



# MAB

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October 25, 2011

To: The Honorable Carl Levin

From: Karole White, MAB President  
Larry Estlack, Chairman Michigan Emergency Alert Chairman

Re: National EAS Test Could Bring Calls from Your Constituents

Dear Senator Levin,

November 9<sup>th</sup> at approximately 2:00 PM, FEMA and the FCC will test the Emergency Alert System (EAS) using the Presidential message code, Emergency Activation Notification (EAN). The EAN code has never been tested before.

The test, which is meant only to be a system live test, will be very different from the ones citizens are used to hearing.

- 1) The Test will come from FEMA. It will be over **3 minutes** in length. It is usually 10 seconds for weekly tests and only 1 minute for monthly tests.
- 2) All radio, television, cable and satellite operators will air the test at exactly the same time. Viewers and listeners usually change channels when a test comes on. This time it will be on every channel simultaneously.
- 3) The system test will take place on 11-9-11. The date may have significance to some of your constituents.
- 4) The test is happening at a time when national security is on high alert and the economy is causing great national anxiety.
- 5) Citizens in your area may become fearful and overly concerned no matter how many times the test message says: "THIS IS ONLY A TEST"

Broadcasters have taken steps to prepare their listeners and viewers by airing PSAs, covering the test in the news and having their on-air personalities discuss the test during programming. The PSA messages use the exact language approved by the FCC and FEMA.

We want you to be aware of the Test as it is possible that some of your constituents will not listen to the message completely or will misunderstand and call 911 overloading phone lines, making it difficult for real emergencies to get through. You may also receive direct phone calls to local law enforcement and to your offices.

If you have a newsletter or Facebook, Tweet or any other form of constituent publications, please notify your local constituents about the National EAS Test on November 9, 2011 2:00 PM. Tell them - THIS IS ONLY A TEST!

Respectfully,

Karole White  
Michigan Association of Broadcasters