



# Transformation of TV Newsrooms

With ATSC 3.0 Emergency Alert and  
Information Distribution

Michael E. Bouchard, ONE Media LLC – A Subsidiary of Sinclair Broadcast Group

# Traditional EAS - Sends Alerts to Everyone

- Main issue: Everyone Receives All Alerts
  - Alert Fatigue
  - Can not target specific groups (like first responders or sub DMA)
- If the User's Device is not on - they do not see the Alert
- Alert Accessibility (Visually Impaired may not understand the alert)
- No Enrichment by Newsrooms - currently excluded from the process

# ATSC 3.0 Advanced Alerts and Information

## Broadcast App Based - allowing for many possibilities

- Users can “Opt-In” to specific alerts
- Alerts can consist of many rich-media assets
- Producers can segment alerts to multiple dimensions, such as
  - Geography
  - Personal Entitlements
  - School Affiliations
- While all alerts are emanated, the Broadcast App filters alerts for the user

# The Newsroom Tool

## First Generation Under Development Now

- Allows News Producers to send alerts and/or information at any time
- Geo Targeting at DMA and Zip-Code Levels
- Syndication of Alerts across DMAs
- Various Levels of Station Alerts - enhancing User Opt-In choices
- Creation of rich-media micro-web sites
  - Built by News Producers in a simple/intuitive manner
  - Delivering interactive experiences to the audience
  - 100% OTA Enabled

The screenshot displays the Newsroom Tool interface. At the top, the 'NEXTGEN BROADCAST' logo and 'BROADCAST ALERT' text are visible. The user is logged in as 'testing.sinclair'. The main content area is titled 'COVID Alerts for May 13th - Las Vegas' and includes a link to 'Click here for today's testing sites and COVID Information'. Below this, there are tabs for 'Add page', 'COVID Testing Sites', 'COVID Presidential Instructions', 'COVID Governor's Message', and 'Flattening The Curve'. The 'COVID Testing Sites' tab is active, showing a list of testing locations: Walmart on Pine and Grove, Jackson Elementary School in Belltown, and St. Mary's Catholic Church on King Street. A 'summary' section shows a word count of 27. On the right side, there is a 'save' button with a 'DRAFT' label, a 'Target' field set to '839 LAS VEGAS', an 'Expire' field set to 'May 13, 2020 11:30 PM', and 'cancel' and 'publish' buttons.

# The Newsroom Tool

## Second Generation Features

- Automatic Alerting
  - Through existing EAS Infrastructure (DasDec)
- Ability to “tie” rich-media information to an existing EAS Alert
- Ability for third parties to send targeted Alerts/Information
  - Including encrypted information for first responders
  - Targeted information for a company's employees
  - Local school information for students and parents

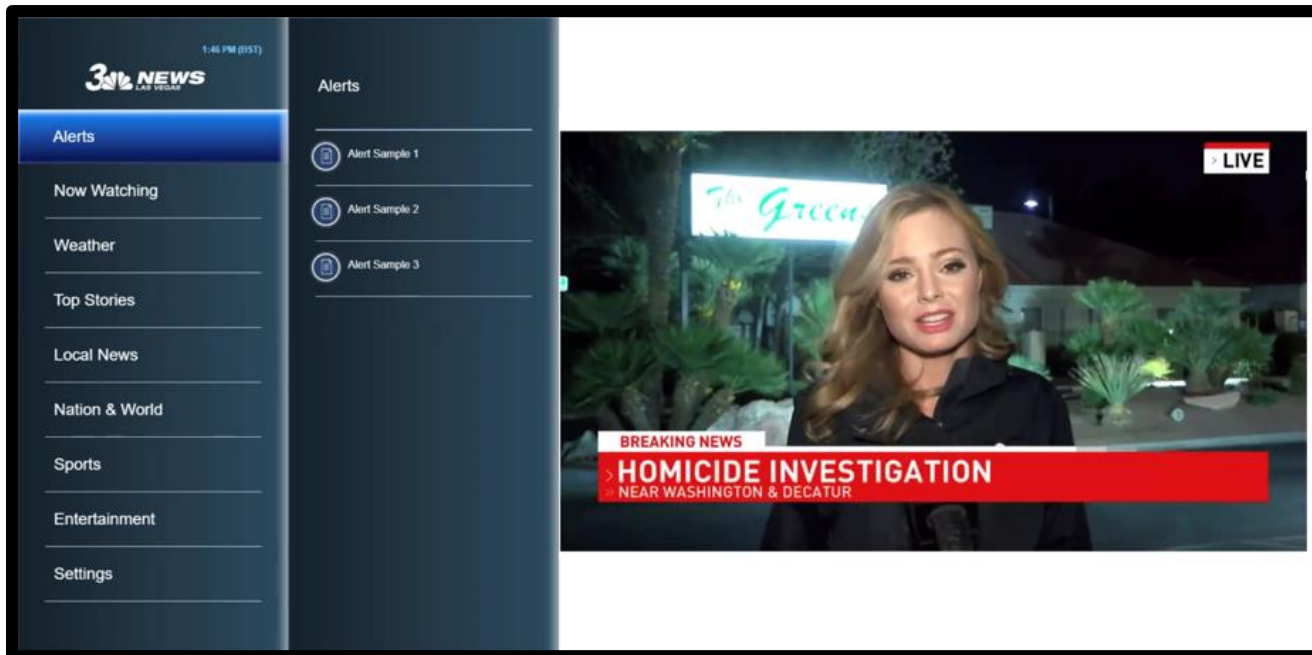
The screenshot displays the 'NEXTGEN BROADCAST' interface for creating a 'BROADCAST ALERT'. The alert title is 'COVID Alerts for May 13th - Las Vegas'. The target is set to '839 LAS VEGAS' and the expiration time is 'May 13, 2020 11:30 PM'. The interface includes a navigation menu with options like 'Add page', 'COVID Testing Sites', 'COVID Presidential Instructions', 'COVID Governor's Message', and 'Flattening The Curve'. The 'COVID Testing Sites' section is active, showing a table of media items with columns for 'thumbnail', 'title', and 'caption'. Two items are listed: '1' with a red background image and '2' with an image of hands on a laptop.

	thumbnail	title	caption
<input type="checkbox"/>		title1	caption 1
<input type="checkbox"/>		title2	caption 2

# The Audience Experience

## For Both Connected and Non-Connected TVs

- Personalized
- Ability to Inform Better
- Ability to View When It is Convenient to You



# The Newsroom is the Natural Place For Emergency Information

- The Newsroom is part of the community
- Informing the community is what each news room does every day
- Leaders in local coverage of local events
- Richness of data that they already have - along with familiarity of the local viewer's environment - can't be matched
- In Contrast - EAS (in 90 characters or less) does not have this richness
  - It alerts only - it does not inform

# Closing the Feedback Loop

## Most Receiver Devices Have Internet Connections

- The future of better Alerting and Informing
- For the first time - we have access to trajectory information of users and devices
- In the future - AI systems will learn specific consumer interactions - understanding the type of information you want
- The inevitable ATSC 3.0 nationwide deployment makes the new AEA&I possible
- With the help of Local Newsrooms - Improving Emergency Alerting and Informing for Everyone



This paper is available in the 2020 BEIT Conference Proceedings

Purchase access at [nabpilot.org/proceedings](https://nabpilot.org/proceedings)