

# Always Alert

Interconnected Communications

# SDPB

SDPB's 24/7 Network Operation Center in Vermillion and the statewide microwave tower interconnection system serve 9 Television and 11 Radio broadcast stations, and a number of lower power translator stations. SDPB and State Radio Communications share statewide infrastructure and engineering resources to provide local and statewide public services.

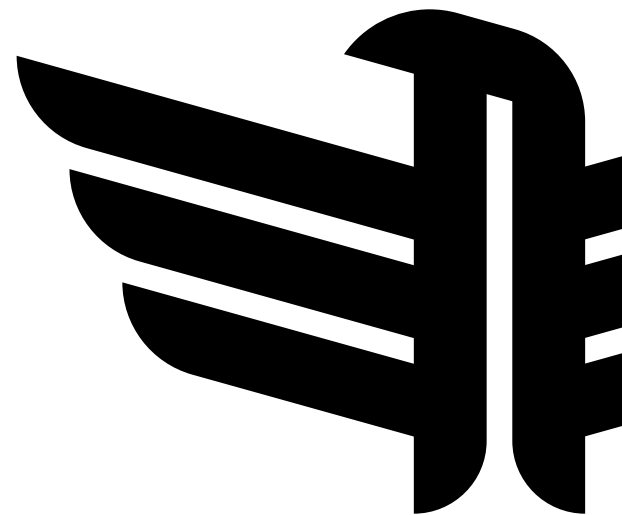
South Dakota was one of the first public broadcasting systems to employ a digital over-the-air network. This system provides service to over 20,000 first responders. The SDPB network covers 98% of the 77,000 square miles of the state with over 57 tower sites.



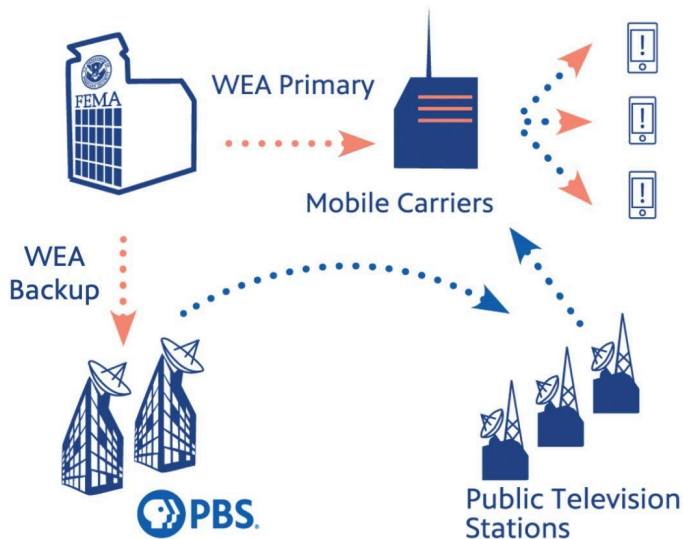
## Early Alert System (EAS)

SDPB is designated as the State's Primary EAS Entry point for National and State Alerts within the South Dakota State Plan of Emergency Alert System.

EAS is a national public warning system that enables authorized officials to issue emergency messages and alerts to the public. In South Dakota activations are directed by the Governor's office, the Department of Criminal Investigation (DCI), the Office of Emergency Management, and others outlined in the State of South Dakota State Emergency Operations Plan.



- National Alerts are a special class of alerts only sent during a national emergency.
- Imminent Threat Alerts include natural or human-made disasters, extreme weather, active shooters, and other threatening emergencies that are current or emerging.
- Public Safety Alerts contain information about a threat that may not be imminent or after an imminent threat has occurred.
- America's Missing: Broadcast Emergency Response (AMBER) Alerts are urgent bulletins issued in child abduction cases.
- Missing or Endangered Persons (MEP) Alerts help galvanize public attention to missing and endangered people of all ages who do not qualify for AMBER Alerts. In particular, MEP Alerts support efforts to raise critical public awareness of missing Indigenous persons.



## WARN

SDPB is integral to fulfilling the federally mandated WARN Act - Warning, Alert & Response Network. This system uses Wireless Emergency Alert (WEA) messaging embedded within SDPB television signal to cellular carriers like AT&T, Verizon, and T-Mobile.

This system provides cellular wireless providers with a non-internet-dependent 99.999% “always-on” backup. It enables them to receive and re-deliver alerting messages to the public via cell phones and other smart devices.

In many rural areas, SDPB is often the single source for local over-the-air television, radio programming, and EAS alerts.

- North-west communities include Buffalo, Faith, Bison, and Lemmon.
- North-central communities include Mobridge, Gettysburg, Agar, and surrounding areas, including all communities within tribal lands of Standing Rock and Cheyenne River Reservations.
- South-west communities include Hot Springs, Custer, Edgemont, and the surrounding areas.
- South-central communities include Martin, Mission, Pine Ridge, and other communities within the tribal lands of the Pine Ridge and Rosebud Reservations.