



# PUBLIC NOTICE

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**FOR IMMEDIATE RELEASE:**

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**FCC AND FEMA ANNOUNCE WORKSHOP ON 21<sup>st</sup> CENTURY EMERGENCY ALERTING:  
LEVERAGING MULTIPLE TECHNOLOGIES TO BRING ALERTS  
AND WARNINGS TO THE PUBLIC**

Washington, D.C. – The Federal Communications Commission’s (FCC’s) Public Safety and Homeland Security Bureau (PSHSB) and the Federal Emergency Management Agency’s (FEMA’s) National Continuity Programs (NCP) today announced they will hold a workshop on 21st Century Emergency Alerting: Leveraging Multiple Technologies to Bring Alerts and Warnings to the Public. The workshop will be held on Thursday, June 10, 2010, from 9:00 a.m. to 1:00 p.m. in the Commission Meeting Room (TW-C305).

The workshop will highlight the status of and relevant details related to the Integrated Public Alert and Warning System, including the Next Generation Emergency Alert System (EAS) and the Commercial Mobile Alert System. This public meeting will also provide FEMA, the FCC and other Federal partners an opportunity to gather feedback on outstanding issues related to these systems, the upcoming National EAS test, and the FCC’s upcoming inquiry proceeding on next generation alerting. (See detailed agenda below.)

The workshop will be open to the public; however, registration will be limited to the seating available. Those individuals who are interested in attending the forum may pre-register on-line at <http://www.fcc.gov/pshs/event-registration.html>. Those who pre-register will be asked to provide their name, title, organization affiliation, and contact information. Individuals may also contact Deandrea Wilson at [Deandrea.Wilson@fcc.gov](mailto:Deandrea.Wilson@fcc.gov) or 202-418-0703 regarding pre-registration. The deadline for pre-registration is Tuesday, June 8, 2010.

Audio/Video coverage of the meeting will be broadcast live with open captioning over the Internet from the FCC's web page at [www.fcc.gov/live](http://www.fcc.gov/live). The FCC’s web cast is free to the public and does not require pre-registration. Reasonable accommodations for persons with disabilities are available upon request. Please include a description of the accommodation you will need. Individuals making such requests must include their contact information should FCC staff need to contact them for more information. Requests should be made as early as possible. Please send an e-mail to [fcc504@fcc.gov](mailto:fcc504@fcc.gov) or call the Consumer & Governmental Affairs Bureau: 202-418-0530 (voice), 202-418-0432 (TTY).

For additional information about the meeting, please contact Susan McLean by email: [Susan.McLean@fcc.gov](mailto:Susan.McLean@fcc.gov) or by phone: 202-418-7868.

# WORKSHOP ON 21<sup>st</sup> CENTURY EMERGENCY ALERTING: LEVERAGING MULTIPLE TECHNOLOGIES TO BRING ALERTS AND WARNINGS TO THE PUBLIC

## -AGENDA-

### 9:00 am—Welcome

- **James Arden Barnett, Jr.**, Rear Admiral (Ret.), Chief, Public Safety & Homeland Security Bureau (PSHSB), FCC
- **Damon Penn**, Assistant Administrator for NCP, FEMA, U.S. Department of Homeland Security (DHS)

### 9:15 am—Panel One: The Path to Next Generation Alerting

This panel will focus on the current state of public alerts and warnings, discussing the EAS and Commercial Mobile Alert System (CMAS) and integration into the Integrated Public Alert and Warning System (IPAWS). Specific areas of discussion will include the National EAS Test and its relevance both to the legacy EAS and to next-generation systems, the CMAS, and the parallel efforts of FEMA and commercial wireless carriers, as well as the development of IPAWS from a Federal, state, territorial, tribal and local perspective. Discussion will include the changes the FCC should consider in light of adoption of the Common Alert Protocol (CAP), including how to ensure that all members of the public can receive and understand emergency alerts. The panel will discuss the roles of the FCC, FEMA and the National Oceanic & Atmospheric Administration (NOAA), including the role of NOAA's weather alert system in IPAWS.

Moderator: **Antwane V. Johnson**, Division Director/PM, DHS/FEMA, IPAWS

#### Panelists:

- **Henry D Black**, Manager, Communications Branch, Maryland Emergency Management Agency
- **Gregory Cooke**, Associate Chief, Policy Division, PSHSB, FCC
- **Brian Josef**, Director, Regulatory Affairs at CTIA - The Wireless Association®
- **Mark S. Paese**, Director, Office of Operational Systems, NOAA, National Weather Service
- **Kelly T. Williams**, Senior Director, Engineering and Technology Policy, National Association of Broadcasters
- **Wade Witmer**, Deputy Division Director, DHS/FEMA, IPAWS

#### *Invited:*

National Cable and Telecommunications Association

### 10:45 am—Break

**11:00 am-12:30 pm—Panel Two: The Promise of Next Generation Emergency Alerting Fulfilled: How Leveraging Broadband Technologies Can Create a Truly Effective Public Alert and Warning System**

This panel will focus on how broadband technologies can be used by the IPAWS to redefine alert distribution technologies like EAS and CMAS, and how using the full potential of CAP will help in developing a broadband-based, multi-platform alerting system. The panel will also examine the role of the Internet in distributing emergency alerts, via email, websites and social networking and ways to ensure that all members of the public can receive alerts and warnings over this broadband-based system.

Moderator: **Jeffery Goldthorp**, Chief, Communications Systems Analysis Division, PSHSB, FCC

Panelists:

- **Art Botterell**, Public Warning Consultant, Practitioner & Standards Architect
- **Brian K. Daly**, Director, Core & Government/Regulatory Standards, AT&T Mobility Services
- **Darryl Ernst**, Owner & Chief Technologist, ErnsTek LLC
- **Denis A. Gusty**, PMP, Deputy Branch Chief, Office for Interoperability & Compatibility (OIC); DHS, Science and Technology Directorate
- **Mike Nawrocki**, Executive Director - Wireline Standards, Verizon Network and Technology
- **Claude Stout**, Executive Director, Telecommunications for the Deaf and Hard of Hearing, Inc.(TDI)
- **Fran Trentley**, Senior Director, Akamai Technologies

**12:30 pm—Questions**

**12:45 pm—Closing Remarks**

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