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NEWS RELEASE

FOR IMMEDIATE RELEASE
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Nationwide Emergency Alert System Test On Wednesday, November 9, 2011

MILWAUKEE - The first nationwide test of the Emergency Alert System (EAS) will occur on Wednesday, November 9, 2011 at 1:00 p.m. and will last approximately 60 seconds. The Federal Emergency Management Agency, the Federal Communications Commission, and the National Weather Service, along with State of Wisconsin Emergency Management (WEM) will coordinate the test.

This nationwide test will involve broadcast radio and television stations, cable television, satellite radio and television services across all states and territories. Television viewers and radio station listeners will hear a message indicating that "This is a test" and a visual test message will also appear on TV screens as part of national preparedness efforts.

The EAS is a public alert and warning system that enables government to address the public during extreme emergencies. This test will sound and look similar to local EAS tests that are conducted frequently. The purpose of the November 9, 2011 test is to assess the readiness and effectiveness of the EAS to broadcast a nationwide message from the federal government to provide information and protect citizens and our communities.

This EAS test is a great reminder that citizens everywhere should have an emergency preparedness kit and create an emergency plan for themselves, their families, communities, and businesses. Visit <http://readywisconsin.wi.gov> for more information about how to "Get a Kit, Make a Plan and Stay Informed" and what to do in the event of an actual emergency.

For more information, contact the Milwaukee County Office of the Sheriff Emergency Management Division at (414) 525-5770.

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