

<b>Title</b>	<b>NAAD System Test Messages</b>
<b>Document Type</b>	<b>Policy</b>
<b>Description</b>	<b>Identifies requirements and formatting of test messages over the NAAD System</b>
<b>Date</b>	<b>As approved by the Pelmorex Alerting Governance Council November 20, 2014 for implementation April 1, 2015</b>
<b>Version</b>	<b>2.1</b>
<b>Replaces</b>	<b>Version 2.0</b>
<b>References</b>	

**NOTE: This policy will come into effect April 1, 2015 with the 2015 notice requirements adjusted accordingly.**

**PURPOSE**

To set out the policies and procedures for tests messages performed by Authorized Provincial/Territorial (P/T) Emergency Management Organizations (EMOs), Alerting Authorities and Pelmorex, to ensure Alert Messages are received and submitted successfully and that the NAAD System is available and operational at all times. To that end, the NAAD System supports two different ways of testing.

**A. Test messages not intended for broadcast:**

1. Heartbeat Message
2. Test message with Message status: Test

**B. Test messages intended for broadcast:**

1. Test message with Message status: Actual
2. Public awareness test messages.

**A. TEST MESSAGES NOT INTENDED FOR BROADCAST**

This test method is used to verify and confirm that the system is operational

**1. Heartbeat Message**

- Is issued automatically by Pelmorex every 60 seconds and allows Pelmorex, Broadcasters and Broadcast Distribution Undertakings, herein referred to as Last Mile Distributors (LMDs<sup>1</sup>), and others to know that the individual communications links they are monitoring are fully operational.

**2. Test Message with Message Status: Test**

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<sup>1</sup> Last mile distributors (LMDs) are operators of “systems of technology service delivery”, that disseminate National Public Alerting System messages to the public. LMDs include, but are not limited to, radio, television, Internet, landline or cellular telecommunication, billboard, and other forms of wireline or wireless technology service deliveries or systems. Basically, anyone who transmits standardized emergency alerts directly to the public, in a “made for end client” presentation, are LMDs. The LMD is responsible for the presentation while the Alert issuer is responsible for the meaning of message contained within.

- Is issued by Pelmorex, EMOs and Alerting Authorities;
- Can be done at any time to test the connectivity between the issuer and LMDs.

Test messages not intended for broadcast will follow the template below:

Headline:	This is a Test Message and is NOT Intended for distribution to the Public
Area Description:	[Enter your area]
Status:	Test
Message Type:	Alert
Response:	None
Urgency:	Unknown
Severity:	Unknown
Certainty:	Unknown
Event:	Test Message
Categories:	Other
Organization:	[Your organization name]
Description :	[This field not to be used]

## B. TEST MESSAGES INTENDED FOR BROADCAST

### 1. Test Message with Message Status: Actual

- Planned tests may take place at the request of a vendor, manufacturer, or a LMD to an EMO or Alerting Authorities in order to test the connectivity of equipment, and must adhere to the following rules:
- Provide a minimum of 2 days' notice to Pelmorex;
- Notice of tests will be posted on Pelmorex Public Alerting website at <https://alerts.pelmorex.com>;
- Alerts should include an audio and image file;
- Prior notice of 2 days and approval from Pelmorex is required;
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- Broadcast immediate flag will be set to "No";
- Tests will not be permitted to take place during the times planned province- and territorial-wide tests are scheduled to take place.

Test messages intended for broadcast verification will follow the template below:

Headline:	This is a Test Message and is Intended for distribution to the Public
Area Description:	[Enter your area]
Status:	Actual
Message Type:	Alert
Response:	None
Urgency:	Unknown
Severity:	Unknown
Certainty:	Unknown
Event:	Test Message
Categories:	Other

Organization:	[Your organization name]
Description :	This is a test of the [National Public Alerting System /PT EMO Alerting System] issued by [PT EMO]. This is only a test. If this had been an actual emergency or threat, you would now hear instructions that would assist you to protect you and your family. This is only a test, no action is required.

## 2. Public Awareness Test Messages

Provincial or territorial-wide public awareness test messages may be scheduled:

- By a P/T EMO to occur up to a maximum of 5 times per year (5x/year), with four test messages occurring on the third Wednesday of every third month of each calendar year beginning with March, plus one test message occurring in May of each year during Emergency Preparedness week;
- By a P/T EMO for an entire calendar year and will be submitted for comment to Pelmorex no later than November 30 of the previous year.

