



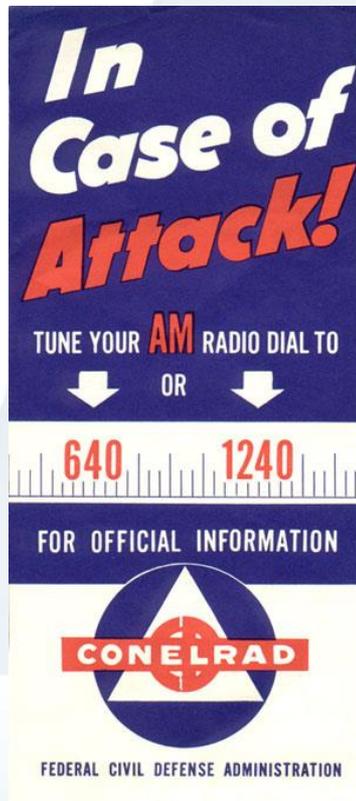
Public Alerting

Dave Ford Ohio EMA Communications/Logistics

- Handout
- Evolution of alerting
- How Ohio's system works
- Hit the high points of IPAWS
- IPAWS limitations compared to claims of capabilities
- Discuss the NY Wireless Alert from Sept. 19

Public Alerting

- 1951-1963 CONELRAD



Public Alerting

- 1963-1997 EMERGENCY BROADCAST SYSTEM





Public Alerting

- 1997-PRESENT EMERGENCY ALERT SYSTEM
- 2006 IPAWS

Advent of social networking and cellphones





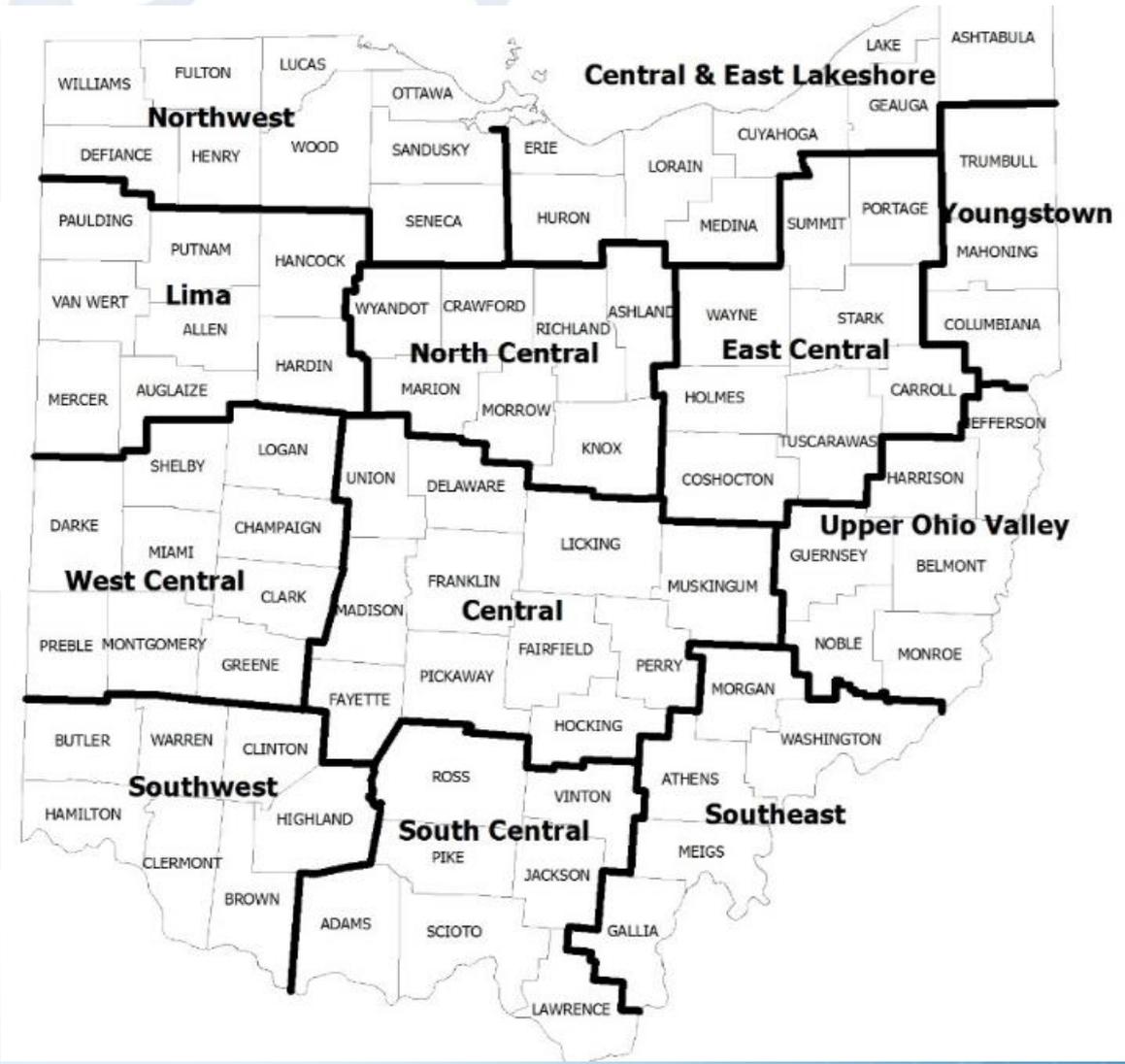
Public Alerting

Ohio's System

- Ohio utilizes county based local alerting
- Sheriff and County EMA Director
- County defined by FIPS code for IPAWS
- 11 local areas in the state for conventional EAS radio broadcast using LP1



Public Alerting





Public Alerting

IPAWS The Details

- **7** Basic parameters for alert:
 - identifier
 - Alert type
 - Expiration time
 - Location
 - Message text
 - Select WEA yes/no then 90 character message
 - send



Public Alerting

IPAWS

- Transmitted to Federal Government via internet
- Requires software and digital certificate for access
- Alert is sent to all radio stations in the country simultaneously
- Radio station filters the alert to local area



Public Alerting

WEA

- Cellphone alert - Wireless Emergency Alert
- Uses notification function in phone
- There are two levels of public alerts
 - **Warnings and advisories.**
 - **Only Warnings** can be issued via **WEA** using the IPAWS system.
 - **Advisories** cannot use the **WEA** system.
 - 3 items qualify a warning:
 - Immediate threat, verified threat, location of threat



Public Alerting

IPAWS limitations

- Internet based
- WEA 90 characters only - soon 360?
- Cannot draw true polygons/radio propagation limited
