

Public Alerting Bulletin to Last Mile Distributors

The purpose of this Bulletin is to clarify item 7.3.1 CAP Message Elements of the Common Look and Feel Guidance Document 1.0 to assist Last Mile Distributors (LMDs) in configuring equipment to properly receive and transmit alert messages.

Broadcast Message Text

The National Public Alerting System Common Look and Feel Guidance 1.0 states that “LMDs should use the text found in the CAP **<description>** element in their presentations of the alert to the public unless they can use a CAP **<parameter>** better suited for presentation.” At this time, the Common Look and Feel working group recommends that the **<instruction>** element also be using in messages to be broadcast to the public.

More specifically, the Common Alerting Protocol (CAP) Standard and the CAP Canadian Profile both specify that **<description>** and **<instruction>** are optional elements in an alert message. The current version of the CLF specifies that **<description>** should be used to obtain text suitable for public presentation, unless a **<parameter>** is available such as with Alberta Emergency Alert’s messages (CLF 7.3.1). In comparison, the guidance provided to Alert Issuers for Broadcast Intrusive alerts is to include an **<instruction>** with actionable information for the public. In order to resolve this differing guidance for LMDs, the following algorithm is recommended for compiling the text to be broadcast:

1. If an alert message contains an Alberta Emergency Alert **<parameter>** the LMD can use the text contained in the **<value>** as the full and complete message ready for use by the public, no further processing is necessary. The **<valueName>** should match but is not case sensitive.

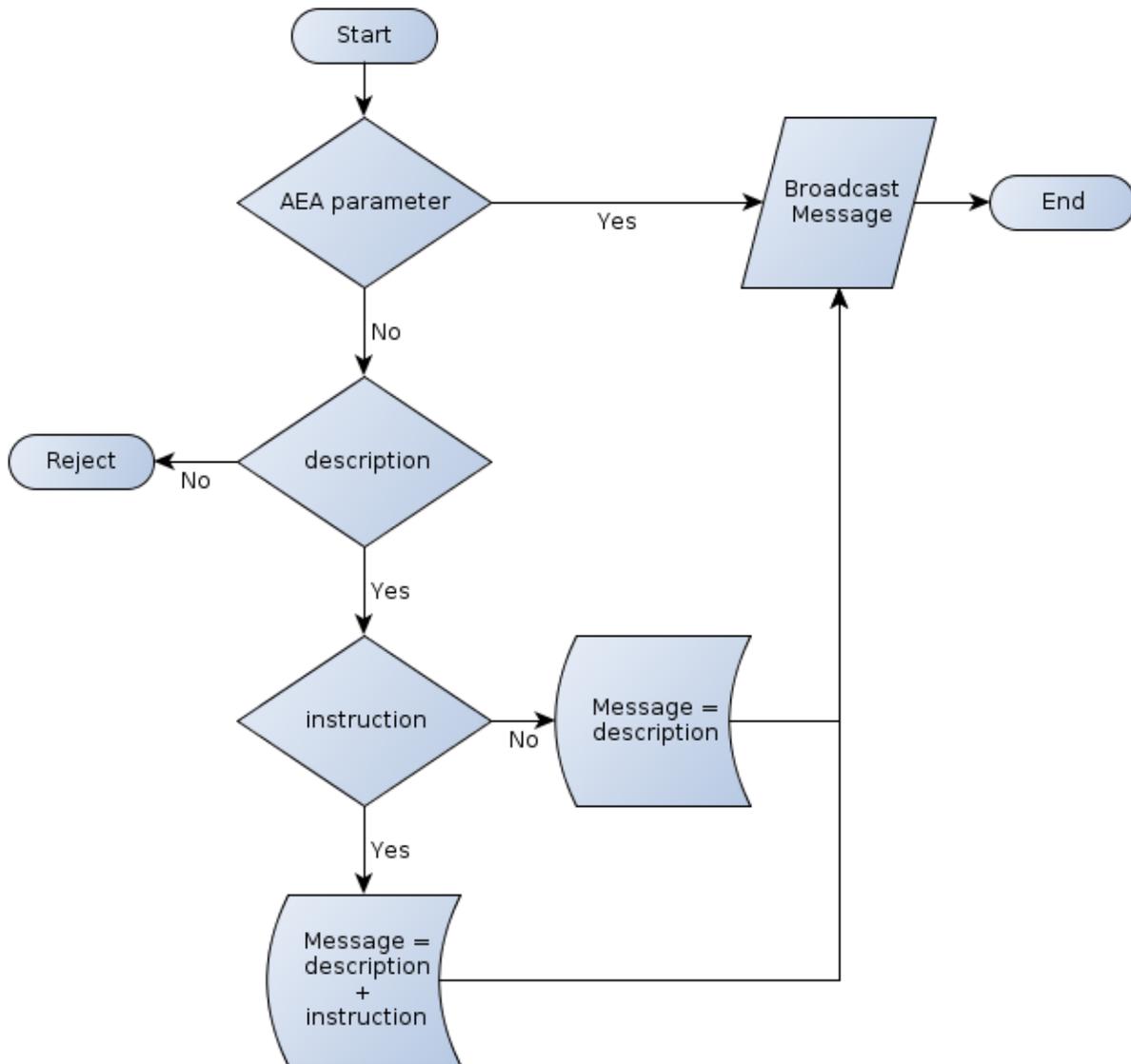
```
<parameter>
  <valueName>layer:AEA:2.0:broadcastText</valueName>
  <value> ... </value>
</parameter>
```

