

Citizen Alerts and Warnings: No Rockets Please!

Dr. Aaron R. Kenneston, CEM

Citizen Alerts and Warnings

Natural disasters and International tensions have renewed interest in citizen alerts and warnings.

Preparedness organizations have evolved; however, a basic function of government remains to provide for the safety of its citizens.



Citizen Alerts and Warnings

Early warning system examples include use of sentries, and ringing of church bells.

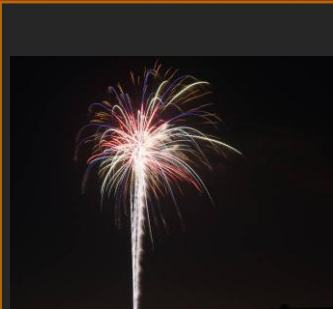
Some communities may use various siren blasts, taught to citizens, to alert a community of impending dangers.



Citizen Alerts and Warnings

Public safety officials in Northern Nevada devised a unique warning system in the mid-20th Century.

A volley of three rocket blasts!



Citizen Alerts and Warnings

The aerial rockets were tested several times in sparsely populated areas.

The tests were successful, although the switchboard at the Reno Police Department was overwhelmed with calls from concerned citizens after each test.



Citizen Alerts and Warnings



HOLD YOUR EARS! There'll be plenty of noise tonight, and these youngsters warn you to be ready for sirens and aerial bombs which signal a Civil Defense practice alert in the western part of Reno. Kenny Wackerly, left, and his

brother, Mike, cover their ears in anticipation of a siren blast. One of the "noise-makers" will be Orville Bixel, right, CDA official for Washoe County. (Journal Photo)



RENO EVENING GAZETTE

JULY 29, 1965

Taking a Powder

Orville Bixel runs for cover after lighting two-second fuse.

(Gazette Photo)

51
Rockets

18
Locations

Citizen Alerts and Warnings



Truck in Ruins After Rocket Explosion

Gerald Mason suffered cuts, burns as he fled from vehicle.

“RENO
BLAST
MYSTERY:
WHY?”



Citizen Alerts and Warnings

FEMA and DHS declared citizen alerts and warning a core capability

Core Capabilities List

PREVENT	PROTECT	MITIGATE	RESPOND	RECOVER
Planning	Planning	Planning	Planning	Planning
Public Information and Warning	Public Information and Warning	Public Information and Warning	Public Information and Warning	Public Information and Warning
Operational Coordination	Operational Coordination	Operational Coordination	Operational Coordination	Operational Coordination
Forensics and Attribution	Access Control and Identity Verification	Community Resilience	Critical Transportation	Economic Recovery
Intelligence and Information Sharing	Cybersecurity	Long-Term Vulnerability Reduction	Environmental Response / Health and Safety	Health and Social Services
Interdiction and Disruption	Intelligence and Information Sharing	Risk and Disaster Resilience Assessment	Fatality Management Services	Housing
Screening, Search and Detection	Interdiction and Disruption	Threats and Hazard Identification	Infrastructure Systems	Infrastructure Systems
	Physical Protective Measures		Mass Care Services	Natural and Cultural Resources
	Risk Management for Protection Programs and Activities		Mass Search and Rescue Operations	
	Screening, Search and Detection		On-Scene Security and Protection	
	Supply Chain Integrity and Security		Operational Communications	
			Public and Private Services and Resources	
			Public Health and Medical Services	

and new digital technology was introduced.



Citizen Alerts and Warnings

National Preparedness Goal- Core Capability

- **Mission Areas:** All
- **Description:** Deliver coordinated, prompt, reliable, and actionable information to the whole community through the use of clear, consistent, accessible, and culturally and linguistically appropriate methods to effectively relay information regarding any threat or hazard, as well as the actions being taken and the assistance being made available, as appropriate.

