROTOCOLS *continued*

LLLLLLLL The ENCODER IDENTIFIER code identifies the broadcaster, cable operator, Weather Service office, or civil authority, which operated the encoder that transmitted or retransmitted an activation. The information is programmed into the encoder at initial setup and is automatically added to the EAS header by the encoder.

"L-Code" identification must adhere to the following formats:

Broadcasters:

Examples:	Single station:	WHTL-FM
	Two stations:	WWIS AM/FM
	Three or more stations:	The call letters of one of the stations is sufficient. The other stations sending the alert should keep a log of alerts sent, as should the station that was identified in the L-Code portion of the header.

Cable Television:

Example:		CHARTER

National Weather Service Office:

Example:	La Crosse:	KARX/NWS

Civil Authorities:

Portion of the code	Source of characters
First four characters	First four letters of the name of jurisdiction (name of county, city, etc.)
Next two characters	Abbreviation of the type of jurisdiction: CO = County CY = City TN = Town VL = Village TP = Township MY = Municipality
Last two characters	Abbreviation of the type of agency: SH = Sheriff FD = Fire Department PD = Police Department TA = Traffic Authority ES = Emergency Services EG = Emergency Government EM = Emergency Management

Examples:	Jackson County Sheriff	JACKCOSH
	Black River Falls Police Dept.	BLACCYPD

EAS PROTOCOLS *continued*

NOTE: The Attention Signal and an Audio Message must be used together. Do not use the Attention Signal without an Audio Message, and always precede an Audio Message with the two-tone Attention Signal.

B. Attention Signal

An EAS activation for the Local Area includes a two-tone Attention Signal. The two-tone Attention Signal must consist of the fundamental frequencies of 853 and 960 Hz transmitted simultaneously and must be from 8 to 25 seconds in duration. The Attention Signal must follow the EAS header and must precede an audio message.

C. Audio Message

An EAS activation for the Local Area includes an Audio message. EAS decoders are required to have the capability to record and store at least two minutes of audio information. The Activation Point supplies text for an audio message of up to, but not more than, two minutes in length. The audio message will be transmitted following the Attention Signal.

D. End-of-Message Code

EAS end-of-message codes consist of the following elements sent in the following sequence:
[Preamble] NNNN

[Preamble] = Clears the system. The preamble is sent automatically by the EAS encoder.

NNNN End of message. This end of message character string comprised of four ASCII "N" characters. This indicates the end of the EAS message.

ANNEX E

STATION EAS MONITORING ASSIGNMENTS

All stations participating in the Jackson County EAS Local Plan have several sources available to monitor for EAS information. All stations are encouraged to monitor as many sources as possible to ensure timely dissemination of emergency information as well as to provide redundancy for the operation of the system. The Wisconsin State EAS Plan lists monitoring assignments.

ANNEX F

JACKSON COUNTY LOCAL PLAN SIGNATURES

This plan is coordinated with and distributed to all emergency services officials in the Jackson County EAS Local Area; all broadcast stations operating in the area; all cable television operators; the National Weather Service; and Wisconsin Emergency Management. This plan was produced by the Jackson County Area Broadcast Market Local EAS Committee. Comments should be directed to Local Emergency Planning Committee members Nelson Lent, WWIS – Radio, [redacted] or John Elliott, Jackson County Emergency Management, [redacted].

WIZM Local Primary Station 1

National Weather Service – La Crosse Office

WKTY/WRQT Local Primary Station 2

Wisconsin SECC Broadcast Chair

Wisconsin Emergency Management

Jackson County Emergency Management

West Area Broadcast Chair

Jackson County Public Safety Communications Center (911 Center)