



*Integrated Public Alert and
Warning System (IPAWS)
Stakeholder Engagement Plan*



FEMA

March 2010



FEMA

Message from the Director

March 2010

I am pleased to present this *Integrated Public Alert and Warning System (IPAWS) Stakeholder Engagement Plan*. This is the road map for the IPAWS Program Management Office to engage essential Federal, State, local, tribal, and territorial government partners as well as our critical private sector partners in the public alert and warning domain.

Realizing IPAWS will require the energy, effort and expertise of a myriad of individuals and organizations that have equities in public alert and warning, it is imperative that our public and private sector partners be fully engaged and committed to advancing alert and warning capabilities. IPAWS is not a capability that can be designed and mandated by the Federal Government and then expected to work properly in times of crisis. Rather, it will be a collaborative effort to bring together the right resources – people, skills, and technology to ensure the end result is an integrated and interoperable system that allows our Nation’s leaders to alert and warn the American people.

Success in this endeavor depends on trusted relationships between and among government and private sector partners. The IPAWS Program Management Office is dedicated to ensuring these enduring relationships are established to best serve the program and the nation. The American people are our most trusted stakeholder in this critical program and the resilience of the American people during times of crisis has been demonstrated time and time again. Therefore, it is incumbent on all of us to ensure the American public has timely information to allow them to take the necessary actions for their safety and minimize damage to property during times of emergency.

A handwritten signature in blue ink, appearing to read "Antwane V. Johnson".

Antwane V. Johnson

Director

Integrated Public Alert and Warning System Program



Table of Contents

1.0 Introduction.....	2
2.0 Partnerships and Stakeholders	3
2.1 General	3
2.2 Congress and DHS and FEMA Leadership.....	3
2.3 Intergovernmental Stakeholder Organizations.....	4
2.3.1 National Governors Association (NGA)	4
2.3.2 National Academy of Public Administration (NAPA).....	4
2.3.3 The International City/County Management Association (ICMA).....	4
2.3.4 The National League of Cities (NLC)	4
2.3.5 National Conference of State Legislatures (NCSL)	5
2.3.6 The Council of State Governments (CSG).....	5
2.3.7 The National Association of Counties (NACo).....	5
2.4 Intra-Government Stakeholder Organizations	5
2.4.1 National Emergency Managers Association (NEMA).....	5
2.4.2 International Association of Emergency Managers.....	6
2.4.3 National Congress of American Indians.....	6
2.4.3 State, Local, Tribal, and Territorial Government Coordinating Council (SLTTGCC).....	6
2.5 Special Needs Organizations.....	7
2.5.1 National Federation of the Blind	7
2.5.2 National Association of the Deaf.....	7
2.6 IPAWS Partner and Stakeholder Working Group Engagement.....	7
2.6.1 Federal Working Group.....	7
2.6.2 Practitioners’ Working Groups – Originators and Disseminators.....	8
2.6.3 Industry Working Group	8
2.6.4 Critical Infrastructure Partnership Advisory Council.....	8
3.0 Engagement Activities	10
3.1 Congressional Engagement.....	10
3.2 Intergovernmental Stakeholder Organization Engagement	10
3.2.1 National Governors Association.....	10
3.2.2 Remaining Intergovernmental Stakeholder Engagement Activities	11
National Association of Counties	12
2010 Annual Conference & Exposition.....	12
National Conference of State Legislators.....	12
2010 Legislative Summit	12
3.3 Intra-Government Stakeholder Organizations	12
3.4 Special Needs Organization Engagement	12
3.5 IPAWS Partner and Stakeholder Working Group Engagement.....	13
3.6 The Media	13
Annex A – Recurring Activities	14
Annex B – Engagement Talking Points.....	15
Annex C – Points of Contact	17



1.0 Introduction

It is incumbent upon the Director of the Integrated Public Alert and Warning System (IPAWS) Program Management Office (PMO) and his staff to reach out to both those who affect the program and those who are affected by the program. The purpose of this plan is to establish how this engagement will be accomplished in order to achieve the functional requirements stated in Executive Order 13407 and achieve the objectives set forth in the IPAWS Strategic Plan.

