

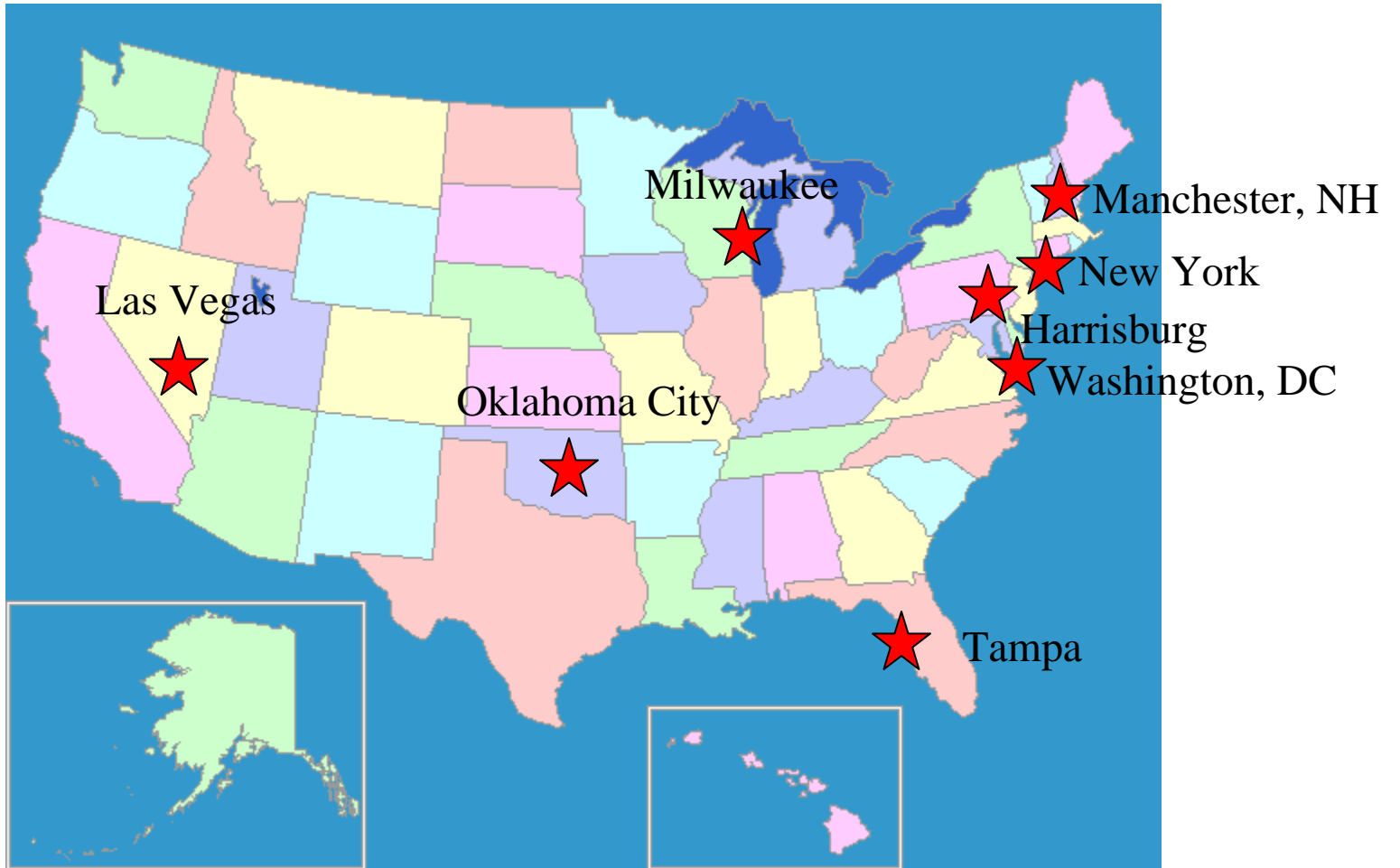
# Media Security and Reliability Council

## MSRC II

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**David Barrett, Chairman, MSRC II**  
**President and CEO**  
**Hearst-Argyle Television**

**November 30, 2005**





## Oklahoma City Meeting Review

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**Tim Morrissey**  
**President and General Manager**  
**KFOR-TV, Oklahoma City**

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## Local Coordination Working Group

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**Tom Fitzpatrick, Chairman**  
**Giuliani Partners, LLC**

All local media and public health and safety officials must work together before, during and after emergency to provide necessary information to the public.

- Organizations
- People
- Procedures
- Technology

# Milwaukee Experience

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- Dean Maytag, WISN – TV
- Pat O’Connor, SE Wisconsin, DEM
- MSRC Recommendations & process guidelines to develop plans, procedures and a mutual assistance agreement

## Objective

The objective of this plan is to create a public/private partnership that will ensure uninterrupted delivery of emergency information to the public to mitigate the impact of major emergencies and disasters.



