

STATE OF WISCONSIN
AMBER ALERT PROGRAM

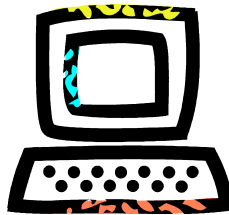
BROADCASTER/CABLE OPERATOR
GUIDANCE DOCUMENT

MARCH, 2020

**THIS UPDATE CONTAINS EAS UNIT
PROGRAMMING CHANGES FOR TRANSITION TO
IPAWS-DELIVERED AMBER ALERTS**

With new specific instructions for DASDEC & Monroe One-Net users.

**A current copy of this Wisconsin Amber Alert Guidance Document will
be maintained on the Wisconsin EAS Plan website, www.sbe24.org/eas/**



Wisconsin Amber Alert Website:

<https://amberalert.widoj.gov/>

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.

NOTE: As of this March 2020 update, it has been determined that users of DASDEC and Monroe One-Net EAS units must follow special instructions. 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: <https://amberalert.widj.gov/>

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

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

III. Overview of the Wisconsin Amber Alert System

A.) Criteria: See website: <https://amberalert.widj.gov/>

B.) Activation Procedures: See website: <https://amberalert.widj.gov/>

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, <https://amberalert.widj.gov/> 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:

Wisconsin Department of Justice	Wisconsin State Patrol
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 air Amber Alerts. All Amber Alerts are sent as full EAS messages, 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 State-agency point of contact that will issue all Wisconsin Amber Alerts. They will ensure that any alert issued meets the strict criteria adopted by the Committee.
- All Amber Alert activations will be reviewed by the Amber Alert Review Committee. With these precautions, the 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**
Additional DASDEC/Monroe One-Net Location Code: In addition to your State Code Sub-Division*, DASDEC/One-Net users MUST add “All of Wisconsin” code 055000.

Users of all other EAS units (Sage/Gorman-Redlich/Trilithic): You must NOT add the All of Wisconsin 055000 code. You should use ONLY your State Sub-Division Code*. As of January 1, 2020, Wisconsin Amber Alerts will be issued via IPAWS using a State Code Sub-Division FIPS location code, or occasionally the All of Wisconsin code. The Sage/Gorman-Redlich/Trilithic EAS units will pass the 055000/All of Wisconsin code, even though they are only programmed for a State Code Sub-Division FIPS code. If the 055000/All of Wisconsin code is programmed, these units 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 in the Amber Alert filter. DASDEC-users-only should add 055000.)

* Users of all EAS units can program additional State Sub-Division codes if desired. If the map shows you are close to another Amber Area, you may want to add that code.

- 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; see guidance on the previous page regarding proper EAS unit programming.

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

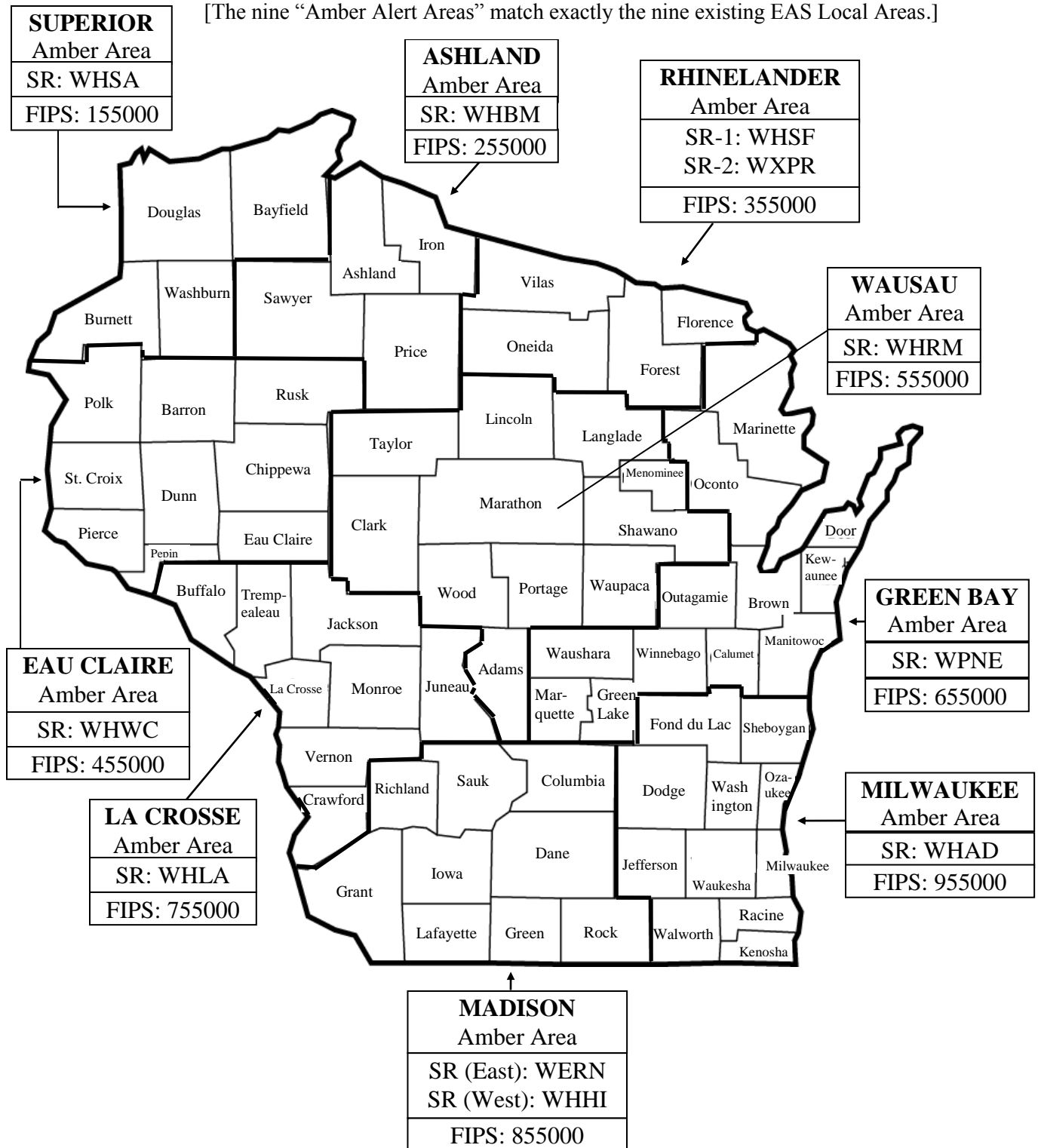
Sequence of Alerts	Sample Time	Valid period of EAS Alert issued	Description of the alert in Amber Alert Procedure
1 st Alert	1:00 PM	30 minute EAS Alert Duration	Initial alert
2 nd Alert	1:30 PM	30 minute EAS Alert Duration	1 st 2-hour follow-up
3 rd Alert	2:00 PM	30 minute EAS Alert Duration	2 nd 2-hour follow-up
4 th Alert	2:30 PM	30 minute EAS Alert Duration	3 rd 2-hour follow-up
5 th Alert	3:00 PM	60 minute EAS Alert Duration	Last 2-hour follow-up
6 th Alert	4:00 PM	60 minute EAS Alert Duration	1 st next-3-hour follow-up
7 th Alert	5:00 PM	60 minute EAS Alert Duration	2 nd next-3-hour follow-up
8 th Alert	6:00 PM	60 minute EAS Alert Duration	3 rd next-3-hour follow-up

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.