The Director will reach out to program partners and stakeholders on two levels. First, the IPAWS PMO will engage with various partners on an individual and/or group basis to ensure the right message about IPAWS is reaching the right audience at the right time. This will ensure that the program achieves the functional requirement stated in Executive Order (E.O.) 13407; “Ensure the conduct of public education efforts so that State, territorial, tribal, and local governments, the private sector, and the American people understand the functions of the public alert and warning system and how to access, use, and respond to information from the public alert and warning system.”

Second, the Director will establish the mechanisms by which technological and operational experts can collaborate to: (a) develop, design, and implement the program at all levels of government and, (b) develop and implement a risk management program for critical IPAWS infrastructure in accordance with the National Infrastructure Protection Plan (NIPP). This will achieve the E.O. 13407 functional requirement; “Consult, coordinate, and cooperate with the private sector, including communications media organizations, and Federal, State, territorial, tribal, and local governmental authorities, including emergency response providers, as appropriate.”



2.0 Partnerships and Stakeholders

2.1 General

IPAWS partners and stakeholders are divided into four groups: (1) Congress, Department of Homeland Security (DHS), and Federal Emergency Management Agency (FEMA) leadership; (2) Intergovernmental stakeholder organizations; (3) Intra-governmental organizations; and, (4) Interagency government and private sector working groups. While the IPAWS message is the same, the manner in which each is engaged will vary. The key messages the IPAWS PMO will work to articulate to our partner and stakeholder organizations are:

- FEMA is working diligently with its partners and stakeholders to make the next generation of emergency alert and warning capabilities, Integrated Public Alert and Warning System (IPAWS), a reality;
- The new system expands upon the traditional audio-only radio and television Emergency Alert System (EAS) by providing one message over more media to more people. These media include cellular, internet and satellite communications;
- In times of national emergency, a resilient, modern, multifaceted communication system is needed in order to reach the American public via a variety of contemporary communication devices; and
- FEMA is committed to partnering with all stakeholders to ensure Federal, State, local, territorial, tribal and private sector concerns and needs are taken into consideration as next generation capabilities are considered and leveraged to provide timely alert and warning to American citizens.

2.2 Congress and DHS and FEMA Leadership

Congressional committees and subcommittees play vital roles in the oversight and implementation of the IPAWS Program. FEMA and IPAWS leadership will continue to inform the oversight Committees within the Congress on the status of IPAWS program activity. These committees are:

- United States Senate
 - Committee on Appropriations
 - Committee on Homeland Security and Governmental Affairs
- United States House of Representatives
 - Subcommittee on Economic Development, Public Buildings, and Emergency Management
 - Subcommittee on Emergency Communications, Preparedness, and Response

- Committee on Transportation and Infrastructure
- Committee on Appropriations

2.3 Intergovernmental Stakeholder Organizations

The IPAWS PMO continuously seeks to engage with new partners and stakeholders to form relationships, share information, and receive feedback. The IPAWS PMO will reach out to a number of intergovernmental stakeholder organizations, discussed in subsequent sections, to interact with and ensure they are kept informed of IPAWS progress. Organizational descriptions in subsequent sections provide the justification for targeting and reaching out to these robust organizations. Working with and through them, the IPAWS PMO will be able to reach the maximum number of people and organizations with minimum investment of time and funding. The information in the following sections was taken from individual organization web sites. Annex C contains the contact information for these organizations.

2.3.1 National Governors Association (NGA)

Founded in 1908, the National Governors Association is the collective voice of the nation's governors and one of Washington, D.C.'s most respected public policy organizations. Its members are the governors of the 50 states, three territories and two commonwealths.

2.3.2 National Academy of Public Administration (NAPA)

Established in 1967 and chartered by Congress, the National Academy of Public Administration is a non-profit, independent coalition of top public management and organizational leaders who tackle the nation's most critical and complex challenges. The Academy has a network of more than 650 distinguished Fellows and an experienced professional staff, uniquely qualified and trusted across government to provide objective advice and practical solutions based on systematic research and expert analysis.

