

**FEDERAL COMMUNICATIONS COMMISSION
BROADCAST LOCALISM HEARING
RAPID CITY, SOUTH DAKOTA
MAY 26, 2004**

**Rapid City Localism Task Force Hearing
Park Owens, Rapid City-Pennington County Emergency Management Director
Remarks Summary**

1. Local broadcaster dissemination of emergency information
 - a. Collaborative/cooperative arrangement
 - b. Group email
 - c. Group fax
 - d. Meetings/visits with local broadcasters
 - e. Local broadcasters know to call emergency management office

2. Emergency Alert System (EAS) Initiative
 - a. South Dakota EAS Plan collaboration
 - b. Local EAS Plan collaboration
 - c. Organic EAS equipment in the Emergency Operations Center (EOC) for local origination of Civil Emergency Messages (CEMs)
 - d. Only local government in South Dakota with EAS origination equipment
 - e. KOTA-TV/Radio collaborated to purchase EAS receive frequency card for their EAS equipment so EOC could broadcast
 - f. Made possible by remote phone access equipment

3. Recent local broadcaster support of government initiatives
 - a. Severe Weather Awareness Week
 - b. On-going West Nile Virus Preparedness Campaign
 - c. Use of recording studios to create HazMat and Weather Campaign PSAs
 - d. Local broadcaster interviews of emergency managements staff on topics of current interest