BUILD AND SUSTAIN THE CORE CAPABILITY

PUBLIC INFORMATION AND WARNING

MISSION AREA (COMMUNITY, DEFENSE, ECONOMIC, ENVIRONMENTAL, HEALTH, INFRASTRUCTURE, POLITICAL, SOCIAL)

Description
 Deliver coordinated, prompt, reliable, and actionable information to the whole community through the use of clear, consistent, accessible, and culturally and linguistically appropriate methods to effectively relay information regarding any threat or hazard, as well as the actions being taken and the assistance being made available, as appropriate.

Training
 Individuals with this Core Capability will be trained through the following training opportunities for this Core Capability as listed below. Additional training for this Core Capability can be found at www.fema.gov/emergency-preparedness-response-recovery.

CODE	TITLE	DELIVERY	DURATION
400102	Law Enforcement Procedures and Statements of Personal Acts	Webinar/Workshop	30 hours
400201	Working with the Media & Social Media for Rural Firefighters	Webinar/Workshop	4 hours
020201	Public Information and Warning	Webinar/Workshop, Conference	30 hours
020301	Advanced Public Information Officer	Webinar/Workshop, Conference	40 hours
020501	Public Information Officer Awareness Training	Webinar	7 hours

Example Capability Targets
 The example capability targets are the typical measures that practitioners can use to measure their threat and hazard identification and risk assessments. An example for this Core Capability is below, and additional example capability targets can be found by visiting <https://www.fema.gov>.

Resource Types
 The National Preparedness Goal lists a variety of national resources (agency, position, and position qualifications). An example for this Core Capability is below, and additional resources can be found at www.fema.gov.

NAME	TYPE	CATEGORY
Statewide Alerts, News Alerts	Resource Type: Definition	Public Warning

Partners
 Information and resources necessary to deliver capabilities are often shared by other organizations. Example partners for this Core Capability are below, and additional information can be found at www.fema.gov.

- Agency of the organization for emergency alerts.
- National Preparedness Agency System.
- National Preparedness Agency System - Emergency Information on the risk of natural disasters to local, state, tribal, territorial, and federal authorities, critical infrastructure assets and operators, and the public.
- State and Major League Baseball Clubs.

Validating
 Organizations should verify the information used for the emergency alerts, gathering, and sharing of threat and hazard information through the following methods:

- National Security Council (NSC) - A collection of documents related to homeland security goals, strategy, and operational management.

Additional Information

- FEMA's Integrated Public Alert & Warning System www.fema.gov/federal-public-alert-warning-system
- National Critical Incident Response System www.fema.gov
- National Preparedness Agency System www.fema.gov/national-preparedness-agency-system

FEMA For more on Core Capability Development, visit www.fema.gov/core-capability-development.

Citizen Alerts and Warnings

Nevada Commission on Homeland Security sponsored a Public Warning/Public Information (PW/PI) initiative to refine citizen alerting processes, acquire modern warning technology, improve skill sets of public safety officials, and educate the public on disaster readiness.



Citizen Alerts and Warnings

The public information awareness efforts focused on radio and television Public Service Announcements throughout the state.

This was accomplished with the assistance of the Nevada Broadcasters Association (NvBA).



Citizen Alerts and Warnings

Nevada public safety officials use a combination of

- | | |
|---|--|
| <ul style="list-style-type: none">• Responders door-to-door• Reverse Dial systems• Emergency Alert System (EAS) | <ul style="list-style-type: none">• Vehicle sirens• Social media• Media releases |
|---|--|



Citizen Alerts and Warnings

One of the first technology improvements adopted by Nevada jurisdictions were reverse dialing systems.

After experimenting with on-site computer dialing systems, it was determined that off-site, Internet subscription services were better suited for Nevada emergency managers.



Citizen Alerts and Warnings

While much safer than firing rockets over populated areas,
the systems have drawbacks:

Call screening, Muting, or simply not hearing a ring tone.

*The major issue with reverse dial systems is that
citizens are disconnecting landlines and moving
to cellular telephones at a rapid pace.*



Citizen Alerts and Warnings

Because of all the extenuating factors, industry experts consider a community alert to be successful if 60% of landline owners receive the message.



