

1. Local radio and TV are required to provide services to their communities served-as a condition of their license from the FCC-and have traditionally led the way when it comes to providing accurate, timely, and often lifesaving information.
2. In many rural areas, and sometimes even in metro areas, people turn first to the local radio station when there is severe weather. Like any other technology, NOAA Weather Radio can and does fail at times, apps don't always work, and the internet-especially social media-is not a dependable source for ACCURATE and timely information.
3. Don't throw local radio and TV into the media heap! We are NOT CNN or Fox, we are people who live in the communities we serve, have kids in the school, belong to the chamber of commerce, local church, own businesses, and pay taxes.
4. Local broadcasters want to be able to carry on the good tradition of disseminating accurate and timely information but in many instances have been cut off by emergency managers.
5. Know that we respect what you do and want to both stay out of your way and support you.
6. We have been made painfully aware of, in a few instances, of local radio and newspaper reporters being blocked from information or scenes, but when a TV truck shows up the doors are opened and red carpet rolled out, so to speak. Many times the TV interview won't make it on air for many hours, while even the most modest local radio station has the capability of going on the air live almost anywhere.
7. Local radio and TV stations, mainly radio, are NOT asking for preferential treatment, only a source for timely information our listeners and viewers deserve.
8. We feel very strongly that you have an obligation to work with us to the extent you are able.
9. We have the ability to make you look real good and us fulfill our obligation to the people and FCC.
10. Please join with us (ABA and SECC) to quickly develop some suggested protocols.

Couple of quick instances shared by broadcasters and Arkansans. Feel free to quote me. We know of many areas where people have for decades depended on a police scanner for emergency information, especially severe weather. Keeping in mind that NOAA Weather Radio can and does fail, and coverage is not 100% in Arkansas, some agencies have now switched to AWIN. If severe weather hits with little or no advanced warning, and it sure can in Arkansas, during the middle of the

night or during a non staffed time of a local radio station, there are plenty of situations where people in an area are totally without information. Satellite TV and even cable often are out due to heavy rain or power outages, the internet is the first thing to go out when there is a storm or flood at times. Where you live or work this may not happen very often, but many rural Arkansans are very familiar with this frequent scenario. Also with many putting all their eggs in one basket, so to speak, by having TV-Phone-Internet all from an ISP, when that ISP fails, they are dependent on local radio and TV. By the way, we strongly promote NOAA Weather Radio to our listeners. (Chris D. and KAWX recently teamed up with the Polk County OES and distributed several hundred free of charge to Mena residents that were paid for by local businesses.) We love NOAA Weather Radio, we use it, we promote it, but like all the other technologies, it is not fail proof.

One more. As more people are very and dangerously dependent on the internet in every area of our lives, when it goes out for even a short period of time, many are affected big time! Mena is a remotely controlled telco (AT&T) central office and there is some 90 miles of fiber subject to damage. When it happens, and it does, here is what if affected:

911 (we have heard many stories about how calls during outages get sent to LR and then accidentally get sent to Pope instead of Polk)

NOAA Weather Radio (not always but audio comes from NWS to Hot Springs over IP then is sent to the transmitter over wireless, so it can be affected even when there is an internet problem in HS or east back to LR.)

Cellular calls-especially long distance

Landline calls

Depending on how a retailer gets internet-no use of credit cards, debit cards, prepaid shopping cards, check verification

ATMs

No internet delivered TV

No business conducted via email

Security systems monitored via internet

And we could go on and on-

The point is, the internet is NOT dependable enough in many places to get information to people fast enough to matter.

Finally, many local radio and TV stations have invested heavily in backup systems to allow them to operate without internet or commercial power. Please partner with us to make sure these resources are not wasted.