PREFACE

ATTENTION BROADCASTERS and CABLE OPERATORS:
In order to participate in Wisconsin’s Amber Alert System, you must program your EAS Unit. As of January 1, 2020, this includes using State Code Sub-Division FIPS location codes in your EAS Unit programming. See Section IV. for details.

ACKNOWLEDGEMENTS
The Wisconsin Amber Alert Committee wishes to thank the following organizations:

Wisconsin Educational Communications Board for the donation of time and materials in planning and implementing the distribution of Amber Alerts in Wisconsin.

Wisconsin Public Radio for relinquishing airtime for the broadcast distribution of Amber Alerts in Wisconsin.

Participation Disclaimer
Notwithstanding any good-faith intentions to originate, distribute, or broadcast Wisconsin Amber Alerts, due to the voluntary nature of the Wisconsin Amber Alert System, no owner, management or individual personnel at any Wisconsin broadcast station, cable system, state broadcast network, or government agency may be held liable by any person or entity for the failure to transmit any particular Amber Alert, whether that failure is intentional or unintentional, and regardless of the effect that failure has on any person or entity.

Broadcast stations and cable systems which agree to re-transmit Amber Alerts, are merely demonstrating their intentions to perform such actions, not guaranteeing their performance.
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I. Intent and Purpose of this Guidance Document

This Guidance Document puts into writing all pertinent details of the Wisconsin Amber Alert System required by broadcasters and cable operators to facilitate their participation in the Wisconsin Amber Alert program. Further information regarding the Wisconsin Amber Alert program can be found at: www.AmberAlertWisconsin.org  
A current copy of this Wisconsin Amber Alert Guidance Document will be maintained on the Wisconsin State EAS Plan website, www.sbe24.org/eas/

II. Definition of Terms used in this Guidance Document

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<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Explanation</th>
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<tbody>
<tr>
<td>CAE</td>
<td>Child Abduction Emergency</td>
<td>The EAS Code used for Amber Alerts.</td>
</tr>
<tr>
<td>DOJ</td>
<td>Wisconsin Department of Justice</td>
<td>State agency that administrates the law enforcement component of the Wisconsin Amber Alert Program.</td>
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<tr>
<td>EAS</td>
<td>Emergency Alert System</td>
<td>The FCC-mandated emergency alert system used by broadcasters and cable operators.</td>
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<tr>
<td>EAS Participants</td>
<td></td>
<td>The FCC term for all broadcasters and cable operators participating in EAS.</td>
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<td>ECB</td>
<td>Wisconsin Educational Communications Board</td>
<td>State agency that maintains the network and technical facilities which distribute Legacy EAS Wisconsin Amber Alerts.</td>
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<td>FIPS</td>
<td>Federal Information Processing System</td>
<td>A number assigned to each State and County by the federal government, used by EAS as the Location Code in alerts.</td>
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<tr>
<td>IPAWS</td>
<td>Integrated Public Alert and Warning System</td>
<td>Internet-based alerting system administered by the Federal Emergency Management Agency (FEMA).</td>
</tr>
<tr>
<td>LEA</td>
<td>Law Enforcement Agency</td>
<td>Any police or sheriff dept. in Wisconsin.</td>
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<tr>
<td>Legacy EAS</td>
<td></td>
<td>EAS alerts disseminated over the air, station-to-station, which is now the backup system to the primary method of delivering Wisconsin Amber Alerts via the internet using FEMA’s IPAWS.</td>
</tr>
<tr>
<td>SOP</td>
<td>Standard Operating Procedure</td>
<td>Used by LEA’s in issuing Amber Alerts.</td>
</tr>
<tr>
<td>WBA</td>
<td>Wisconsin Broadcasters Association</td>
<td>Trade Association with membership of most Wisconsin radio and TV stations.</td>
</tr>
<tr>
<td>WisDOT</td>
<td>Wisconsin Department of Transportation</td>
<td>Displays Amber Alert information on highway Variable Message Signs.</td>
</tr>
<tr>
<td>WPR</td>
<td>Wisconsin Public Radio</td>
<td>State agency that programs the stations which are the primary Legacy EAS Amber Alert distribution method.</td>
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</tbody>
</table>
III. Overview of the Wisconsin Amber Alert System


C.) EAS Distribution: EAS Participants will receive Amber Alerts primarily from IPAWS, with the WPR EAS State Relay (SR) station that is already monitored for EAS as an Amber Alert backup source. EAS Decoders can be set to Automatic Mode, which enables the re-broadcast of any received Amber Alert without any human intervention. This allows the growing number of “unattended” broadcast stations to participate in Wisconsin Amber Alerts, as well as Cable TV systems, which are generally running unstaffed at all times. Staffed stations that wish to preview alerts before forwarding them can set their EAS Decoders to Manual Mode. There will be a total of eight EAS alerts for each Amber Alert activation, unless the alert is cancelled early.