2.3.3 The International City/County Management Association (ICMA)

The International City/County Management Association (ICMA) is the professional and educational organization for chief appointed managers, administrators, and assistants in cities, towns, counties, and regional entities throughout the world. Since 1914, ICMA has provided technical and management assistance, training, and information resources to its members and the local government community. The management decisions made by ICMA's 9,000 members affect nearly 185 million individuals in thousands of communities – from small towns with populations of a few hundred to metropolitan areas serving several million.

2.3.4 The National League of Cities (NLC)

The National League of Cities is the oldest and largest national organization representing municipal governments throughout the United States. Its mission is to strengthen and promote cities as centers of opportunity, leadership, and governance. Working in partnership with the 49 state municipal leagues, the National League of Cities serves as a resource to and an advocate for the more than 19,000 cities, villages, and towns it represents. More than 1,600 municipalities of

all sizes belong to the NLC and actively participate as leaders and voting members in the organization.

2.3.5 National Conference of State Legislatures (NCSL)

The National Conference of State Legislatures is a bipartisan organization that serves the legislators and staffs of the nation's 50 states, its commonwealths and territories. NCSL provides research, technical assistance and opportunities for policymakers to exchange ideas on the most pressing state issues. NCSL is an effective and respected advocate for the interests of state governments before Congress and federal agencies. The leadership of NCSL is composed of legislators and staff from across the country. The NCSL was founded to: (1) Improve the quality and effectiveness of state legislatures; (2) Promote policy innovation and communication among state legislatures; and, (3) Ensure state legislatures have a strong, cohesive voice in the federal system.

2.3.6 The Council of State Governments (CSG)

The Council of State Governments was founded during the Great Depression and for more than 75 years, CSG has worked hard to provide state leaders with what they need to succeed in difficult times. The members of CSG include every elected and appointed state and territorial official in the United States. Through their committees and task forces, they consider and make recommendations on promising approaches to public policy. CSG is a nonpartisan organization that brings state leaders together to share ideas, providing leaders the chance to learn valuable lessons from each other. They also foster innovation in state government and shine a spotlight on examples of how ingenuity and leadership are transforming the way state government serves residents of the states and territories.

2.3.7 The National Association of Counties (NACo)

The National Association of Counties (NACo) is the only national organization that represents county governments in the United States. Founded in 1935, NACo provides essential services to the nation's 3,068 counties. NACo advances issues with a unified voice before the federal government, improves the public's understanding of county government, assists counties in finding and sharing innovative solutions through education and research, and provides value-added services to save counties and taxpayers money. NACo's membership totals more than 2,000 counties, representing over 80 percent of the nation's population.

2.4 Intra-Government Stakeholder Organizations

Government stakeholder organizations are also important to the success of the IPAWS program. They represent a very large and unique segment of the emergency management community and the American public that are vital to or dependent upon IPAWS.

2.4.1 National Emergency Managers Association (NEMA)

The National Emergency Managers Association (NEMA) is the professional association of and for emergency management directors from all 50 states, eight territories and the District of Columbia.

NEMA provides national leadership and expertise in comprehensive emergency management; serves as a vital emergency management information and assistance resource; and advances continuous improvement in emergency management through strategic partnerships, innovative programs and collaborative policy positions.

The primary purpose of NEMA is to be *the* source of information, support and expertise for emergency management professionals at all levels of government who prepare for, mitigate, respond to, recover from and provide products and services for all emergencies, disasters and threats to the nation's security.

2.4.2 International Association of Emergency Managers

The International Association of Emergency Managers (IAEM) is a non-profit educational organization dedicated to promoting the goals of saving lives and protecting property during emergencies and disasters. The IAEM vision is to be recognized as a premier international organization of emergency management professionals. The mission of IAEM is to serve its members by providing information, networking and professional opportunities, and to advance the emergency management profession.

2.4.3 National Congress of American Indians

The National Congress of American Indians (NCAI) was founded in 1944. Since its founding, the NCAI has been working to inform the public and Congress on the governmental rights of American Indians and Alaska Natives. NCAI has grown to include member tribes from throughout the United States. Now serving as the major national tribal government organization, NCAI is positioned to monitor federal policy and coordinated efforts to inform federal decisions that affect tribal government interests.

