

FCC Consumer Advisory Committee
Further Recommendation Regarding the Provision of Emergency Messages to the Public

Adopted on November 4, 2011, and formally re-adopted on February 24, 2012, the Consumer Advisory Committee (“CAC”) offered a recommendation incorporating several elements for assessment of the results of the November 9, 2011, first “national test” of the Emergency Alert System (“EAS”).

There the CAC recommended that, in addition to assessing the reliability and effectiveness of the public alerting mechanisms of EAS, the FCC and the Federal Emergency Management Agency (“FEMA”) specifically examine (1) the effectiveness of its outreach efforts to the public (including outreach targeted to persons with hearing, vision, and dual sensory loss disabilities); and (2) the accessibility of information available to consumers (including persons with hearing disabilities) during the National EAS test. The CAC further recommended that FEMA, the FCC, and other EAS partners specifically conduct targeted outreach to, and design future EAS tests and information, to meet the needs of consumers with hearing, vision, and dual sensory loss disabilities.

The CAC now offers its further recommendation for the FCC, FEMA and other government and private entities as this country undertakes the expansion and improvement of electronic methods for conveying emergency messages to the public by use of the Common Alerting Protocol, Commercial Mobile Alert Systems and other mechanisms, and over a variety of traditional and new communications platforms. The CAC urges these parties to give high priority to ensuring that consumers with hearing, vision and dual sensory loss disabilities are able to receive and understand such messages.

Unanimously adopted: June 15, 2012

Respectfully submitted:
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FCC Consumer Advisory Committee