

The logo for the Media Security and Reliability Council features a blue rectangular background with a stylized American flag pattern on the left side. The text "Media Security and Reliability Council" is written in white, sans-serif font across the center of the blue area.

Media Security and Reliability Council

MSRC II

David Barrett, Chairman

June 2, 2005

Why are we here?

- The public faces a variety of threats
 - WMD, bombs and other immediate attacks
 - Longer lasting events such as bioterror
 - Threats to public utilities, schools, public transportation
 - Blackouts, hurricanes, tornados, floods, fires and other emergencies
- The continuing availability of service from broadcast, cable and DBS providers during emergencies is critical to public health and safety

Media Security and Reliability Council

- Because we are broadcasters, here are some vivid sights and sounds to remind us that the work of MSRC is important to America.

When these things happen.....

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

- **Local coordination working group goals**

- Develop a plan
- Identify a beta site
- Update www.mediasecurity.org

- **Local coordination working group report**

Fred Young – Sr. VP. News, Hearst-Argyle Television, NYC

pinch-hitting for:

Thomas Fitzpatrick, VP, Giuliani Partners, NYC

Objectives

- To develop a step by step plan to strengthen local coordination among media, government and first responder communities
- Focus includes establishment of:
 - Emergency communications committee
 - Restoration Committees
 - Other vehicles for local coordination
- Deliverables to include sample agendas and support for ongoing coordination efforts

Accomplishments

- Developed flexible scalable guidance for establishment of local coordination committees
- Guidance includes templates and support for organizing, planning and conduct of meetings for local working groups
- Updating content on www.mediasecurity.org



**Guide to Establishing Local Coordination of
Emergency Communication Systems**

June 2005

- Our document offers strategy for forming a local public/private partnership
- Supports key national preparedness concepts
- Reflects DHS standards for coordinating communications and information management

Organize

- Develop a leadership group
- Establish technical and policy committees
- Include diverse constituent, advocacy and consumer reps – including representatives of special needs groups

Local Goals And Objectives

- Reflect agreement on community needs
- Get commitment and support
- Create subcommittees
- Set priorities and identify obstacles
- Define responsibilities
- Organize and assign
- Inventory systems and resources
- Anticipate resistance and feedback

Implementation

- Oklahoma Association of Broadcasters support
- Target plan and date for execution
- Execute the plan
- MSRC LCWG oversight and participation
- Evaluate, revise and determine future action

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.

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 - Mission Statement
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- MSRC Charter
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 - Documents
 - Interim Reports
 - Appendices
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 - PowerPoint's
 - Tool Kit Questionnaires
- MSRC II Documents
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TOOLKIT DEVELOPMENT WORKING GROUP

Andy Scott Co-Chairman
June 2, 2005

Working Group Objectives

- 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

- Chairman - Bob Ross, CBS
- Vice Chairman – Andy Scott, NCTA
- Working Groups:
 - Broadcast Radio
 - Broadcast Television
 - Cable
 - DBS
- * Participation from the Satellite Radio industry desired

Vulnerability Assessment

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

Example from Television Checklist

| | | | |
|---------------------|---|------------------------------|-----------------------------|
| Backup Power | Is there backup power at the studio/news facilities? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| | Can the backup power system operate long enough to implement the recovery plan? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| | Is the backup power automatically activated? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| | Are the backup power capabilities routinely tested under load? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| | At least once a year is the backup power tested while the facility is disconnected from the power grid? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Disaster Recovery Plan

- Detailed Disaster Recovery Planning document
 - Does not currently exist in the market place
 - Comprehensive: 50+ pages in current drafts
 - Specific to each media industry
 - WIP:
 - Broadcast radio
 - Completion target for all industries - November 05

Disaster Recovery Plan

- 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

- **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

- Complete DRP for each media industry segment
- Assist MSRC/Commission in conducting any tabletop exercises
- Begin work on additional tools
 - Backup carriage plans
 - Cooperative emergency response plans
- Work with Local Coordination subcommittee

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Kevin G. Briggs

Director, Readiness Division

Office of National Security Coordination

Emergency Preparedness and Response (EP&R)

Federal Emergency Management Agency (FEMA)

Department of Homeland Security (DHS)

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