2.4.4 State, Local, Tribal, and Territorial Government Coordinating Council (SLTTGCC)

The SLTTGCC serves as a forum to ensure that State, local, and tribal homeland security partners are fully integrated as active participants in national CIKR protection efforts, and to provide an organizational structure to coordinate across jurisdictions on State and local government-level CIKR protection guidance, strategies, and programs. The SLTTGCC will provide the State, local, tribal, or territorial perspective or feedback on a wide variety of CIKR issues. The primary functions of the SLTTGCC include the following:

- Providing senior-level, cross-jurisdictional strategic communications and coordination through partnership with DHS, the SSAs, and CIKR owners and operators;
- Participating in planning efforts related to the development, implementation, update, and revision of the National Infrastructure Protection Plan (NIPP) and National Sector Specific Plans (SSP) or aspects thereof;
- Coordinating strategic issues and resolution among Federal departments and agencies, and State, local, tribal, and territorial partners;
- Coordinating with DHS to support efforts to plan, implement, and execute the Nation's CIKR protection mission; and

- Providing DHS with information on State, local, tribal, and territorial-level CIKR protection initiatives, activities, and best practices.

2.5 Special Needs Organizations

E.O. 13407 requires IPAWS to, “include in the public alert and warning system the capability to alert and warn all Americans, including those with disabilities and those without an understanding of the English language.” To accomplish this, the IPAWS PMO will engage with certain special needs organizations.

2.5.1 National Federation of the Blind

With more than 50,000 members, the National Federation of the Blind is the largest and most influential membership organization of blind people in the United States. The NFB improves the lives of blind people through advocacy, education, research, technology, and programs encouraging independence and self-confidence. It is the leading force in the blindness field today and the voice of the nations blind. The NFB has affiliates in all fifty states plus Washington D.C. and Puerto Rico, and over seven hundred local chapters.

2.5.2 National Association of the Deaf

The National Association of the Deaf (NAD) is the nation's premier civil rights organization for deaf and hard of hearing individuals in the United States. The advocacy scope of the NAD is broad, covering a lifetime and impacting future generations in the areas of early intervention, education, employment, health care, technology, telecommunications, youth leadership, and more – improving the lives of millions of deaf and hard of hearing Americans. The NAD also carries out its federal advocacy work through coalition efforts with specialized national deaf and hard of hearing organizations, as well as coalitions representing national cross-disability organizations.

2.6 IPAWS Partner and Stakeholder Working Group Engagement

To bring together the necessary technical and operational expertise from federal, state, tribal, territorial and local governments, as well as the private sector, the IPAWS PMO has instituted several working groups to serve as forums to meet, discuss, and examine technical aspects of the program. Many of these organizations bring unique capabilities to the table and it is through these forums that the PMO will be able to leverage the best-of-the-best, share lessons learned and establish consensus for what needs to be done to accomplish the mission.

2.6.1 Federal Working Group

The Federal Public Alert and Warning Working Group serves as the venue from which federal, state, and local government entities with equities in alert and warning can engage with the Department of Homeland Security, Federal Communications Commission, White House Military Office, National Oceanic and Atmospheric Administration to provide for an enhanced and resilient alert and warning infrastructure. This working group provides a forum for coordination on a wide range of alert and warning activities and issues.

2.6.2 Practitioners' Working Groups – Originators and Disseminators

Two Practitioners' Working Groups (PWG) have been established - the Originator PWG and the Disseminator PWG. The Originator Working Group is comprised of emergency managers and officials from state, tribal, territorial, and local government jurisdictions. They meet to provide feedback on the usage of the Common Alert Protocol (CAP) Profile used to create a CAP message for emergency alerts. This working group also coordinates on the adoption and compliance of IPAWS Standards and Profiles for States and Localities.

The Disseminator Working Group is comprised of members from the message broadcast community. They come together to coordinate the adoption and compliance of IPAWS Standards and Profiles for states and localities, monitor implementation of the CAP Profile and offer recommendations on distribution network(s) and network security, and provide feedback on IPAWS Standards and federal regulations. They also serve as a forum from which to solicit individual recommendations.

