

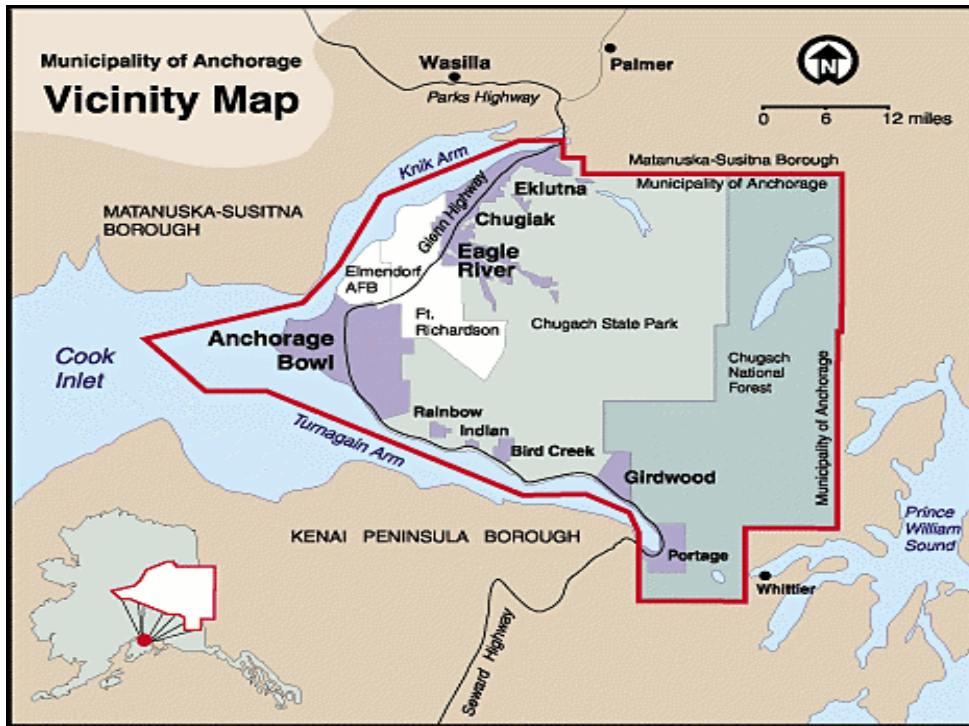


# MUNICIPALITY OF ANCHORAGE EMERGENCY ALERT SYSTEM PLAN PROCEDURES

## Municipality of Anchorage Operational Area

**EAS LOCAL AREA**  
*Includes the following Boroughs and Towns*

**Municipality of Anchorage**  
Eklutna, Thunderbird Falls, Peter's Creek, Chugiak, Eagle River  
Rainbow, Indian, Bird, Girdwood, Portage



## I. INTRODUCTION

This Emergency Alert System (EAS) Local Area Plan was developed by the Anchorage Area EAS Committee in cooperation with local broadcast and cable operators. The Plan outlines the methods used to disseminate emergency information and warning to the general public in the Anchorage EAS Local Area or any portion thereof, within the broadcast coverage and cable system service areas, at the request of local, State and Federal officials. This local EAS plan may be activated in response to common local emergency situations such as power outages, floods, civil disorders, earthquakes, heavy snows, toxic chemical leaks or any occurrence or imminent threat thereof which poses a danger to life or property.

Acceptance of/ or participation in this plan shall not be deemed as a relinquishment of program control, and shall not be deemed to prohibit a broadcast licensee or cable operator from exercising his independent discretion and responsibility in any given situation. Broadcast stations and cable systems originating emergency communications shall be deemed to have conferred rebroadcast authority. The concept of management of each broadcast station and cable system to exercise discretion regarding the transmission of emergency information and instructions to the general public is provided by the FCC Rules and Regulations.