D.) FAX, E-mail, and Cellphone Text Distribution: Following the initial EAS Amber Alert, details of the alert will be faxed, e-mailed and sent via cellphone text message to the media. Register for these alerts at this DOJ website: www.WisconsinCrimeAlert.gov

E.) Distribution via Amber Alert Website: As soon as possible after the initial EAS Amber Alert, the text of the Amber Alert will be posted on the Wisconsin Amber Alert website, www.AmberAlertWisconsin.org In addition, pictures of the child, suspect(s), and/or suspect vehicle(s) will be posted, if available. Updates, as well as the cancellation of the Amber Alert, will also be posted here.

F.) Distribution via Highway Signs: WisDOT will display Amber Alert information on electronic permanently-installed, overhead Wisconsin Highway Variable Message Signs.

G.) Post-Activation Review Committee: All Amber Alert activations will be reviewed by the Wisconsin Amber Alert Review Committee for appropriateness, smooth operation of the Amber Alert System, and any other criteria the Committee deems necessary. The Wisconsin Amber Alert Review Committee is made up of members from the following organizations: Wisconsin Department of Justice, Wisconsin Broadcasters Association, Wisconsin Department of Transportation, Wisconsin Public Radio, Wisconsin Educational Communications Board, Wisconsin State Emergency Communications Committee (EAS Committee).

H.) Wisconsin Amber Alert System Participants:
Law Enforcement Agencies: After receiving training from DOJ, all Wisconsin LEA’s are encouraged to make use of the Wisconsin Amber Alert System.
Broadcasters and Cable Systems: All Wisconsin broadcasters and cable operators are encouraged to participate in the Wisconsin Amber Alert System.
National Weather Service: At the time this document was updated, NWS and its NOAA Weather Radio service, were not yet technically capable of participating in Amber Alerts.
IV. Guidance for Broadcasters and Cable Operators

Amber is Voluntary:
Participating in the Amber Alert System is voluntary, as is participation in all other Local and State EAS alerts. Every Wisconsin broadcaster and cable operator is encouraged to participate in the Amber Alert System. All Amber Alerts are sent as full EAS messages, thus allowing unattended broadcast and cable operations to forward the alerts with no human intervention required.

A Reliable System:
The Wisconsin Amber Alert Committee, with full sensitivity to the impact of broadcast emergency messages, is making every effort to ensure that the Amber Alert System in Wisconsin does not get over-used or misused for improper activations.
- All state Law Enforcement Agencies will receive the Law Enforcement Amber Alert Training Video and SOP from Wisconsin DOJ regarding Amber Alert activations.
- There is one central State-agency point of contact that will issue all Amber Alerts for Wisconsin. They will ensure that any alert issued meets the strict criteria adopted by the state Amber Alert Committee.
- All Amber Alert activations will be reviewed for appropriateness and smooth operation of the system by a broadcaster/law enforcement Amber Alert Review Committee. With these precautions, the Wisconsin Amber Alert Committee feels our system will be sound.

Broadcasters and Cable Operators - Preparing to participate in Amber:
1.) EAS Participants will receive Amber Alerts primarily from IPAWS, with the WPR EAS State Relay (SR) station that is already monitored for EAS as an Amber Alert backup source. See map in Appendix A for reference to these relay stations. Since your EAS Unit monitors both IPAWS and the Legacy EAS SR stations, you may receive any Amber Alert first from either source.
2.) You must program your EAS Unit to re-broadcast Amber Alerts, as follows:
   a.) Originator Code: CIV, Civil Authorities
   b.) Event Code: CAE, Child Abduction Emergency
   c.) Location Code: The State Code Sub-Division for your County shown in Appendix A.
   As of January 1, 2020, Wisconsin Amber Alerts will be issued via IPAWS using a State Code Sub-Division FIPS location code. Broadcasters and cable operators currently participating in Amber Alerts MUST recheck their EAS Unit programming and ensure they are not using the 055000/All of Wisconsin code, but rather the State Code Sub-Division FIPS code shown for their county(s) of service in Appendix A of this document. If the 055000/All of Wisconsin code remains programmed, you will carry Amber Alerts for anywhere in Wisconsin, not just those targeted for your EAS Area. (Example: EAS Participants in Douglas, Bayfield, Burnett and Washburn Counties should program FIPS code 155000 into their Amber Alert filter.) Note that sometimes the 055000/All of Wisconsin code will be sent in an alert when statewide coverage is intended; the programmed Sub-Division code will allow the State code to pass as well.
   d.) Mode: Use Automatic Mode if you are unattended, or want immediate forwarding. Use Manual Mode if you want to preview alerts before forwarding them.
3.) Join fax/email/text list. Register at this DOJ website: www.WisconsinCrimeAlert.gov
4.) Contact WBA if you haven’t gotten Amber Alert informational material for your staff.
(Broadcaster/Cable Guidance… continued on next page)
IV. Guidance for Broadcasters and Cable Operators (continued)