2.6.3 Industry Working Group

The industry Working Group is comprised of representatives from private sector companies with recognized equities in the alert and warning field. Since the majority of the infrastructure needed to accomplish the IPAWS mission is owned and operated by the private sector, the IWG is a key stakeholder in the development and implementation of IPAWS.

2.6.4 Critical Infrastructure Partnership Advisory Council

The infrastructure associated with the IPAWS system-of-systems must be available at all times under all conditions. To ensure this requirement is met, the IPAWS PMO coordinated with the DHS Sector-Specific Agencies for the Emergency Services and Communications national sectors to ensure IPAWS infrastructure has the requisite visibility under the National Infrastructure Protection Plan (NIPP). This will afford the IPAWS PMO the opportunity to use the organizational and technological tools available at the federal level to strengthen the resiliency of the physical infrastructure necessary to achieve the mission. One such organizational tool is the Critical Infrastructure Partnership Advisory Council – CIPAC. DHS established the CIPAC to facilitate effective coordination between federal infrastructure protection programs with the infrastructure protection activities of the private sector and of state, local, territorial and tribal governments. The CIPAC represents a partnership between government and critical infrastructure/key resource (CIKR) owners and operators and provides a forum in which they can engage in a broad spectrum of activities to support and coordinate critical infrastructure protection.

The CIPAC supports the implementation of the 2009 National Infrastructure Protection Plan (NIPP), and will help to effectuate the sector partnership model set forth in the NIPP, by coordinating Federal infrastructure protection programs with the infrastructure protection activities of the private sector and of State, territorial, and tribal, and local governments. Specifically, CIPAC facilitates interaction among government representatives at all levels of government and private sector owners and operators to engage in, among other things: Planning; Coordination; Security program implementation; operational activities related to critical

infrastructure protection security measures, including incident response, recovery, and reconstitution from events both man-made and naturally occurring; and, Sharing of information about threats, vulnerabilities, protective measures, best practices, and lessons learned.¹

¹ United States Department Of Homeland Security Charter Of The Critical Infrastructure Partnership Advisory Council, March 20, 2008



3.0 Engagement Activities

This section portrays the high level plan for engaging the partner and stakeholder individuals and organizations described in section 2.0

3.1 Congressional Engagement

The IPAWS PMO has engaged with the Congressional committees list in section 2.2 and will continue to do so. Quarterly reports will be provided to these committees and IPAWS PMO leadership will engage with key members of these committees to provide updates on IPAWS implementation.

3.2 Intergovernmental Stakeholder Organization Engagement

The IPAWS PMO will actively engage the key organizations described in section 2.3. The initial focus will be on the National Governors Association.

3.2.1 National Governors Association

IPAWS Outreach continuously seeks out new counterparts and stakeholders with whom to form relationships, share information, and receive feedback. In the coming year, IPAWS Outreach will reach out to the Governors Homeland Security Advisors Council, which is formed under the National Governors Association Center for Best Practices. Interacting with the Governors and their homeland security advisors will establish a solid link to the States and inform them of IPAWS progress. This initiative is justified by the GAO report published in September 2009, which states, "About half of the state survey respondents reported that FEMA had not provided them with a clear understanding of the IPAWS vision or program goals and 66 percent were somewhat or very dissatisfied with FEMA's level of consultation and coordination. Ultimately, among states, there is a general lack of satisfaction with FEMA's outreach and a clouded understanding of what IPAWS actually is." New outreach efforts will be integrated into the currently existing programs in the National Governors Association (NGA) and the Governors Homeland Security Advisors Council.

3.2.1.1 Engage the Governors

The NGA hosts two annual conferences: the Winter Meeting (located in Washington, DC and typically held in February) where governors focus primarily on federal-state issues, and the Annual Meeting (location varies by the year and is typically held in July or August). No outside groups or individuals participate in these meetings, unless they are invited speakers or panelists.