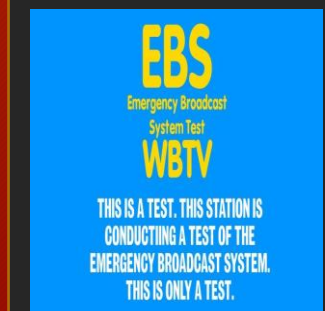
Experience in Nevada reveals that the percentage of citizens who register their cellular telephone for reverse dial alerts is much lower.



Citizen Alerts and Warnings

The system developed in the Civil Defense era to allow national authorities to send nationwide alerts of impending attack has evolved into today's EAS.

Broadcasting over television and radio, the system provides the ability to alert a much higher percentage of the population than reverse dial.



Citizen Alerts and Warnings

As part of Nevada's PW/PI Initiative, stakeholders met with Federal Communications Commission (FCC) representatives and visited FEMA's Integrated Public Alert and Warning System (IPAWS) Laboratory to learn best practice alerting and warning skills.



Citizen Alerts and Warnings

Approve and paid circulation
to be made known
Daily—1,850,000
Sunday—3,150,000

DAILY NEWS **FINAL**

Published 1248 Times a Week, Except
New York, New York, N.Y. 10011, N.Y.
Picture Newspaper
Printed at 1248 Times a Week, Except
New York, New York, N.Y.

Vol. 55, No. 101 New York, Monday, October 31, 1938 48 Pages 2 Cents

FAKE RADIO 'WAR' STIRS TERROR THROUGH U.S.

Story on Page 2



"War" Victim
Caroline Carlton, W.F.A. actress, listening to this radio in West 23d St., heard announcement of "attack in Tokyo tonight." Running to street, she fell, broke her arm.



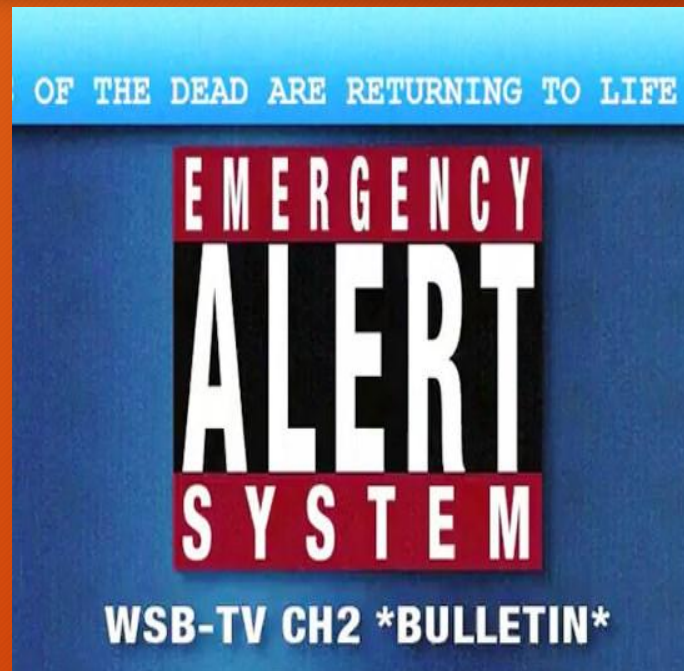
"I Didn't Know" Owen Wilson, after announcement of public reaction. He adapted H. G. Wells' "War of the Worlds" for radio and played principal role. Left: a machine controlled for another H. G. Wells story. Dramatic description of landing of wood "machine from Mars" started last night's panic.



On the evening of October 30, 1938, radio listeners across the U.S. heard a startling report of mysterious creatures and terrifying war machines moving toward New York City.



