



Wireless Emergency Alerts (WEAs)

WHAT ARE WIRELESS EMERGENCY ALERTS?

- Wireless Emergency Alerts, or WEAs, are free messages sent directly to your cell phone, warning you about severe weather, AMBER Alerts, and threats to safety in your area.
- WEAs are sent to you by your state and local public safety officials, the National Weather Service, the National Center for Missing and Exploited Children, and the President.
- WEAs are a new technology and may already be on your wireless cell phone or other wireless device.
- WEA's will be no more than 90 characters and will provide brief critical information about a threat in your location or an AMBER emergency
- The WEA notification is designed to get your attention and alert you with a unique sound and vibration. The unique sound and vibration is particularly helpful to people with hearing or vision-related disabilities.
- WEAs resemble a text message on your cell phone or other wireless device – but WEAs will not interrupt calls in progress.
- WEA messages allow alerts to be sent to cell phones in a geographically targeted affected area.
- WEAs are one-way alerts that are sent to any mobile device in range of the broadcasting cell tower which ensures that authorities cannot collect any data from an individual.
- WEAs are not affected by network congestion.
- Wireless customers will not be charged for the delivery of WEA messages and may contact their wireless mobile provider to opt-out of Imminent Threat or AMBER alerts, but may not opt-out of Presidential alerts.

UNIQUE SOUND AND VIBRATION.

- The unique sound and vibration (Common Audio Attention Signal and Vibration Pattern) you receive when a WEA message is broadcast is prescribed in part 10 of the Code of Federal Regulations for use in Alert messaging only. The unique sound and vibration cadence are particularly helpful to people with hearing or vision-related disabilities.

- To find out more about how your mobile device is configured, contact your local carrier or device manufacture.

WILL I RECEIVE AMBER ALERTS ON MY CELL PHONE?

- WEA messages can save lives. Do not ignore these messages!
- WEAs only contain basic information so if you receive a WEA, seek additional information from the other sources, such as radio or TV.
- To find out if your Mobile device is capable of receiving WEA alerts, contact your cellular service or check out www.ctia.org/WEA
- All the major cell carriers are participating in WEA on a voluntary basis.
- As with all new cellular services, it will take time for upgrades in infrastructure, coverage, and handset technology to allow WEAs to reach all cellular customers.
- Wireless carriers are currently selling mobile devices with WEA capability included; however, not all handsets now on the market are capable of receiving WEAs.
- For more information on WEA Alerts, go to Ready.gov: <http://www.ready.gov/warning-systems-signals>

HOW DO AUTHORITIES REGISTER TO SEND WEA ALERTS?

- Government agencies at the federal, state, local, tribal or territorial level wishing to utilize WEA must execute a Memorandum of Agreement with the Federal Emergency Management Agency (FEMA) Integrated Public Warning and Alert System (IPAWS) program. Information about the application process can be found on the IPAWS website.
- Alerting Authorities will not be charged by wireless carriers for sending WEA messages.