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FOR IMMEDIATE RELEASE
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FIRST NATIONWIDE TEST OF THE EMERGENCY ALERT SYSTEM
Test to Take Place November 9 at 2 p.m. EDT

New Orleans, LA- On November 9 at 2:00 p.m. ET, the federal government will conduct the first nationwide test of the Emergency Alert System (EAS). During the three and a half minute test all regularly scheduled television, radio, cable, and satellite shows will be interrupted. The Blood Center would like to assure the region we serve that this will be a **test**, and not a real emergency alert.

Working in coordination with America's Blood Centers and the AABB Inter-organizational Task Force on Domestic Disasters and Acts of Terrorism, The Blood Center works with representatives from varied blood services and associations, governmental agencies and commercial entities to plan for and respond to any event that may impact the nation's blood supply. These events include natural disasters (hurricanes, earthquakes, tornadoes, flooding, etc) and man-made disasters (9/11, and other acts of terrorism). "We believe this test is an important step in ensuring our preparedness in times of disaster," said Billy Weales, President & CEO of The Blood Center.

The test is being conducted by the Federal Emergency Management Agency (FEMA), the Federal Communications Commission (FCC), and the National Oceanic and Atmospheric Administration (NOAA), as part of their ongoing efforts to keep the nation safe during emergencies and strengthen our resilience against all hazards.

The national Emergency Alert System is an alert and warning system that can be activated by the president, if needed, to provide information to the American public during emergencies. NOAA's National Weather Service, governors, and state and local emergency authorities also use parts of the system to issue more localized emergency alerts. The test is an important exercise in ensuring that the system is effective in communicating critical information to the public in the event of a real national emergency.

Similar to emergency alert system tests that are already conducted frequently on the local level, the nationwide test will involve television and radio stations across the United States, including Alaska, Hawaii, and the territories of Puerto Rico, the U.S. Virgin Islands and American Samoa. Under the FCC's rules, radio and television broadcasters, cable operators, satellite digital audio radio service providers, direct broadcast satellite service providers and wireline video service



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providers are required to receive and transmit presidential EAS messages to the public. A national test will help federal partners and EAS participants determine the reliability of the system, as well as its effectiveness in notifying the public of emergencies and potential dangers both nationally and regionally. The test will also provide the FCC and FEMA a chance to identify improvements that need to be made to build a modernized and fully accessible Emergency Alert System.

The Blood Center, along with FEMA, encourages the public to use this event as a reminder that everyone should establish an [emergency preparedness kit](#) and [emergency plan](#) for themselves, their families, communities, and businesses. Visit www.Ready.gov for more information about how to prepare for and stay informed about what to do in the event of an actual emergency.

The Blood Center is a non-profit community service organization serving over 30 hospitals and outpatient facilities throughout Southeast Louisiana and Southern Mississippi. For more information on blood donation, please call **(800) 86-BLOOD** or visit www.thebloodcenter.org.

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For more information, please contact Amanda Chittenden, Public Relations Manager, at (504) 319-7499 or achittenden@thebloodcenter.org.