A.) EAS Code Protocol
For all Amber Alerts issued in Wisconsin, the following protocol will be followed:
Originator Code: Civil Authority (CIV)
Event Code: Child Abduction Emergency (CAE)
Location Codes: Wisconsin will normally issue Amber Alerts using State Code Sub-
Divisions. Counties located in each Sub-Division are shown on the map in Appendix A.
In addition, sometimes the All of Wisconsin code will be sent when statewide coverage is
intended; the programmed Sub-Division code will allow the State code to pass as well.
EAS Duration for the initial broadcast, and the first 3 re-broadcasts: 30 Minutes
EAS Duration for the next 4 re-broadcasts: 60 Minutes
(See next two paragraphs for details of the re-broadcast schedule.)

B.) EAS Amber Alert Procedures
Wisconsin Amber EAS Alerts will be sent every 30 minutes for the first two hours, then
once an hour for the next three hours (see example below). All eight of these alerts will
be full EAS Alerts, in order to enable automated stations and Cable TV to participate.
After the initial Amber Alert, staffed stations that prefer to read the subsequent alerts live
may abort received Amber Alert re-broadcasts. However, stations selecting this option
should check the Amber Alert website after each re-broadcast to be certain new details
have not been added to the alert, prior to resuming their own live Amber Alerts. An EAS
alert will not be used to announce the cancellation of the Amber Alert. Instead, it will be
announced via the Wisconsin Crime Alert Network email/fax/cell-text system, and the
Amber Alert website.

C.) Example of EAS Amber Alert Activation Re-Broadcast Timetable

<table>
<thead>
<tr>
<th>Sequence of Alerts</th>
<th>Sample Time</th>
<th>Valid period of EAS Alert issued</th>
<th>Description of the alert in Amber Alert Procedure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; Alert</td>
<td>1:00 PM</td>
<td>30 minute EAS Alert Duration</td>
<td>Initial alert</td>
</tr>
<tr>
<td>2&lt;sup&gt;nd&lt;/sup&gt; Alert</td>
<td>1:30 PM</td>
<td>30 minute EAS Alert Duration</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; 2-hour follow-up</td>
</tr>
<tr>
<td>3&lt;sup&gt;rd&lt;/sup&gt; Alert</td>
<td>2:00 PM</td>
<td>30 minute EAS Alert Duration</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; 2-hour follow-up</td>
</tr>
<tr>
<td>4&lt;sup&gt;th&lt;/sup&gt; Alert</td>
<td>2:30 PM</td>
<td>30 minute EAS Alert Duration</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; 2-hour follow-up</td>
</tr>
<tr>
<td>5&lt;sup&gt;th&lt;/sup&gt; Alert</td>
<td>3:00 PM</td>
<td>60 minute EAS Alert Duration</td>
<td>Last 2-hour follow-up</td>
</tr>
<tr>
<td>6&lt;sup&gt;th&lt;/sup&gt; Alert</td>
<td>4:00 PM</td>
<td>60 minute EAS Alert Duration</td>
<td>1&lt;sup&gt;st&lt;/sup&gt; next-3-hour follow-up</td>
</tr>
<tr>
<td>7&lt;sup&gt;th&lt;/sup&gt; Alert</td>
<td>5:00 PM</td>
<td>60 minute EAS Alert Duration</td>
<td>2&lt;sup&gt;nd&lt;/sup&gt; next-3-hour follow-up</td>
</tr>
<tr>
<td>8&lt;sup&gt;th&lt;/sup&gt; Alert</td>
<td>6:00 PM</td>
<td>60 minute EAS Alert Duration</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt; next-3-hour follow-up</td>
</tr>
</tbody>
</table>

D.) Staying up-to-date:
A current copy of this Wisconsin Amber Alert Guidance Document will be maintained
on the Wisconsin EAS Plan website, www.sbe24.org/eas/ Further, any routine updates
regarding the operation of the Wisconsin Amber Alert program will be distributed
through the Amber Alert E-Mail List that is used in issuing Amber Alerts. To sign up for
this list, register at this DOJ website: www.WisconsinCrimeAlert.gov
APPENDIX A: MAP OF WISCONSIN AMBER ALERT EAS AREAS & LOCATION CODES

[The nine “Amber Alert Areas” match exactly the nine existing EAS Local Areas.]

**LEGEND**

- = Amber Alert Broadcast Area Boundaries (matches exactly the nine existing EAS Local Areas)
SR = State Relay station that will originate Legacy EAS Amber Alerts for this area.
FIPS = EAS State Sub-Division Location Code to be entered into all EAS Units in this Amber Area.