## II. AUTHORITY

Title 47 U.S.C. 151, 154 (i) and (o), 303 (r), 524(g) and 606; and 47 C.F.R. Part 11, FCC Rules and Regulations, Emergency Alert System (EAS)

A WORD OF CAUTION: The Emergency Management/Services community has acquired a valuable new tool in gaining direct access to all area broadcasters and subject cable operators via the EAS. However, **if not used prudently, you put yourself in danger of losing this tool. Broadcasters and cable operators are expecting the EAS to be used only for very serious emergencies.** Keep in mind two things. First, some broadcasters and cable operators have their EAS decoders set on Automatic Mode. There will be no one there to screen your message and decide if it should be aired. They are depending on you to **send an EAS Alert only for a very serious emergency.** The first time you trigger the system for a frivolous event, you will **lose** the confidence of your area broadcasters and cable operators. The second thing to remember is that broadcasters and cable operators participate in the local level EAS on a **voluntary** basis. No one can force them to carry out your EAS Alerts. Maintain a good relationship with your local broadcasters and cable operators, and they will come through for you in a crisis.

**III. KEY EAS SOURCES**

**A. Local Primary Source (LP-1)**

Location	KFQD-AM 750KHZ
EAS Codes in Encoder/Decoder	KFQD
EAS Monitoring Assignments	UHF-Link , NWS, KNBA 90.3FM
Contact	Dennis Bookey
Telephone	907-275-2272
Unlisted Telephone	
Hours of Operation	24hrs / 7days
Communications Facilities	9200 Lake Otis Parkway (Lake Otis & Abbott)

**B. Local Primary Source (LP-2)**

Location	KNBA 90.3FM
EAS Codes in Encoder/Decoder	KNBA
EAS Monitoring Assignments	KFQD, NWS, UHF-Link
Contact	Dale Chazie
Telephone	907-258-8880
Unlisted Telephone	N/A
Hours of Operation	24hrs / 7days
Communications Facilities	818 East 9th Street

**IV. AUTHENTICATION (See ANNEX B)**

Authentication is not used but reserved for future use, if needed.

**V. IMPLEMENTATION**

The following procedures should be used to implement EAS alerts.

**A. Procedures for Designated Officials (see Annex A for list)**

**1. Activation Request**

Request activation of the EAS facilities through the LP-1 (or LP-2 if the LP-1 cannot be contacted) via UHF-Link, automated phone coupler, live telephone call or other available communications facilities.

Note: When "severe weather" warnings are issued by the NWS, the NWS will activate via NOAA Weather Radio.

## 2. *Contact Format*

Unless already authorized under the State of Alaska EAS plan, Designated Officials desiring to activate Anchorage EAS should first contact MOA EOC/OEM whenever possible. Should the MOA EOC/OEM be unavailable, contact the Alaska Division of Homeland Security and Emergency Services SECC at 428-7100 to activate the Anchorage EAS. MOA EOC/OEM will activate emergency messages via the following format:

### **FIRST OPTION**

Telephone coupler via EAS encoder at MOA EOC:

- a. Program EAS encoder with required header information (see Annex D)
- b. Record audio message
- c. Transmit header and audio message via the local telephone coupler to the LP-1.

### **SECONDARY OPTION**

UHF-Link via EAS encoder at MOA EOC:

- a. Program EAS encoder with required header information (see Annex D)
- b. Record audio message
- c. Transmit header and audio message via the UHF-Link or NOAA Weather Radio

### **BACKUP OPTION**

The following format is used to contact the LP-1 or LP-2 when the first or secondary option is not available; or when a designated official other than the MOA desires to activate the Anchorage EAS.

Contact LP-1 KFQD or LP-2 KNBA.

"This is (Name/Title) of (Organization). I request that the Emergency Alert System be activated for the Anchorage Area because of (Description of Emergency)."

## 3. *Details of Transmission*

Designated officials, and/or EAS source personnel, determine transmission details (i.e., live or recorded, immediate or delayed). Officials should provide emergency program material including a description of the emergency, actions being taken by local government, and instructions to the public. Total message length cannot exceed 2 minutes.

4. *Lines of Communication*

Keep line of communication open if necessary.

5. *Specific Area Activation*

For a unique emergency not involving the entire Anchorage Operational Area, local authorities may request activation of the EAS through the broadcast station and cable system serving only the affected area.

