EMERGENCY ALERT SYSTEM (EAS)
PROCEDURES FOR THE

Matanuska-Susitna Borough

EAS LOCAL AREA

INCLUDES THE FOLLOWING BOROUGHS AND TOWNS

Matanuska-Susitna Borough

Cities of Palmer, Wasilla and Houston

Communities of: Big Lake, Buffalo Soapstone, Butte, Chase, Chickaloon, Farm Loop, Fishhook, Gateway, Glacier View, Knik-Fairview, South Knik River, North Lakes, South Lakes, Lazy Mountain, Meadow Lakes, Petersville, Point MacKenzie, Skwentna, Susitna, Sutton, Talkeetna, Taniana, Trapper Creek, and Willow

I. INTRODUCTION

This Emergency Alert System (EAS) Local Area Plan was developed by the Matanuska-Susitna Local Area Emergency Communications 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 Matanuska-Susitna 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 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)

III. KEY EAS SOURCES

A. Local Primary Source (LP-1)

Location	99.7 MHz (FM)
EAS Codes in Encoder/Decoder	Annex H
EAS Monitoring Assignments	KFQD, KTVA, NWR, APRN
Contact	Eddie Maxwell, Program Director
Telephone	(907) 373-0222
Unlisted Telephone	[redacted]
Hours of Operation	24/7 (Attended M-F 5am-7pm)
Communications Facilities	KMBQ-FM, Wasilla

B. Local Primary Source (LP-2)

Location	750 KHz (AM)	88.9 MHz (FM)
EAS Codes in Encoder/Decoder	Annex H	
EAS Monitoring Assignments	NWR, KTVA, APRN, KNBA , KFQD	
Contact	Paul Jewusiak	Will Peterson
Telephone	(907) 275-2231	(907) 733-1700, 733 1737,
Unlisted Telephone	[redacted]	
Hours of Operation	24/7	24/7
Communications Facilities	KFQD-AM, Anchorage	KTNA-FM, Talkeetna

IV. AUTHORIZED ACTIVATION AUTHORITIES

Most EAS activations will be automatically initiated by the authorized authorities listed in Annex B. Verbal requests for activation of the EAS system may be made directly to the LP-1 or LP-2 or NWS as a redundant activation method.). **Note that alternate activation will activate both EAS and WEA systems.**

If the LP-1, LP-2 or NWS is unsure of the validity of the requesting agency, a return telephone call to the appropriate number listed in Annex B should be made for confirmation.

Note: National Weather Service (NWS) warnings received via NOAA Weather Radio, NOAA Weather Wire or AP, Reuters and UPI wire services do not need additional authentication.

V. IMPLEMENTATION

The following procedures should be used to implement EAS alerts.

The user programs their originator code (ORG) into their EAS encoder during initial setup. Valid originator codes are listed below:

Originator Code	Definition
PEP	Primary Entry Point System
CIV	Civil Authorities
WXR	National Weather Service
EAS	EAS Participant

Table 1 EAS Originator Codes

A. *Procedures for Designated Officials*

1. Local Automated Activation

Authorized Local Officials that are certified by the Federal Emergency Management Agency, Integrated Public Alert Warning System (IPAWS), and have completed a Memorandum of Agreement and Collaborative Operating Group (MOU/COG) with IPAWS, may activate the EAS/WEA system for local emergencies.

Authorized Local Officials are limited to use of the following Local Event Codes:

911 Telephone Outage Emergency	TOE
Civil Emergency Message	CEM
Evacuation Immediate	EVI
Fire Warning	FRW

Hazardous Materials Warning	HMW
Law Enforcement Warning	LEW
Local Area Emergency	LAE
Shelter In Place Warning	SPW
Required Weekly Test	RWT

When the system is activated by Authorized Local Officials, they shall notify the LP-1, LP-2, NWS and State Emergency Operations Center (907 428-7100) as soon as possible by phone or alternate means.

2. *Activation Request Alternate*

Request activation of the EAS-WEA facilities through the National Weather Service Forecast Office (907) 266-5172 or LP-1 or LP-2 (see Section III and Annex B). **Note that alternate activation will activate both EAS and WEA systems.**

3. *Contact Format*

Designated officials use the following format when contacting the key EAS sources:

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

4. Details of Transmission

Upon authentication, designated officials, 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 of the emergency, actions being taken by local government, and instructions to the public.

5. *Specific Area Activation*

For a unique emergency not involving the entire local area, local authorities may request activation of the EAS/WEA 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 an EAS signal , the LP-1 or LP-2 Alternate will rebroadcast the valid EAS alert.

In the event of a failure of automated EAS signal systems, the the LP-1 (or alternate LP-2) may proceed to generate an EAS alert manually 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 _____ LOCAL 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. *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. TESTS

A. Tests of these EAS procedures shall be conducted on a random or scheduled basis from a point which would originate the common emergency message.

B. Authorized Local Officials will coordinate with Broadcasters to conduct a weekly test in order to confirm that the system is operational.

