From "*The Standard*" Newsletter published by the Advanced Television Systems Committee, Inc. (ATSC)
http://www.atsc.org/news_information/newsletter/ATSC_Newsletter_Nov_05.pdf

Public Television and FEMA Join Forces

With the help of The Department of Homeland Security's Federal Emergency Management Agency (FEMA), the federal government's program manager for the national Emergency Alert System (EAS), along with the Department's Information Analysis and Infrastructure Protection (IAIP) Directorate, the Association of Public Television Stations (APTS) have joined other federal departments and agencies, and several private communication companies and broadcasters, for a series of tests using digital technology to improve America's alert and warning system.

The tests were part of a one-year pilot project to demonstrate how the Department of Homeland Security can improve public alert and warning during times of national crisis through the use of local public television's digital television broadcasts. Utilizing the digital capabilities of the nation's public television stations, and the voluntary participation of cell phone service providers, public and commercial radio and television broadcasters, satellite radio, cable and internet providers, and equipment manufacturers, the tests became the beginning of the Integrated Public Alert and Warning System (IPAWS) program designed to provide critical life saving information to the nation in a timely and effective manner.

Information datacast by a public television station can be received in homes, schools and workplaces via a TV tuner card connected to a computer, a set top box or a digital television set. Datacasting has the unique capability to reach thousands of people in an emergency. It also provides public safety personnel access to information, and the capacity to immediately send emergency storm alerts, weather information, criminal profiles and updates, and other time-sensitive materials instantaneously to computers with DTV tuner cards around the state. ■