Citizen Alerts and Warnings



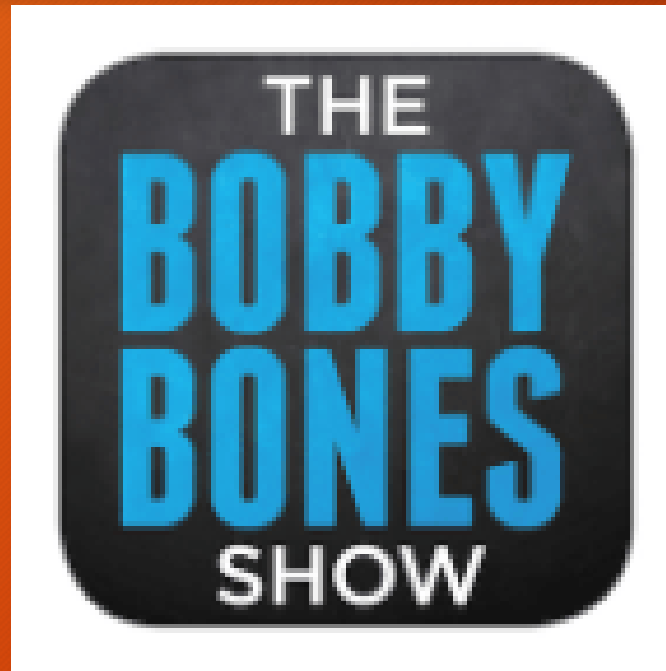
“Civil authorities in your area have reported that the bodies of the dead are rising from their graves and attacking the living...”

Notable
Missteps

Part
One



Citizen Alerts and Warnings



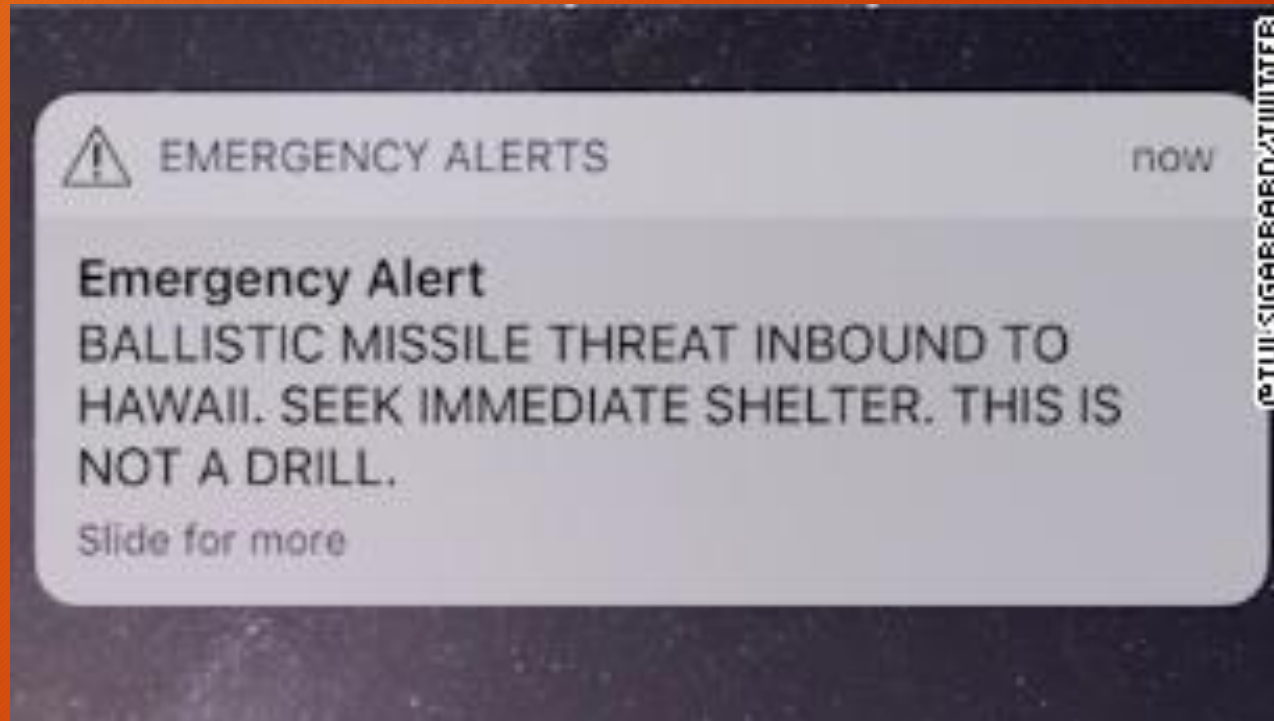
“Bobby Bones broadcast an EAS tone from an earlier nationwide EAS test. This false alert was sent to more than 70 affiliated stations...”