B. *Procedures for Broadcast and Cable System Personnel*

1. *LP-1 Response to EAS Alert*

Upon receipt of a request to activate the local EAS from appropriate authority, the LP-1 (or alternate LP-2) may proceed as follows:

a. ANNOUNCEMENT

Broadcast the following announcement:

"WE INTERRUPT THIS PROGRAM BECAUSE OF A LOCAL EMERGENCY. IMPORTANT INFORMATION WILL FOLLOW."

b. TRANSMISSION OF EAS CODES

Transmit the EAS header codes and Attention Signal.

c. ANNOUNCEMENT

Transmit the following announcement and material:

"WE INTERRUPT THIS PROGRAM TO ACTIVATE THE EMERGENCY ALERT SYSTEM FOR THE ANCHORAGE OPERATIONAL AREA BECAUSE OF A LOCAL EMERGENCY. IMPORTANT INSTRUCTIONS WILL FOLLOW."

\*\*\* Follow with emergency program \*\*\*

d. TERMINATION

To terminate the EAS message (immediately or later), make the following announcement:

“THIS CONCLUDES EAS PROGRAMMING. ALL BROADCAST STATIONS AND CABLE SYSTEMS MAY NOW RESUME NORMAL OPERATIONS.”

e. END-OF-MESSAGE CODE

Transmit the EAS End of Message (EOM) code.

Important Note: For State and local emergencies, broadcasters and cable operators have the option of transmitting only the EAS header and EOM codes without an audio emergency message. This is acceptable so that EAS coded messages can be unobtrusively relayed through areas unaffected by the emergency.

2. *Procedures for Monitoring Stations and Cable Systems*

All other broadcast stations and cable systems are monitoring key sources via EAS monitor receiver/decoders and will be alerted by the header codes and attention signal. Each station and cable system upon receipt of the signal will, at the discretion of management, perform the same procedures as in step 1 above by transmitting the emergency message from the LP-1 or LP-2.

3. *Responsibility to Provide Confirmed Information*

To avoid unnecessary escalation of public confusion, all stations and cable systems must be cautious in providing news and information pertaining to the emergency. All messages must be based on definite and confirmed facts. The public must not be left to decide what is or is not fact.

4. *Resume Normal Programming*

Upon completion of the above transmission procedures, resume normal programming. Appropriate notations should be made in the station and cable system records. A very brief summary may be sent to the FCC for information purposes only.

## **VI. TESTING FORMAT**

Testing of the Municipality of Anchorage Emergency Alert System (MOA EAS) will be conducted on a quarterly basis. Broadcast and cable operators may substitute the MOA EAS test for the RMT of that month. These tests shall always use the RMT event code. The Anchorage Area EAS Committee will schedule tests at least 6 to 12 months in advance and pre-determine which designated officials will conduct the test. The Anchorage Area EAS Committee shall notify broadcast and cable operators and designated officials of this schedule. (Annexes A and E)

### **1. *Local Testing Format and Script***

- a. Send the EAS header code:  
    Use the RMT event code  
    Use 30-minute duration
- b. One second pause
- c. Send the low-tone attention signal for 8 seconds
- d. Transmit the following test script:  
    “This is a test of the Anchorage Area Emergency Alert System. In the event of an emergency, this system would provide important information. This test is now concluded.”
- e. One-second pause
- f. Send EAS end-of-message code

The local testing script can be read in 9 to 10 seconds. Designated officials shall make every attempt to complete their test within 30 seconds. Pre-recording the script at the length needed to achieve this is highly recommended.

## **VII. ANNUAL REVIEW/UPDATES**

The Anchorage Area EAS Committee will review this plan annually.

The Anchorage Area EAS Committee has the authority to make minor modifications to this plan without re-executing Annex C, Signature Approvals.

Significant changes to the Municipality of Anchorage EAS Plan, other than minor modifications, will require approval and signatures of the Designated Officials listed in Annex C. Following any significant change, a full distribution of the revised Plan shall be made after approval and signatures are obtained.

