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.
• WEAs resemble a text message on your cell phone or other wireless device – but WEAs will not interrupt calls in progress.
• 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.
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UNIQUE SOUND AND VIBRATION.
• The unique sound and vibration (Common Audio Attention Signal and Vibration Pattern) you receive when a WEA message is broadcasts are 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.

WILL I RECEIVE AMBER ALERTS ON MY CELL PHONE?
• WEAs resemble a text message on your cell phone or other wireless device – but WEAs will not interrupt calls in progress.
• 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.
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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.

For more information: http://www.fema.gov/ipaws
To contact the IPAWS Project Management Office: ipaws@dhs.gov