Notable
Missteps

Part
Two



Citizen Alerts and Warnings



Notable
Missteps

Part
Three



“Attorney Michael Green said his client was a scapegoat.” “No one was ready for this day”

Citizen Alerts and Warnings



“AccuWeather, blamed the weather service, saying the government agency miscoded the test message.”

Notable
Missteps

Part
Four



Citizen Alerts and Warnings

With Wireless Emergency Alerts (WEA), residents or guests near selected cellular towers can receive a short, standardized digital alert message.

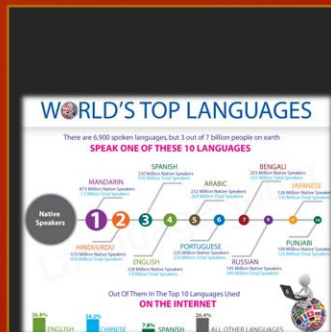
This technology is more reliable for alerting citizens of danger because it does not require citizens to sign-up.



Citizen Alerts and Warnings

Nevada emergency managers partnered with the University of Nevada Reno (UNR) Northern Nevada International Center (NNIC).

This partnership facilitated an outreach to other than English speaking citizens. The Task Force identified the top five languages, other than English, that are spoken in Nevada.



Citizen Alerts and Warnings

地震

做好准备 注意安全

内华达州在过去150年间，属于美国地震多发第三州。根据“内华达州地震信息报道”，自1850年起，发生了63场5.5级以上具有威胁性的地震，其中有25场地震超过6级，有大约5场地震超过7级。



做好计划	与家人一起做好家庭逃生计划。	参加防震与疏散演练。	储备不易变质的食物以及两到三天的饮用水。	检查天然气和电线的装置。
准备好逃生包	保持冷静并转移到指定的安全区。	地震发生时立即停止。	关闭天然气以及电灯开关。	不要将汽车停靠在高层建筑边。
注意逃生信息	在确保没有天然气泄漏的情况下，不要使用人工电话。	只在家中情况下使用智能手机发短信911或打911电话报警。	留意逃生提示，保持冷静并听从指示。	保持冷静并注意安全。
采取行动	伏下身体	藏在桌下保护头部。	震动时要抓稳	

保持联络

谨记地震的情况会继续发生，但有很多地震所带来的伤害是可以避免的。为获取最新地震信息，以下是一个应该记下来的信息渠道。

内华达州应急管理及国土安全部计划
readywashoe.com

GLOBAL NEIGHBORS
Neighbors Helping Neighbors

Chinese

SAKALING MAY PAGBAHA MAGING HANDA AT MANATILING LIGTAS

Ang pagbaha ay sitwasyon na madalas maganap sa Estados Unidos. Dahil sa kanilang kadalasan, madaling makalimutan na ito ay higit na mapanganib. Ang pagbaha ay nangyayari sa tuwing panahon ng tag-ulan at taglamig, at nagdudulot ng napakalaking kawalan at pinsala sa ekonomiya. Panatiliing ligtas ang iyong pamilya sa pamamagitan ng pagiging handa.