2. If the alert does not contain this **<parameter>**, the LMD should now check for a **<description>**. If the **<description>** is available, it should be used to form the public message content. If the **<description>** is not available, the message should be considered incomplete and not suitable for the public. According to these guidelines, the LMD is not required to transmit such an alert to the public. The LMD is encouraged to log this error for auditing purposes and notify Pelmorex Communications Inc. at <https://alerts.pelmorex.com/contact-us/> to begin the process of resolving the error. When such an alert is encountered, at the discretion of the LMD, they may instead choose to utilize alternate CAP elements in order to create text suitable for the public message content.
3. If there is an **<instruction>** available, it should be appended to the existing public message content. If an **<instruction>** is not available, the message content will be comprised of just the **<description>**.

Public Alerting Bulletin to Last Mile Distributors

- Once the public message content has been determined, truncation can take place according to any constraints the LMD may have. An upper limit identified by the CLF for all LMDs is 1800 characters which includes spaces and punctuation.
- The full and complete message is now ready for the public.

The alert message process is:



Public Alerting Bulletin to Last Mile Distributors

Broadcast Message Audio

- The CAP Standard and the CAP Canadian Profile both specify that a **<resource>** element containing an audio file is optional.
- The CLF Guidance 1.0 does not specify that a **<resource>** element containing audio is required nor does it specify the element values of a **<resource>** which indicate broadcast audio is contained.
- The CLF Guidance 1.0 does specify that in the absence of an audio file, text-to-speech may be employed by the LMD to generate suitable audio for public presentation. In addition the CLF specifies that the audio content must not exceed 120 seconds in length and should be a monophonic MP3 file, using a coding rate of no more than 64 kbit/s data.

In order to provide guidance to LMDs on audio content in an alert, the following algorithm is recommended.

1. The alert message text to be broadcast should first be generated following the algorithm outlined previously.
2. If an alert message contains a **<resource>** element it should be inspected for suitable broadcast audio content. If there are multiple **<resource>** elements, each should be inspected in the order they appear and only the first element that matches these requirements should be used. The following **<resource>** elements should be used to indicate broadcast audio. The values should match but are not case sensitive.

```
<resource>  
  <resourceDesc>Broadcast Audio</resourceDesc>  
  <mimeType>audio/mpeg</mimeType>  
  ...  
</resource>
```

3. If an alert message does contain a matching **<resource>** element, the LMD should utilize the included audio content, along with the alert message text, for presentation to the public.
4. If an alert message does not contain a matching **<resource>** element, the LMDs are encouraged to employ text-to-speech software, utilizing the alert message text, in order to generate suitable audio content. This generated audio, along with the alert message text, can then be presented to the public.

Public Alerting Bulletin to Last Mile Distributors