**VIII. ANNEXES**

ANNEX A.....Designated Officials authorized to activate  
the Anchorage Operational Area EAS

ANNEX B..... Authentication Procedures

ANNEX C..... Approvals

ANNEX D.....EAS Codes Transmitted by Key EAS Sources

ANNEX E..... Broadcast Stations and Cable Systems

ANNEX F..... Anchorage Area EAS Committee Members

ANNEX G.....Acronyms

***OPERATOR PLEASE POST***

**ANNEX A**

***DESIGNATED OFFICIALS AUTHORIZED TO ACTIVE  
THE ANCHORAGE OPERATIONAL AREA EAS***

Mayor, MOA
Municipal Manager, MOA
Director, MOA Office of Emergency Management
Chief, Anchorage Fire Department
Chief, Anchorage Police Department
National Weather Service

**ANNEX B**

***AUTHENTICATION PROCEDURES***

Authentication is not used but reserved for future use, if needed.

**ANNEX C**

**APPROVALS**

This Municipality of Anchorage EAS Local Area Plan was developed and approved by the Anchorage Area EAS Committee.

The plan is coordinated with, and distributed to, all designated officials listed in Annex A and all broadcast stations and cable systems listed in Annex E.

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DENNIS BOOKEY KFQD (Broadcast EAS Local Area Chair)	Date
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GARY HAYNES GCI (Cable EAS Local Area Chair)	Date
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BOB HOPKINS Anchorage Forecast Office MIC National Weather Service	Date
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MARK BEGICH, Mayor Local Government Official	Date
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TRACY A. MATTHEWS, Director MOA Office of Emergency Management	Date
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**ANNEX D**

**EAS CODES TRANSMITTED BY EAS KEY SOURCES**

Key EAS Source (County FIPS #)	ORG – Originator	EEE – Event
MOA #03000	CIV	CEM (Civil Emergency Message)
MOA #03000	CIV	EVI (Evacuation Immediate)
MOA #03000	CIV	RMT (Required Monthly Test)

In addition to the Event Codes required to be carried by the Federal Communications Commission (FCC), the following Event Codes will be carried by the LP-1 and LP-2 in this FCC Local Area.

NWS	WXR	
		BZW Blizzard Warning CEM Civil Emergency Message FFW Flash Flood Warning FLW Flood Warning WSW Ice Storm Warning SVR Severe Thunderstorm Warning TOR Tornado Warning TSW Tsunami Warning
Recommended (voluntary) messages to be carried as regular (non-EAS) bulletins and newscasts:		FFA Flash Flood Watch FLA Flood Watch SVA Severe Thunderstorm Watch TOA Tornado Watch TSA Tsunami Watch WSW Winter Storm Warning