BAGO ANG PAGBAHA MAGHANDA	Maghandas ng laang kit para sa emergency na magpoonng flashlight, battery, padlock, at tubig. Itans sa Florida ang iyong kapele at bote.	Kung kinakailangan, palayin ang main switch ng gas at kuryente. Iti ay kinakailangan na malinis sa samog at pagbabago.
SA PANAHON NG PAGBAHA KUMILOS	Kung kinakailangan, magtungo sa panandilang shelter at dalin lamang ang mga importanteng guest.	Manatiling may kaalaman sa pangyayari sa pamamagitan ng pagpapalit ng iyong smart phone. Manatiling may kaalaman sa lokal na impormasyong pang-emergency.
PAGKATAPOS NG PAGBAHA MAGSAGAWA NG INSPEKSYON	Itanong ang mga bagay na may mga inspeksiyon. Itanong ang mga bagay na may mga inspeksiyon.	Itanong ang mga bagay na may mga inspeksiyon. Itanong ang mga bagay na may mga inspeksiyon.

MANATILING MAY KAALAMAN SA PANGYAYARI

Manatiling may kaalaman sa pagbaha, andito ang ilan sa mga mapagkukunan ng impormasyon na dapat tandaan:

Washoe County Emergency Management & Homeland Security Program
readywashoe.com

Federal Emergency Management Agency
ready.gov/floods

GLOBAL NEIGHBORS
Neighbors Helping Neighbors

Tagalog



Citizen Alerts and Warnings

The EAS system was used to test the ability to launch simultaneous television and radio alerts in both English and Spanish.



Spanish language stations with the proper programming gives priority to the Spanish “packet” and automatically broadcasts the Spanish language version.

HABLA
ESPAÑOL?

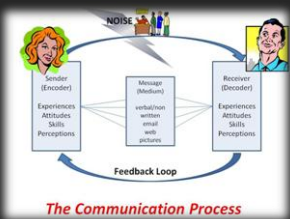


Hola - Hello
Gracias - Thanks
Por Favor - Please
De Nada - You're Welcome

Citizen Alerts and Warnings

Effective communications require a sender, a mode of communications, a receiver, and a feedback loop to ensure the message was understood.

When public safety officials do not provide a feedback mechanism, 9-1-1 lines are quickly overwhelmed with citizen requests for information.



Citizen Alerts and Warnings

Many communities have a 2-1-1 call center to provide access to social services, charitable organizations, and behavioral health services.

Local governments may also operate their own call taking services such as 3-1-1 so that citizens have a point of contact for government services.



Citizen Alerts and Warnings

Top-Ten “To-Do”

- 1- Educate the public - create realistic expectations
- 2- Discuss the various alerting options door-to-door, sirens, social media, traditional media, reverse dial, and EAS/WEA
- 3- Meet with your Broadcasters Association

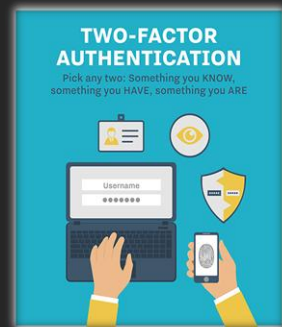


Citizen Alerts and Warnings

4- Reverse Dial- establish citizen cellular telephone sign-up site

5- Use dual authentication

6- Learn digital EAS equipment- take advantage of the IPAWS Laboratory



Citizen Alerts and Warnings

- 7- Consider multilingual outreach for whole community
- 8- Establish feedback system (2-1-1 and/or 3-1-1)
- 9- Integrate public warning into exercises
- 10- Practice, practice, practice!



Citizen Alerts and Warnings



CLEANUP WORK was under way Thursday in the area hit by Wednesday night's civil defense explosions. Here, head custodian Neil Reams of the Reno Recreation Department building at Liberty and Sinclair streets, cleans up glass shattered by the blasts. Story and another picture on Page 12. (Journal Photo by Harry Upson)

The bottom line:

Emergency Managers benefit from a focused public alert and warning effort.

Innovation, technology advancements, and practice are necessary

**Just
No
More
Rockets
Please!**

Citizen Alerts and Warnings:
No Rockets Please!

Questions?