DHS and FEMA have already established a presence at these conferences--Secretary Napolitano and Administrator Fugate both spoke at the 2009. IPAWS leadership will be able to participate in panel discussions, support speakers, or provide expertise and informational materials for distribution. IPAWS PMO staff will work with DHS, FEMA, and NGA Conference staff to request parts for IPAWS staff to participate in IPAWS-related general sessions, workshops, or

panels. IPAWS presence at these conferences would allow for broad exposure, strengthen existing relationships, and facilitate new relationship building with governors and top state homeland security officials.

3.2.1.2 Engage State Executives and Leaders Involved in Emergency Communications

The Governors Homeland Security Advisors Council brings together the top state homeland security officials from each state and territory to inform the governors of the impacts of Federal homeland security legislation, regulations, and policies on the states. Additionally, the Council has established standing committees to focus on issues identified as top priorities, including Infrastructure Protection and Information Technology, Cyber Security and Secure Communications. The Council meets twice yearly, conducts regular conference calls, hosts online forums, and hosts networking seminars for state government executive branch officials.

IPAWS PMO staff will build a relationship with the Governor's Homeland Security Advisors Council Program Director to find ways to inform and engage top state homeland security officials. The objective will be to provide frequent, actionable information to state officials during conference calls and online forums, to attend networking seminars, and solicit feedback. Furthermore, because NGA staff personnel are the authors of articles to their membership, IPAWS PMO staff will work closely with the Council staff to provide materials for publications and internal newsletters.

3.2.1.3 Engage Incoming Governors and Transition Staffs in 2010

There will be 39 gubernatorial elections in 2010, with at least 22 states definitely experiencing a change in executive leadership. The NGA biennial, bipartisan conference for new governors will take place in Colorado on November 19-21, 2010. The conference features a series of workshops, seminars, and business sessions "in which a collegial faculty of veteran governors advise governors-elect and their transition teams on a host of issues, including: managing the executive budget; shaping a vision for the administration; strategic scheduling and communications and emergency preparedness".

IPAWS PMO will coordinate for the involvement of the DHS Secretary to attend and speak on communications and emergency preparedness, including IPAWS. The IPAWS PMO staff can provide program detail support throughout the conference. Outreach efforts at this conference will serve as an opportunity to make a strong, favorable first impression on half of the nation's governors and their transition teams. It can also serve as a platform to build relationships with incoming state leaders throughout the country.

3.2.2 The Other Intergovernmental Stakeholder Engagement Activities

For the remaining intergovernmental organizations, the initial level of engagement will be to engage the leadership of each organization to meet with and brief senior leaders on the goals and objectives of the IPAWS program. Each organization, with the exception of the Council of State Governments has an office in Washington, DC. After engaging with the organizations' leaders, IPAWS will seek participation in various meetings and conferences to maximize the exposure of IPAWS to the very broad membership base in each organization. Research of the organizations' web sites provided the information about annual meetings shown in the following table. IPAWS

PMO will coordinate with each organization to determine the level of participation and engagement that IPAWS leadership can expect.

DATE	ACTIVITY	LOCATION
May 20-23, 2010	The Council of State Governments 2010 Economic Summit of the States	New York, NY
July 16-20, 2010	National Association of Counties 2010 Annual Conference & Exposition	Reno, NV
July 25-28, 2010	National Conference of State Legislators 2010 Legislative Summit	Louisville, KY
Nov 30 - Dec 4, 2010	National League of Cities 2010 Congress of Cities	Denver, CO
Sep 18–21, 2011 (2010 Annual Conference is in March 2010)	International City/County Management Association 2011 Annual Conference	Milwaukee, WI
	National Academy of Public Administration TBD	

3.3 Intra-Government Stakeholder Organizations

After engaging with the organizations’ leaders, IPAWS will seek participation in various meetings and conferences to maximize the exposure of IPAWS to the very broad membership base in each organization.

DATE	ACTIVITY	LOCATION
Oct 15-20, 2010	NEMA 2010 Annual Conference	Little Rock, AK
Oct. 30-Nov. 4, 2010	IAEM 58th Annual Conference & EMEX 2010	San Antonio, TX
Nov 14-19, 2010	National Congress of American Indians 2010 Annual Conference	Albuquerque, NM

3.4 Special Needs Organization Engagement

Engagement with organizations representing special needs categories of the American public will also begin with IPAWS leadership engaging the leadership of each organization to meet with and brief senior leaders on the goals and objectives of the IPAWS program.