## Mission

1. To provide timely information from emergency management to the media and to the public.
2. To provide for continuity of service of the broadcast stations, cable systems and news services (broadcast restoration)

# SE Wisconsin Plan

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- Local Plan Structure
  - *Created an initial MSRC Group*
    - Broadcasters
    - Emergency Management Personnel
- Plan Highlights
  - Incorporated into Milwaukee Emergency plan
  - Formal agreement with all broadcasters
  - Broadcast restoration plan identifying all backup broadcast facilities for emergency use
  - Designated ECC (Emergency Communications Coordinator)
  - Testing Procedures

## Next Steps

- Extending to Green Bay and Madison
- All markets in Wisconsin by January, '06
- Continue to update plan with emphasis on persons with disabilities.

# Emergency Management and Media

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- Mitigation – Establish relationships
- Preparedness – Plan, Train, Exercise
- Response – Provide prompt, accurate information
- Recovery – Keep the information flowing

# Wisconsin Projects

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- Southeast Wisconsin Homeland Security Partnership
- Urban Area Security Initiative – Critical Incident Protocol
- Behind the Yellow Line

# Ongoing Outreach Efforts

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- **Pennsylvania**
  - Dean Maytag to address PAB on his efforts;
  - Rescheduled effort supported by State/PAB.
- **FEMA Regions 1, 2, 3 (15 States)**
  - David Barrett, Fred Young - Hearst-Argyle Television
  - Andrew Vrees WMUR-TV, Kyle Grimes WPTZ-TV
  - Local, State, Federal Officials and Nuclear Power Licensees engaged in Radiological Emergency Preparedness activities.

# Opportunities

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- Bring convergence to Homeland Security & FCC / MSRC I & II efforts.
- “National” model for regional planning.
- More State & local engagement needed
  - FEMA / Homeland Security issues;
  - DHS “Task and Capability” standards include requirement to inform public before, during and after a crisis.
  - “Leadership” is key.

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# TOOLKIT DEVELOPMENT WORKING GROUP

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**Bob Ross, Chairman**  
**Sr. VP, East Coast Operations**  
**CBS Broadcasting Inc.**

# Working Group Objectives

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- To develop “model” documents, and other resources for local entities’ use
- Documents and resources to be developed are based upon Best Practice Recommendations adopted by MSRC I, included but not limited to:
  - Vulnerability assessment checklists
  - Disaster recovery plans
  - Backup carriage plans
  - Cooperative emergency response plans
- Where applicable, materials should take into account whole markets as well as individual entities in each media sector

# Working Group Structure

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- Chairman - Bob Ross, CBS
  - Vice Chairman – Andy Scott, NCTA
  - Working Groups:
    - Broadcast Radio
    - Broadcast Television
    - Cable
    - DBS
- \* Now includes Satellite Radio industry

# Vulnerability Assessment

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- Vulnerability Assessment Checklist
  - Broadcast Radio
  - Broadcast Television
  - Local Cable Systems
  - DBS Operators
- Completed and distributed
- Included in today's packet

# Disaster Recovery Plan

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- Detailed Disaster Recovery Planning document
  - Does not currently exist in the market place
  - Comprehensive: 50+ pages.
  - Specific to each media industry

# Disaster Recovery Plan

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- The objective of the DRP is to provide guidelines and strategies that will allow the organization, using measurable objectives, to:
  - Assess the vulnerability and impact to critical systems
  - Recover operations and essential services in the event of a natural or man-made disaster or other emergency situation

# Disaster Recovery Plan

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- DRP major topics:
  - Vulnerability assessment and prevention
  - Plan distribution and maintenance
  - Staff roles and responsibilities
  - Essential equipment, materials and services
  - Internal and external communications
  - Emergency procedures
  - Recovery and restoration procedures
  - Periodic plan testing







# Next Steps

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- Begin work on additional tools
  - Cooperative emergency response plans
- Work with Local Coordination subcommittee

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# MSRC Media Security and Reliability Council

Media Security and Reliability Council

## General Information

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## Welcome

### ARE WE READY? [\(click here\)](#)

The Mission of the Media Security and Reliability Council:

- To prepare a comprehensive national strategy for securing and sustaining Broadcast and MVPD facilities throughout the United States during terrorist attacks, natural disasters and all other threats or attacks nationwide.
- The Council will be responsible for developing strategies that ensure the operation of broadcast and MVPD facilities before, during and after a major event. This report will include recommendations for detecting, preparing for, preventing, protecting against, responding to and recovering from terrorist threats, natural disasters or other attacks upon America's infrastructure and its people.
- These recommendations will be provided to the FCC and the Media Industry that, when implemented, will assure optimal reliability, robustness and security of broadcast and MVPD facilities throughout the United States.

[MSRC Main Page](#)