## ANNEX E

**BROADCAST STATIONS AND CABLE SYSTEMS**

<b>Station</b>	<b>Address</b>	<b>Phone</b>
<b>GCI Cable</b>	2550 Denali Street Anchorage, AK 99503	907 786-9200
<b>KAFC-FM 93.7, KATB-FM 89.3</b>	6401 E. Northern Lights Blvd. Anchorage, AK 99504	907 333-5282
<b>KAKM-TV7, KSKA-FM 91.1</b>	3877 University Drive Anchorage, AK 99508	907 563-7070 907 561-1161
<b>KASH-FM 107.5, KENI-AM 650, KBFX-FM 100.5, KGOT-FM 101.3, KYMFG-FM 98.9, KTZN-AM 550</b>	800 E. Dimond Blvd, Suite 3-370 Anchorage, AK 99515	907 522-1515
<b>KBYR-AM 700, KTVA-TV11</b>	1007 W. 32 <sup>nd</sup> Avenue Anchorage, AK 99503	907 273-3192
<b>KCFT-TV35</b>	6401 E. Northern Lights Blvd. Anchorage, AK 99504	907 337-2020
<b>KEUL-FM 88.9/ Ski City</b>	PO Box 29 Girdwood, AK 99587	907 754-2489
<b>KFQD-FM 750, KBRJ-FM 104.1, KHAR-AM 590/KEAG-FM 97.3 (KOOL) KMXS-FM 103.1, KWHL-FM 106.5</b>	9200 Lake Otis Parkway Anchorage, AK 99507	907 344-9622
<b>KIMO-TV13</b>	2700 E. Tudor Road Anchorage, AK 99507	907 561-1313
<b>KKRO-FM 102.1, KQEZ-FM 92.1, KFAT-FM 92.9</b>	11259 Tower Road Anchorage, AK 99518	907 344-4045
<b>KLEF-FM 98.1, KASH-AM 1080</b>	3601 C Street, Suite 290 Anchorage, AK 99503	907 561-5556
<b>KNBA-FM 90.3</b>	818 E. 9 <sup>th</sup> Avenue Anchorage, AK 99501	907 258-8880 907 279-5622
<b>KRUA-FM 88.1</b>	3211 Providence Drive Anchorage, AK 99508	907 786-6800
<b>KTBY/FOX-TV4</b>	440 E. Benson Blvd. Anchorage, AK 99503	907 274-0404
<b>KTUU-TV2</b>	701 E. Tudor Road, Suite 220 Anchorage, AK 99503	907 762-9202
<b>KYES-TV5</b>	3700 Woodland Drive, Suite 600 Anchorage, AK 99517	907 248-5937
<b>TV47</b>	3600 Denali Street Anchorage, AK 99508	907 343-2902

ANNEX F

**ANCHORAGE AREA EAS COMMITTEE MEMBERS**

Dennis Bookey, Committee Chair Anchorage Media Group 907-275-2272 <a href="mailto:dbookey@anchoragemediagroup.com">dbookey@anchoragemediagroup.com</a>
Tracy A. Matthews Director, MOA Office of Emergency Management 907-343-1401 <a href="mailto:matthewsta@muni.org">matthewsta@muni.org</a>
Jerry Wilson Foreman, MOA Communications 907-343- 8365 <a href="mailto:wilsonjl@muni.org">wilsonjl@muni.org</a>
John Kiewik Deputy Chief, MOA Fire Department 907-267-5064 <a href="mailto:kiewikjg@muni.org">kiewikjg@muni.org</a>
Sam Albanese National Weather Service 907-266-5117 <a href="mailto:sam.albanese@noaa.gov">sam.albanese@noaa.gov</a>
Marlene S. Windel Federal Communications Commission (FCC) 907-271-6343 <a href="mailto:mwindel@fcc.gov">mwindel@fcc.gov</a>
Gary Haynes GCI Cable 907-786-9355 <a href="mailto:ghaynes@gci.com">ghaynes@gci.com</a>

**ANNEX G**

**ACRONYMS**

CEM (Header Code)	Civil Emergency Message
C.F.R.	Code of Federal Regulations
CIV (Header Code)	Civil Authority
EAS	Emergency Alert System
EOC	Emergency Operations Center
EOM	End of Message
EVI (Header Code)	Evacuation Immediate
FCC	Federal Communications Commission
FFA (Header Code)	Flash Flood Watch
FFW (Header Code)	Flash Flood Warning
FIPS	Federal Information Processing Standards
FLA (Header Code)	Flood Watch
FLW (Header Code)	Flood Warning
HWW (Header Code)	High Wind Warning
HUW (Header Code)	Hurricane Warning
LP	Local Primary
MOA	Municipality of Anchorage
NOAA	National Oceanic & Atmospheric Administration
NWS	National Weather Service
OEM	Office of Emergency Management
RMT	Required Monthly Test
SVA (Header Code)	Severe Thunderstorm Watch
SVR (Header Code)	Severe Thunderstorm Warning
TOA (Header Code)	Tornado Watch
TOR (Header Code)	Tornado Warning
TSA (Header Code)	Tsunami Watch
TSW (Header Code)	Tsunami Warning

UHS ..... Ultra High Frequency  
U.S.C. .... United States Code  
  
VHF ..... Very High Frequency  
  
WSW (Header Code) ..... Winter Storm Warning OR Ice Storm Warning  
WXR (Header Code) ..... National Weather Service