C. Special live code tests will be conducted March and September of each calendar year as outlined below.

- A Live code Tsunami Warning (Event Code "TSW") test will replace the RMT in March.
- A Live code Child Abduction Emergency (Event Code "CAE") test will replace the RMT in September.

VII. ANNEXES

ANNEX A ..... List of designated officials and phone numbers
ANNEX B.....Authorized Activation Authorities
ANNEX C.....Approvals
ANNEX D ..... List of EAS codes transmitted by key EAS sources
ANNEX E.....List of broadcast stations and cable systems
ANNEX F..... .....Post local EAS activation instructions
ANNEX G.....Terminology
ANNEX H.....EAS Event Codes

ANNEX A

Designated Officials For the Matanuska-Susitna Borough EAS Plan

Matanuska-Susitna Borough Emergency Management Director (907) 373-8815 Matanuska-Susitna Borough Emergency Manager (907) 373-8812 Matanuska-Susitna Borough Emergency Management Specialist (907) 982-4357
Palmer Director Department of Public Safety (907) 745-4811 Palmer Chief of Police (907) 745-4811
Wasilla Chief of Police (907) 352-5401 Lt. Josten (907) 352-5405
Alaska State Troopers "B" Detachment Commander (907) 745-2131
KMBQ-FM Chief Operator (907) 373-0222 (Upon Request of Authorized Agency)
KTNA-FM Chief Operator (907)733-1700 (Upon Request of Authorized Agency)

ANNEX B

AUTHORIZED ACTIVATION AUTHORITIES

ALERT LEVEL	**AUTHENTICATION METHOD**	**SOURCE**
NATIONAL	CODED EAS ALERT	Relayed via KFQD and/or NWR
STATE	CODED EAS. ALERT	Relayed via KFQD and/or NWR
LOCAL	IPAWS OR VERBAL	Mat-Su Dept of Emergency Mg 373-8815 / 373-8812 / 982-4357. and/or NWR (907) 266-5172
	VERBAL (to MSB/NWR)	Wasilla Police Department 352-5401 / 342-5405 Palmer Dept of Public Safety 745-4811 Alaska State Troopers B Detach 745-2131

Note that alternate activation will activate both EAS and WEA systems.

ANNEX C

This Matanuska-Susitna Borough EAS Local Area plan was developed and approved by the Matanuska-Susitna Borough EAS Local Emergency Communications 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.

Eddie Maxwell
Program Manager KMBQ
Broadcast EAS Local Area Chair

11/12/14
Date

Will Peterson
KTNA General Manager

11/18/14
Date

Chris Brandt
Cable EAS Local Area Chair

11/13/14
Date

Sam Albanese
Acting Meteorologist-in-Charge
National Weather Service

11/13/14
Date

Dennis Brodigan
Emergency Services Director
Matanuska-Susitna Borough

11/12/14
Date

ANNEX D

LIST OF EAS CODES TRANSMITTED BY EAS KEY SOURCES

Key EAS Source (MatSu Borough FIPS # 02170)	ORG - Originator	EEE - Event
	All	All
KTNA-FM Radio 88.5 MHz	All	All

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 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

LIST OF BROADCAST STATIONS AND CABLE SYSTEM

Station	Contact	e-mail	business phone	After hours
APRN	Wyatt, Bob	nbobw@alaskapublic.org	970 550-8417	
GCI CABLE	Brandt, Chris	Cbrandf@gci.com	907 868-8531	907 868-5555
GCI/ACS WIRELESS	Velleros (Harrington, Niel)	nharrington@velleros.com		
KAYO	Ford, Mike	michael.r.ford@morris.com	907 631-0493	907 414-7040
KFQD	Jewusiak, Paul	paul.jewusiak@morris.com	907 275-2231	907 830-7898
KFQD	Campbell, Joe	joe@kfqd.com	907 275-2254	907 275-2277
KMBQ	Eddie Maxwell Program Manager Ohana Group	eddie.maxwell@ohanamediagroup.com	907 373-0222	[redacted]
KMBQ	Brian Morris Asst. Program Director	Brian.lee@ohanamediagroup.com	907-373-0222	907-790-0029
KMBQ	Tony Kyriss Ohana Marketing Engineer	tony.kyriss@ohanamediagroup.com	907-373-0222	907-632-7037
KTNA	Peterson, Will	will@ktna.org	907 733-1700 / 907 733-1737	[redacted]
KTVA	Berglin, John	Johnb@ktva.com	907 274-1111	
KVFR	Chmielewski, Mike	manager@radiofreepalmer.org	907 745-8951	907 982-7149
MTA	Enloe, Gary	mtadtvcontent@mta-telco.com	907 761-2537	

ANNEX F

Post EAS activation procedures

Following activation of the EAS system by a local authorized person, contact will be made with local broadcasters by the local authorized person to provide additional information for the public.

After normal business hours, the LP-1, LP-2 and other broadcasters will be contacted at their after hour numbers and requested to respond to their stations as is applicable to the situation.

