VIII. The Media Security and Reliability Council (MSRC)

A. General Information

The Media Security and Reliability Council (MSRC) is a federal advisory committee, created by the Federal Communications Commission in 2002, to study, develop and report on best practices designed to assure the optimal reliability, robustness and security of the broadcast and multi-channel video programming distribution industries. Rechartered in 2004, the Council is currently chaired by David J. Barrett, President and Chief Executive Officer of Hearst-Argyle Television, Inc. MSRC is comprised of leaders of mass media companies, cable television and satellite service providers, trade associations, public safety representatives, manufacturers and other related entities.

 The MSRC's recommendation to the FCC:

"…that a national, uniform, all-hazard risk communication warning process is implemented from a public and private consensus on what best meets the needs of the public, including people of diverse language and/or with disabilities, including sensory disabilities."

Visit the following link to download MSRC's Adopted Best Practices Recommendations in MS Word format;
http://www.mediasecurity.org/documents/MSRC_I_Best_Practices.doc

Visit the following link for MSRC's home page;
http://www.mediasecurity.org/

B. The Mission of the Media Security and Reliability Council

1. To prepare a comprehensive national strategy for securing and sustaining Broadcast and MVPD facilities throughout the United States during terrorist attacks, natural disasters and all other threats or attacks nationwide.

2. The Council will be responsible for developing strategies that ensure the operation of broadcast and MVPD facilities before, during and after a major event. This report will include recommendations for detecting, preparing for, preventing, protecting against, responding to and recovering from terrorist threats, natural disasters or other attacks upon America's infrastructure and its people.

3. These recommendations will be provided to the FCC and the Media Industry that, when implemented, will assure optimal reliability, robustness and security of broadcast and MVPD facilities throughout the United States.

C. Primary Working Groups Within the MSRC

There are two Primary Working Groups within the MSRC. They are the *Toolkit Working Group*, which meets approximately five times per year, and the *Local Coordination Working Group*, which meets approximately three times per year. Their missions are as follows:

1. Toolkit Committee Mission
   a. To develop "model" documents, and other resources for local entities' use
   b. Documents and resources to be developed are based upon Best Practices Recommendations adopted by MSRC 1, including but not limited to:
      i.   Disaster recovery plans
      ii. Vulnerability assessment checklists
      iii. Backup carriage plans
      iv. Cooperative emergency response plans

      i.   Where applicable, materials should take into account whole markets as well as individual entities in each media sector

2. Local Coordination Committee Mission
   a. To develop a step-by-step executable plan to strengthen local coordination among media, government and first responder communities
   b. Focus should include the establishment of:
      i.   Emergency communications committees
      ii. Restoration committees
      iii. Other appropriate vehicles for local coordination
   c. Deliverables should include sample agendas for coordination meetings

D. MSRC Members

Organization	Council Member	Title
American Council of the Blind	Melanie Brunson	Executive Director
Associated Press	Jim Williams	VP, Broadcast Services
Association of Public Television Stations	John Lawson	President & CEO
American Tower Corporation	Jim Taiclet	President & CEO
Belo Corp.	Robert Decherd	President, Chairman & CEO
Clear Channel Communications, Inc.	L. Lowry Mays	CEO
Comcast Corporation	Brian L. Roberts	President
Cox Enterprises, Inc.	Jim Kennedy	Chairman & CEO
Cumulus Radio	Lew Dickey, Jr.	Chairman & CEO
Department of Homeland Security	Frank Libutti	DHS Undersecretary
EchoStar Communications Corp.	Charles Ergen	Chairman & CEO
Giuliani Partners, LLC	Rudolph Giuliani	Chairman & CEO
Harris Broadcast Communications	Jay Adrick	VP, Strategic Development
Hearst-Argyle Television, Inc.	David J. Barrett	President & CEO
Intelsat Global Service Corporation	Kevin Mulloy	President & COO
International Association of Chiefs of Police	Harlin R. McEwen	Chief, Ret.
International Association of Fire Chiefs	Gary Briese	Executive Director
MSTV, Inc.	David Donovan	President
National Association of Broadcasters	Edward O. Fritts	President & CEO
National Association of State EMS Directors	Kevin McGinnis	Program Advisor
NBC	Robert C. Wright	President
National Cable and Telecommunications Association	Kyle McSlarrow	President & CEO
National Captioning Institute	Jack Gates	President & COO
National Public Radio	Kevin Klose	President & CEO
National Translator Association	Byron St. Clair President	

News Corp.	K. Rupert Murdoch	Chairman & CEO
Northern Virginia Resource Center for the Deaf and Hard of Hearing Persons	Cheryl Heppner	Executive Director
PanAmSat Corporation	Joseph R. Wright, Jr.	President & CEO
Pegasus Communications Corp	Marshall Pagon	President & CEO
Radio One, Inc.	Catherine L. Hughes	Chair
RTNDA	Barbara Cochran	President
Sellers Broadcasting, Inc.	Rick Sellers	President & General Manager
SES Americom, Inc.	Dean Olmstead	President & CEO
Susquehanna Communications	Peter Brubaker	President & CEO
The DirecTV Group, Inc.	Chase Carey	CEO
Thirteen/WNET	William F. Baker	President & CEO
Time Warner Cable	Glenn Britt	Chairman & CEO
Tribune Company	Dennis J. FitzSimons	President & COO
Univision Communications, Inc.	Bob Cahill	Vice Chairman
Viacom, Inc.	Sumner Redstone	President & COO
WETA	Sharon Percy Rockefeller	President & CEO
XM Satellite Radio, Inc.	Hugh Panero	President & CEO

E. MSRC Accessibility Resources

This heading contains additional information regarding the MSRC and accessibility. It may also contain content that can be found elsewhere on this site. These accessibility resources have been gathered together, in this separate section, to provide easy availability to those for whom accessibility is a foremost concern.

1. **Guide to Establishing Local Coordination of Emergency Communications Systems June, 2005**

   http://www.mediasecurity.org/documents/MSRC_Guide.pdf

   A downloadable guide by the Media and Security Reliability Council, with a section containing resources for people with special needs.