3.5 IPAWS Partner and Stakeholder Working Group Engagement

The IPAWS PMO will continue to engage the working groups as platforms for collaboration on the technical aspects of the program at all levels. In addition to meetings of the individual working groups, the IPAWS PMO, working in coordination with the DHS Emergency Services Sector-Specific Agency, will conduct meetings of the public and private sector partners under the auspices of the CIPAC.

3.6 The Media

The IPAWS PMO staff works with FEMA External Affairs to respond to or initiate media interviews. IPAWS also supports FEMA External Affairs by developing the content for releases and input to the External Affairs Guidelines.



Annex A – Recurring Activities

The IPAWS PMO actively tracks regular calendar items in the alert and warning space and targets these engagements for high level IPAWS representation. For example, the PMO staff has regular meetings/conference calls with FEMA Regions, and States as well as meetings of the Federal, Practitioners, and Industry Working Groups. These give IPAWS leaders regular opportunities to share updates with stakeholders. Each engagement is unique to the individual or organization. Table 1 outlines, by month, known or planned outreach activities and events that the IPAWS has awareness of or has committed to support.

Table 1 – Monthly Recurring Activities

February 2010	<ul style="list-style-type: none"> • Quarterly reports and/or briefings to Congressional committees • Conference calls to FEMA regions • NEMA mid-year conference – Washington, DC
March 2010	<ul style="list-style-type: none"> • NASBA/EAS Summit – Washington, DC • NEMA mid-year meeting – Alexandria, VA
April 2010	<ul style="list-style-type: none"> • Update IPAWS Web Site content • National Hurricane Conference – Orlando, FL • NAB Conference and Exhibition – Las Vegas, NV • Update collateral material
May 2010	<ul style="list-style-type: none"> • Quarterly reports and/or briefings to Congressional committees • Conference calls to FEMA regions
June 2010	<ul style="list-style-type: none"> • IAEM mid-year meeting – Emmitsburg, MD
July 2010	<ul style="list-style-type: none"> • Update IPAWS Web Site content • Update collateral material
August 2010	<ul style="list-style-type: none"> • Quarterly reports and/or briefings to Congressional committees • Conference calls to FEMA regions
September 2010	<ul style="list-style-type: none"> • Update IPAWS Web Site content • Update collateral material
October 2010	<ul style="list-style-type: none"> • NEMA Conference – Little Rock, AR • IAEM Conference – San Antonio, TX
November 2010	<ul style="list-style-type: none"> • Quarterly reports and/or briefings to Congressional committees • Conference calls to FEMA regions • NGA Biennial Conference for New Governors – Colorado
December 2010	<ul style="list-style-type: none"> • Update IPAWS Web Site content • Update collateral material



Annex B – Engagement Talking Points

The talking points listed below can be used when engaging all IPAWS partners and stakeholders. These talking points will be updated as necessary. The IPAWS PMO will work with FEMA External Affairs to ensure the talking points stay on message for the audiences.

- The Integrated Public Alert and Warning System (IPAWS) is the nation’s next-generation infrastructure of alert and warning networks. The new system expands upon the traditional audio-only radio and television Emergency Alert System (EAS) by providing one message over more devices to more people. These devices include cell phones, web sites, and PDAs among others.
- A comprehensive, emergency public alert system is essential to contemporary society. Emergency alerts give people advance notice so they may take mitigating actions to save lives and reduce damage to property.
- In 2006, Executive Order 13407 gave DHS the responsibility for modernizing the public alert and warning system, ensuring the capability of distributing alerts through a variety of modes and based on a variety of risk factors, such as proximity to a disaster. DHS charged FEMA with this responsibility.
- The vision of IPAWS is to “Provide Timely Alert and Warning to the American People to Preserve Life and Property.”
- The mission of IPAWS is to build and maintain an effective, reliable, integrated, flexible and comprehensive system that enables the American people to receive alert and warning information through as many means as possible.
- IPAWS ensures that the President can alert and warn the public under all conditions. IPAWS will provide federal, state, territorial, tribal, and local warning authorities the capabilities to alert and warn their respective communities of all hazards impacting public safety and well-being via multiple communications pathways.
- The program is focused and moving ahead. Examples of recent progress: FEMA awarded a contract to Eastern Kentucky University to establish a lab to evaluate products against the Common Alerting Protocol standard and provide the alert and warning community the assurance that certain products are in fact compliant with the CAP standard. Also, we have stepped up our outreach efforts with emergency managers and broadcast managers to communicate our goals and directions as well as milestones and achievements. A test of the Emergency Alert System using live code was conducted in Alaska in January 2010. Additionally, we will continue to move forward with development and implementation of a national exercise of the Emergency Alert System in late 2010/early 2011.
- FEMA is on schedule to achieve our IPAWS vision in fiscal year 2012. To us, meeting that schedule means four things:

- IPAWS will have interoperable standards and interfaces in place;
- IPAWS will have redundancy built into the dissemination network;
- IPAWS will have integrated disparate message distribution paths, meaning that one message can travel many paths to reach the American public; and,
- IPAWS will increase the number of PEP stations to provide additional direct coverage of EAS.



Annex C – Points of Contact

C.1 Intergovernmental Stakeholder Organizations

ORGANIZATION	ADDRESS	POINT OF CONTACT
National Governors' Association	444 N. Capitol Street, Suite. 267 Washington, D.C. 20001-1512 (202) 624-5300 http://www.nga.org/	Dr. Raymond C. Scheppach Executive Director
National Academy of Public Administration	900 7th Street, N.W., Suite 600 Washington, DC 20001 (202) 347-3190 http://www.napawash.org/	Mr. Christopher Mihm Chair of the Board
International City/County Management Association (ICMA)	777 North Capitol Street, NE, Suite 500 Washington, DC 20002-4201 (202) 289-4262 (ICMA) http://icma.org/	Mr. Robert J. "Bob" O'Neill, Jr., Executive Director
National League of Cities (NLC)	1301 Pennsylvania Avenue NW Suite 550 Washington, DC 20004 (202) 626-3000 http://www.nlc.org/	Mr. Donald J. Borut Executive Director
National Conference of State Legislatures (NCSL)	444 North Capitol Street, N.W., Suite 515 Washington, D.C. 20001 (202) 624-5400 http://www.ncsl.org/	Mr. William T. Pound Executive Director
Council of State Governments (CSG)	2760 Research Park Drive P.O. Box 11910 Lexington, KY 40578-1910 (859) 244-8000 http://www.csg.org/	
National Association of Counties (NACo)	25 Massachusetts Avenue, NW Washington, DC 20001 (202) 393-6226 http://www.naco.org/	Mr. Larry Naake Executive Director

C.2 Intra-Government Stakeholder Organizations

ORGANIZATION	ADDRESS	POINT OF CONTACT
National Emergency Managers Association (NEMA)	Hall of the States Building 444 North Capitol Street NW, Suite 401 Washington, DC 20001 (202) 624-5460 http://www.nemaweb.org/	Mr. Matt Cowles Government Relations Director Ms. Alexa Noruk Legislative Policy Analyst,
International Association of Emergency Managers (IAEM)	201 Park Washington Court Falls Church, VA, 22046-4527 (703) 538-1795 http://www.iaem.com/	

ORGANIZATION	ADDRESS	POINT OF CONTACT
National Congress of American Indians	1516 P Street NW Washington, DC 20005 (202) 466-7767 http://www.ncai.org/	
State, Local, Tribal, and Territorial Government Coordinating Council (SLTTGCC)	SLTTGCC@dhs.gov	Mr. Ulie Seal, Chairman Fire Chief, Bloomington, MN

C.3 Special Needs Organizations

ORGANIZATION	ADDRESS	POINT OF CONTACT
National Federation of the Blind	National Federation of the Blind 200 East Wells Street Baltimore, MD 21230 (410) 659-9314 http://www.nfb.org/	
National Association of the Deaf	8630 Fenton Street, Suite 820 Silver Spring, MD 20910 (301) 587-1788 http://www.nad.org/	Ms. Bobbie Beth Scoggins President