Additional follow up information will be transmitted to the Broadcasters for release to the public.

In the event of a loss of normal communications, emergency communications with local broadcasters for follow-up information will be made by satellite phone. MSB will provide satellite phones to the Broadcasters. They will remain the property of the Borough and all charges for use of the phones will be paid by the Borough. They must be returned upon request of the Borough.

The satellite phones may only be used for emergency communications and must remain in the Broadcaster's station. Periodic tests of the phones will be scheduled.

ANNEX G

General Information:
The Federal Communications Commission (FCC) on February 26, 2002, issued a Report and Order (R&O) amending the Emergency Alert System (EAS) rules. The R&O became effective May 16, 2002. As part of the R& O, the FCC adopted numerous new civil emergency, weather and natural disaster event codes and National Weather Service's (NWS) marine area location codes. The partial list of EAS event codes (also known as NWR-SAME Codes) is shown below. NWR and the EAS use identical digital protocols, and NWR is the primary means for NWS alerts to activate the Emergency Alert System.
Source:
National Oceanic and Atmospheric Administration

Naming Convention for EAS Event Codes

The FCC Report and Order which became effective May 16, 2002, established naming conventions for EAS event codes. In most cases, and for all future codes to be approved, the third letter of all hazardous state and local event codes is limited to one of four letters:

- "**W**" for **WARNINGS**
- "**A**" for **WATCHES**
- "**E**" for **EMERGENCIES**
- "**S**" for **STATEMENTS**

Note: The existing event codes for Tornado Warning (TOR), Severe Thunderstorm Warning (SVR) and Evacuation Immediate (EVI) *will not* be changed to conform to this naming convention.

- A **WARNING** is an event that alone poses a significant threat to public safety and/or property, probability of occurrence and location is high, and the onset time is relatively short.

- A **WATCH** meets the classification of a warning, but either the onset time, probability of occurrence or location is uncertain.

- An **EMERGENCY** is an event that, by itself, would not kill or injure or do property damage, but indirectly may cause other things to happen that result in a hazard. For example, a major power or telephone loss in a large city alone is not a direct hazard, but disruption to other critical services could create a variety of conditions that could directly threaten public safety.

- A **STATEMENT** is a message containing follow up information to a warning, watch, or emergency.

ANNEX H

EAS Event (NWR-SAME) Codes		
Weather-Related Events	NWR-SAME Code	Status
Blizzard Warning	BZW	Operational
Coastal Flood Watch	CFA	Operational
Coastal Flood Warning	CFW	Operational
Dust Storm Warning	DSW	Operational
Flash Flood Watch	FFA	Operational
Flash Flood Warning	FFW	Operational
Flash Flood Statement	FFS	Operational
Flood Watch	FLA	Operational
Flood Warning	FLW	Operational
Flood Statement	FLS	Operational
High Wind Watch	HWA	Operational
High Wind Warning	HWW	Operational
Hurricane Watch	HUA	Operational
Hurricane Warning	HUW	Operational
Hurricane Statement	HLS	Operational
Severe Thunderstorm Watch	SVA	Operational
Severe Thunderstorm Warning	SVR	Operational
Severe Weather Statement	SVS	Operational
Special Marine Warning	SMW	Operational
Special Weather Statement	SPS	Operational

Tornado Watch	TOA	Operational
Tornado Warning	TOR	Operational
Tropical Storm Watch	TRA	Operational
Tropical Storm Warning	TRW	Operational
Tsunami Watch	TSA	Operational
Tsunami Warning	TSW	Operational
Winter Storm Watch	WSA	Operational
Winter Storm Warning	WSW	Operational

Non-Weather-Related Events	**NWR-SAME Code**	**Status**
National Codes-Required		
Emergency Action Notification	EAN	Not currently implemented on NWR
Emergency Action Termination	EAT	Not currently implemented on NWR
National Information Center	NIC	Operational
State and Local Codes-Optional		
Avalanche Watch	AVA	Operational
Avalanche Warning	AVW	Operational
Child Abduction Emergency	CAE	Operational
Civil Danger Warning	CDW	Operational

Civil Emergency Message	CEM	Operational
Earthquake Warning	EQW	Operational
Evacuation Immediate	EVI	Operational
Fire Warning	FRW	Operational
Hazardous Materials Warning	HMW	Operational
Law Enforcement Warning	LEW	Operational
Local Area Emergency	LAE	Operational
911 Telephone Outage Emergency	TOE	Operational
Nuclear Power Plant Warning	NUW	Operational
Radiological Hazard Warning	RHW	Operational
Shelter in Place Warning	SPW	Operational
Volcano Warning	VOW	Operational

Administrative Events	NWR-SAME Code	Status
Administrative Message	ADR	Operational
National Periodic Test	NPT	Not currently implemented on NWR
Network Message Notification	NMN	Not currently implemented on NWR
Practice/Demo Warning	DMO	Operational
Required Monthly Test	RMT	Operational
Required Weekly Test	RWT	Operational