



**AWARN**

Advanced Warning and Response Network

NOVEMBER 2-3, 2022

# New Orleans Roundtable

WITH WYES, NEW ORLEANS AND LOUISIANA  
GOVERNOR'S OFFICES OF HOMELAND SECURITY, AND  
THE LOUISIANA, ALABAMA, AND MISSISSIPPI  
ASSOCIATIONS OF BROADCASTERS

**1:00PM WELCOME AND REFRESHMENTS**

*Thank you WYES, the Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP), New Orleans office of Homeland Security and Emergency Preparedness (NOOHSEP), Louisiana Association of Broadcasters (LAB), Alabama Broadcasters Association (ABA), and Mississippi Association of Broadcasters (MAB) for co-hosting this event.*

**1:15PM OPENING REMARKS**

- *Welcome from WYES and regional co-hosts*
- *Introductions from attendees*

**1:45PM LEVEL-SET: NEXTGEN TV/ATSC 3.0 AND ADVANCED EMERGENCY INFORMATION**

- *Overview of ATSC 3.0 and Advanced Emergency Information (AEI) Services – So Vang, VP of Emerging Technology, ONE Media 3.0*
- *Preview of developing AEI services*
- *Q&A*

**2:30PM BREAK****2:45PM LEVEL-SET: CURRENT ALERT DISSEMINATION PATHWAYS**

- *Overview of the strengths and gaps in public warning in Louisiana; collaboration across the Gulf Coast – Jake Chatfield, Interoperability Program Manager, Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP)*
- *Q&A*

**3:45PM BREAKOUT SESSION ONE: FOUNDATIONAL TOPICS**

- *Participants' ability to commit time and resources to voluntary AEI (beyond EAS)*
- *Developing common nomenclature and open lines of communication*
- *Leveraging existing relationships and processes to pave the way*
- *Identifying topics that need further education or deeper discussion*
- *Full group discussion*

**5:00PM WYES STATION TOURS AND NETWORKING EVENT**

*Beer, wine, and other light refreshments provided.*

**10:00AM REVIEW AND PREPARE FOR ROUNDTABLES**

- Review highlights and questions from Day One
- Review ground rules for Roundtables

**10:30AM THE ROLE OF BROADCASTING IN EMERGENCIES**

- *Reaching consumers during emergencies: broadcaster commitment to public safety and Advanced Emergency Information (AEI)* – Local broadcast

**11:15AM CURRENT AND FUTURE EMERGENCY INFORMATION**

- *Walkthrough of local alerting scenario and decision-making process* – Collin Arnold, Director, New Orleans Office of Homeland Security and Emergency Preparedness (NOOHSEP)
- *Current broadcast-based alerting services in Alabama* - Sharon Tinsley, President, Alabama Broadcasters Association
- *Concept of Next Generation Emergency Messaging, including integration of FM-RDS alerting and AEI services* – John Lawson

**12:30PM CATERED LUNCH****1:30PM BREAKOUT SESSION TWO: SHORT-TERM OPERATIONAL TOPICS**

- Assessing capabilities for providing geo-targeting and rich media content
- Defining continuum from imminent threat alert to on-going information
- Utilizing LECC plans to include NextGen alerting and on-going messaging
- Designating which local agencies broadcasters will take alerts from

**2:30PM BREAKOUT SESSION THREE: MID- TO LONG-TERM OPERATIONAL TOPICS**

- Utilizing the SECC, other structures to include voluntary AEI alongside EAS
- Cooperation among EMs and both news and non-news TV stations for AEI
- Building voluntary roadmaps to pre-empt/prepare for possible federal regulations
- Full group discussion

**3:30PM WHOLE GROUP CLOSING DISCUSSION**

- Define common themes and remaining questions from breakouts
- Determine relationships and next steps needed to deploy AEI in New Orleans and the Gulf states
- Provide evaluations (oral and written) of the Roundtable event

# Organizers



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