Additionally:

- If possible, the testing time should alternate between night-time and day-time and take into consideration LMD feedback on timing;
- The Broadcast Immediate parameter will be set to “yes”;
- An audio file containing the same test message should also be issued as part of the test message;
- An image file, displaying the logo of the issuing agency and the written text of the test message, should also be included;
- Where test messages will be issued in more than one official language, separate text, audio and images will be included in the test message;
- Will target 30 seconds in length for a single language, and 60 seconds total in cases where bilingual test messages are issued.

Test messages intended for public awareness must follow the template below:

Headline:	TEST- This is a scheduled TEST of the [insert jurisdiction name] Public Alerting System - No action is required
Area Description:	[Enter your area]
Status:	Actual
Message Type:	Alert
Response:	None
Urgency:	criteria should meet SOREM list for BI Test Messages
Severity:	criteria should meet SOREM list for BI Test Messages
Certainty:	criteria should meet SOREM list for BI Test Messages
Event:	Test Message
Categories:	Other
Organization:	[Your organization name]
Description :	This is a test of the [National Public Alerting System /PT EMO Alerting System] issued by [PT EMO]. This is only a test. If this had been an actual emergency or threat, you would now hear instructions that would assist you to protect you and your family. This is only a test, no action is required.

### **Pelmorex' Role for Public Awareness Tests**

- On November 1<sup>st</sup> of each year, send an email to each P/T emergency management organization (EMO), reminding them of the deadline to submit their test schedule for the following calendar year;
- The test schedule will be posted two business days after November 30 for a review period ending on December 15<sup>th</sup> on the Pelmorex Public Alerting website at <https://alerts.pelmorex.com>;
- Send an email to all parties registered at Pelmorex Public Alerting website at <https://alerts.pelmorex.com> asking for any comments or conflicts by December 15<sup>th</sup> on the scheduled test times provided by the Provinces and Territories.
- Consult with EMOs regarding scheduling conflicts or comments received;
- On December 20<sup>th</sup> publish the finalized test schedule on Pelmorex Public Alerting website at <https://alerts.pelmorex.com> with an email notice to all registered parties as to the posting of the final schedule;
- Pelmorex will send email reminders of the scheduled public awareness tests to LMDs 1-3 weeks prior to the commencement of the tests;
- Pelmorex will work with EMOs and LMDs to resolve any connectivity and alert receipt issues.

### **P/T EMOs Role for Public Awareness Tests**

- Issue the test alert at the prescribed date and time;
- Seek Pelmorex and LMD feedback via email and/or telephone;
- Work with LMDs that experience problems, and with Pelmorex, to resolve any issues.

### **Expectations for LMDs for Public Awareness Tests**

1. LMDs that are registered on the Pelmorex Public Alerting website:
  - Should expect to receive an email reminder from Pelmorex of the public awareness tests scheduled within their geographical broadcast area 1 to 3 weeks prior to commencement of the tests.
  - Email the relevant P/T EMOs and Pelmorex promptly of email, telephone and other contact information;
  - Contact the relevant EMO and Pelmorex to resolve any known receiver issues not resolved since the previous test.
2. While public awareness testing is taking place
  - As a best practice, engineering staff should be available during test times and, if possible, should monitor equipment to provide accurate observations;
  - LMDs should play the Canadian Alerting Attention Signal for its full 8-second duration before the test message begins.
3. After public awareness testing is completed
  - Respond to EMO's request for feedback, via email and/or telephone;
  - LMDs will continue to work with EMOs and Pelmorex to resolve any issues.

## **TEST CANCELLATION and MISSED TESTING FOR PUBLIC AWARENESS TESTS**

An EMO will email the [Pelmorex Public Alerting Operation Centre](#) and the LMDs in its jurisdiction as soon as it plans on cancelling or has realized it has missed a scheduled test intended for the public.

Pelmorex will immediately amend the online schedule by indicating the test was cancelled and the effective date and time on the email sent by the EMO. Pelmorex will also send notice of the amended schedule to all registered parties.

If a test is cancelled or missed, the EMO will have to wait for the next test cycle to conduct this test.

**\*\*\*\* End of Document \*\*\*\***