- No paging or limited distribution/groups
- Cannot test the WEA system



Public Alerting

IPAWS is Not

- Not a subscription based mass notification system
- Not an Emergency Telephone Notification (ETN) system or reverse dial system
- Not a Short Message Service (SMS) or email sign-up system
- Not a paging or limited distribution notification system
 - e.g. can't send a recall notice to a select group of employees

IPAWS does not know your phone number or your location!

IPAWS is for:

- **Emergency** Alert and Warning information dissemination to the Public
 - For example - urgent information impacting public safety
 - Not meant for messaging about changes to the trash collection schedule
- Alerting **all** citizens in an given area

IPAWS Can:

- Activate EAS Radio and TV stations
- **Alert** all (WEA capable) cell phones in a defined geographic area, even when cell networks are congested
- Send a warning message for broadcast over NOAA Weather Radio



Public Alerting

NY City WEA Alert

- Sent September 19, 2016
- 7:54 am Saturday morning
- Electronic wanted poster
- "This is the future," [NYPD commissioner James O'Neill said](#) of the system, which enables authorized local, state and federal authorities to target emergency alerts to mobile phones in specific geographic areas.



Public Alerting

NY City WEA Alert

7:55

Monday, September 19



Emergency Alert now

WANTED: Ahmad Khan Rahami, 28-yr-old male. See media for pic. Call 9-1-1 if seen.



Public Alerting

NY City WEA Alert

- The perpetrator was found sleeping in doorway in Linden NJ by a worker
- Ironically, the worker didn't recognize the man as the "armed and dangerous" subject of the massive manhunt, rather alerted authorities to a possible vagrant



Public Alerting

QUESTIONS

?

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