

NATIONAL LEVEL EMERGENCY ALERT SYSTEM TEST

November 9, 2011, 2PM eastern

Pass the Word: Make Sure Your Community is Aware

- **As part of our larger efforts to strengthen our nation's preparedness and resiliency, the Federal Communications Commission (FCC) and the U.S. Department of Homeland Security's Federal Emergency Management Agency (FEMA) will conduct the first nation-wide test of the Emergency Alert System on November 9th, at 2 p.m. eastern.** The national Emergency Alert System is an alert and warning system can be activated by the President, if needed, to provide information to the American public during emergencies. NOAA's National Weather Service, governors, and state and local emergency authorities also use parts of the system to issue more localized emergency alerts. The test is an important exercise in ensuring that the system is effective in communicating critical information to the public in the event of a real national emergency. It is a critical communications tool that can provide alerts, warning and information rapidly across multiple television and radio platforms.
- **The test will last about 30 seconds and will look and sound very similar to the local tests of the Emergency Alert System that occur frequently.**
- **Testing the Emergency Alert System plays a key role in evaluating and improving the systems we need in place to ensure our nation is prepared for all hazards and that people within its borders are able to receive critical and vital information through the system, should it ever be needed.** It's important to keep in mind that this is not a pass or fail test of the Emergency Alert System, but an opportunity to improve the system on a national level.
- **In fact, this test will be critical to our efforts to build a modernized and fully accessible alert and warning system: the Integrated Public Alert and Warning System.** Because the first step toward building a modernized Emergency Alert System means testing the existing technology, we expect there may be limitations in this initial nationwide execution. Identifying and eliminating these shortfalls is our top priority as we work to build a modernized and fully accessible system.
- **Making the first nationwide test a success will require support from federal partners, state, tribal, territorial and local government, the private sector, non-profits, the faith-based community, and the general public.** For months, the FCC and FEMA have been working together with all of the test's participants, including broadcasters, satellite and cable providers to prepare for the nationwide test and to provide technical best practices.
- **In the days leading up to the test we are continuing an aggressive public education and outreach campaign and asking all of our partners to join us.** Our goal to make sure all members of the public know the test is happening and what to expect.
- Be sure to tell your family and friends about the test on Wednesday, November 9 at 2:00 PM eastern.
- For more information about the nationwide Emergency Alert System test, please visit www.FEMA.gov and www.FCC.gov. On November 9 at 2 p.m. eastern, please remember: *Don't stress; it's only a test.*