

**State of Nebraska State Emergency Communications Committee
Emergency Alert System (EAS) Language Survey
Summary**



227 organizations were represented by 212 survey responses

Primary Language Broadcast (n=212):

English – 97.64%

Spanish – 2.36%

Other – 0.00%

Broadcast, at any time, programming in languages other than primary language (n=212):

Yes – 6.13%

No – 93.87%

If you broadcast other languages other than your primary language, what are they? (n=14):

Spanish – 92.86%

Vietnamese – 7.14%

English – 0.00%

Other – 0.00%

Currently provide EAS reports in multiple languages (n=212):

Yes – 1.42%

No – 98.58%

**If you are an English only station, do you plan to make EAS alerts in any languages other than English?
(n=202):**

Yes – 4.95%

No – 95.05%

Please provide a brief explanation for the use of a single-language in your EAS reports (Condensed into the most common & unique responses):

MOST COMMON RESPONSES

Programming is in English only
Majority of viewers, listeners, target audience, etc. use English as their primary language (have a very low non-English speaking listenership)
Never been approached about providing any of our programming in a second language
Do not have the capability (equipment, staff, etc.)
Currently do not broadcast EAS messages in languages other than English. In the future, we may provide multiple-language EAS messages.
Did not have the capability until a few months ago. New equipment has been installed which should support Spanish alerts once configuration is tested.
At this time we have never considered doing our EAS Alerting in a language other than English
EAS reports/alerts are automatic and defaulted to English.
We are using a Dasdec System and waiting on any modifications/equipment by Monroe/Digital Alert Systems to add this feature to our systems.

UNIQUE RESPONSES

We occasionally provide emergency weather information in Spanish (recording for Tornado warnings), but not all EAS reports
EAS equipment very expensive and expensive to update. Difficult for small stations to keep up with the operating costs
While the announcers mostly speak those languages, most of the recorded announcements and station breaks played during these hours are in English, so we consider the times to offer a hybrid of foreign and English languages.
We are mostly an English station, but we do play some Spanish PSA's for our listeners. However, we are primarily an English station.
We are a CATV provider and re-transmit on our systems what is broadcast to us. We do not have control of the content
If we were shown how or had the opportunity to program the Endec system to provide the alerts in another language (one following another) we would be happy to do so.
There is another station in our market providing all Spanish information
The Station would be likely to air EAS alerts in one or more languages other than English when: <ul style="list-style-type: none"> • The station receives, from an authorized EAS source, verified EAS alerts in a language other than English. • Infrastructure and necessary mechanisms exist for the Station to be reasonably certain that non-English EAS alerts are accurate and understandable in their respective language. • The station's audience is expected to include non-English speakers of the language(s) in which such EAS alerts are being made available by an authorized EAS source.

Comments included in the other relevant information box:

<p>We have always run Tornado warnings in Spanish on our English stations. I would especially appreciate a Special efforts made by the authorities to help get critical info to Spanish speakers.</p>
<p>The stations we carry are English language stations. To the extent that one of these stations provides alternative audio content via Secondary Audio Programming (SAP), we pass the SAP through to the subscriber unaltered.</p>
<p>Pre-recorded messages in a language such as Spanish would not really be sufficient, since they would not allow us to convey the specifics of what the alert is about.</p>
<p>Our community has a large number of immigrant resettlement communities and a wide variety of languages spoken by those various constituencies, so we would need to evaluate which (and how many) additional versions of our messaging to include.</p>
<p>Our station wants to serve all listeners, especially for public safety.</p>
<p>Our station takes its responsibility seriously to inform the public of severe weather and other events that are broadcast through the Emergency Alert System, so much so that we typically follow up the automated EAS message with live reporting, particularly when the alert message is relevant to our immediate area.</p>
<p>Census data would likely affirm that our coverage area does not have much in the way of diversity, and the inclusion of an alert message in a second language would take needed minutes away from our live reporting of severe weather, which can evolve quickly. Those additional minutes spent broadcasting an automated message in a second language that very few, if any, listeners would benefit from could cost additional property or life if it keeps us from being able to relay messages from responders on the ground in the area.</p>
<p>Other stations in this market, including at least one AM station and a 100,000-watt FM, already provide full time Spanish language broadcasts in the Omaha metro area.</p>
<p>Adding additional languages to EAS would be extremely confusing. If one argues that Spanish language EAS messages should be sent, why not the many other languages that are spoken in a given market.</p>
<p>The station does relay all incoming alerts including any non-English alerts that are originated by other organizations</p>