

SAVE THE DATE

MARCH 9-10 2022

KEYT OF SANTA
BARBARA, CA



ROUNDTABLE: Developing a Voluntary Roadmap for Next Generation Emergency Messaging

On March 9-10 of 2022, the AWARN Alliance will join with KEYT-TV, the Offices of Emergency Management for Santa Barbara County and the City of Riverside, and the California Broadcasters Association to host the first of a series of roundtable discussions on the development of Next Generation Emergency Messaging (NGEM). Leveraging the advanced alerting capabilities of a powerful new broadcast technology, ATSC 3.0/NextGen TV will be an important piece of a broader discussion of interoperable technologies.

The meeting, with invitees from across Southern California, will take place in-person at KEYT's beautiful hilltop event space in Santa Barbara, starting by 1 pm 3/9 and concluding by 3 pm 3/10. This is an opportunity to join with other disaster information stakeholders in a relaxed, informal setting to discuss the future of public warning.

REGISTER

Activities will include a station tour of KEYT, known for its unparalleled disaster coverage in the region, as well as level-setting briefings and networking events ahead of a series of closed-door roundtable meetings among public and private disaster information stakeholders. Discussions will center on building out a voluntary, all-digital, and interoperable 'network of networks' to improve our response to many types of emergencies, including wildfires. Although the use of NextGen TV and 'Broadcast Internet' in a converged system will be covered, technology is not our focus. Instead, we will focus on the institutional and human interactions needed to leverage new technology solutions.

Objectives for the CA roundtables and beyond

- Review the state of alerting and EM-TV news room relationships in CA today.
- Identify best ways for alert originators, broadcasters, and other emergency information distributors to use NextGen TV directly and in a voluntary, interoperable 'network of networks.'
- Identify relationships that need to be built or strengthened between alerting stakeholders.
- Help create a model for NGEM roundtables in other regions and a national framework.

Who should attend?

- TV station general managers and news directors from both commercial and public CA media markets
- Area members of the State Emergency Communications Committee (SECC)
- Local and state emergency managers, including sheriffs, alert originators, and PIO's
- Federal and non-federal alerting regional officials
- Selected expert tech solution providers and device makers
- Officials involved in emergency communications policy and planning

Registration is required for this invite-only event. For more information please contact Anya Shetler at anya@AWARN.org. Sponsorship opportunities are available.

**MARCH
9-10 2022**



SANTA BARBARA ROUNDTABLE

CO-HOSTED BY AWARN ALLIANCE, KEYT-TV, SANTA BARBARA COUNTY OFFICE OF EMERGENCY MANAGEMENT, RIVERSIDE OFFICE OF EMERGENCY MANAGEMENT, AND CALIFORNIA BROADCASTERS ASSOCIATION.

KEYT-TV on TV Hill, 730 Miramonte Drive, Santa Barbara, CA

PRELIMINARY AGENDA

The first-of-its kind AWARN Santa Barbara Roundtable is primarily about relationships, not technology. The use of innovative Next Generation Television/ATSC 3.0 in a network of networks to improve disaster communications is a hoped-for outcome. However, the roundtable's focus is building the human and institutional relationships between emergency managers (EM's) and TV stations – those with newsrooms and those without – to use NextGen TV and allied technologies effectively.

Wednesday, March 9th

1pm-5pm

Opening remarks

- Welcome – Mark Danielson, KEYT-TV General Manager
- Greeting – Joan Hartmann, Chair, Santa Barbara County Board of Supervisors
- Greeting – U.S. Representative Salud Carbajal (tentative)
- Overview of event and recognition of attendees from co-organizers

KEYT-TV station tour

Briefing on Role of Broadcasting in Emergencies

- Concept for next generation emergency messaging (NGEM) – John Lawson, AWARN Alliance, Executive Director
- Multiplatform reach of TV broadcasting – Mark Danielson, KEYT-TV, General Manager
- How consumers seek information during emergencies (new research) – Josh Gordon, Sinclair Broadcast Group/ONE Media 3.0

Level-set on NextGen TV/ATSC 3.0 and Next Generation Emergency Messaging (NGEM)

- Historic, current, future EM-broadcaster cooperation – Joe Berry, CBA, Executive Director
- ATSC 3.0 broadcaster app demonstration – So Vang, VP of Emerging Technology, ONE Media 3.0
- Beta launch development and coordination with public safety – Pete Sockett, Director of Engineering and Operations, Capitol Broadcasting Company; North Carolina SECC Chair

Level-set on Current Alert Dissemination Pathways

- Current alerting pathways and gaps in California – Yaneris Muñiz, Emergency Manager, SBCOEM
- Examples of current alerting tech – Everbridge (invited), Alert FM
- Need for interoperability – Mark Annas, Emergency Services Administrator for Riverside County OEM and FCC CSRIC member

Networking Event (sponsored)

Self-serve beer, wine, and other light refreshments provided.



Sponsored by ATSC and the
California Broadcasters Association



Thursday, March 10th: ROUNDTABLES**10am-3pm****Participants**

Participants will include federal, state and local alert originators, TV station executives, including news directors, key technologists, and other invited guests. These will be closed discussions. Although not live-streamed, video of certain elements may be recorded for final summaries and models for AWARN roundtables in other cities.

Foundational topics*

**All topics are subject to revision based on registrant input prior to discussions. Please contact AWARN Deputy Director Anya Shetler at anya@awarn.org with questions or feedback.*

- In a disaster, what is the line between public alerting and enterprise news?
- How do we understand each other's "language?" In building relationships, EM's and broadcasters will each likely use technical or industry-specific terminology or concepts. How do we overcome these barriers in establishing agreements, policies and procedures?
- What level of time and resources are needed to develop agreements, training, testing and exercises, and procedures? How much time are participants willing to commit to "what it takes" to make the relationships work and implement NGEM?
- Can existing relationships and processes be leveraged to help pave the way? What are some real-world examples in today's environment?

Operational topics – short term

- With NextGen TV, who is responsible for providing geo-targeting and rich-media emergency content?
- How can the LECC and their plans be utilized to include ATSC 3.0 alerting? Examples:
 - To authorize local alert authorities to provide emergency messages
 - Provide guidance for broadcast in the voluntary use of ATSC 3.0 advanced alerting
 - Create the framework for EMs and broadcasters to work together to assure residents receive timely emergency information.

Operational topics – short term to mid-term

- How can the SECC be utilized/updated to move beyond EAS and include ATSC 3.0 alerting?
- Are MOU's between broadcasters and local alerting authorities needed?
- Which agencies in a multi-jurisdiction market would the TV station agree to take an alert from?

Operational topics – long term

- How can we build short-and-mid-term voluntary road maps so everyone will be prepared if and when federal regulations are developed?
- What can we learn from the experience of Wireless Emergency Alerts and recent legislation and current FCC proceedings intended to improve EAS?

Reporting and next steps

- Moderators will report out and document key discussion points with event organizers
- All participants will collaborate to set concrete, near-term next steps for continuing to develop relationships needed for advanced alerting

Post-event deliverables

- Written and video reports with findings and template for future roundtables
- "ABC" guide to alerting (Alert originator – Broadcaster – Consumer) outlining key technologies and relationships needed to move a geo-targeted, rich media alert from a trusted source to the consumer
- Network lists for continued in-region discussions
- Content for future industry events, such as an updated demonstration of NGEM