



A State Toolkit for Adopting IPAWS

The State Toolkit for adopting IPAWS supports State emergency management officials' communications, with county and local officials and the people they serve, about the Integrated Public Alert and Warning System.



FEMA

ipaws@dhs.gov

www.fema.gov/emergency/ipaws



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Message from the Director

During an emergency, alert and warning officials need to provide the public with life-saving information quickly. The Integrated Public Alert and Warning System (IPAWS) is a modernization and integration of the nation's alert and warning infrastructure that will save time when time matters, protecting life and property.

Federal, State, territorial, tribal, and local alerting authorities may choose to use IPAWS and may also integrate local systems that use Common Alerting Protocol (CAP) standards with the IPAWS infrastructure. IPAWS will give public safety officials an effective way to alert and warn the public about serious emergencies using the Emergency Alert System (EAS), the Commercial Mobile Alert System (CMAS), NOAA Weather Radio (NWR), and other public alerting systems from a single interface.

This toolkit provides State officials with resources to assist in adopting the Common Alerting Protocol (CAP) and incorporating IPAWS across their county and local governments. New alert and warning technology, particularly alerts to personal cell phones, will only be effective if they are understood and trusted by the public. This toolkit is available at the IPAWS website.

Sincerely,

A handwritten signature in blue ink, appearing to read "Antwane Johnson". The signature is fluid and cursive, with a long, sweeping underline.

Antwane Johnson
Division Director, IPAWS PMO
FEMA



Become Authorized IPAWS Users

Any qualifying public safety organization, recognized by appropriate state, tribal, or territorial authorities may apply for authorization to use IPAWS to send alerts to the public. Additionally, public safety organizations not needing alerting authority may also apply to use IPAWS to exchange alert information with other users compatible with the Common Alerting Protocol. Each organization that becomes an IPAWS user is designated as a Collaborative Operating Group or “COG.” Each COG administers individual member accounts through its software.

Step #1 – Select IPAWS compatible software

Access to IPAWS is free; however to send a message using IPAWS, an organization must procure its own IPAWS compatible software. Software should be successfully tested in the IPAWS-OPEN test environment. Consult your software developer to ensure your system is IPAWS-OPEN compatible. Or, for a list of private sector developers, go to:

http://www.fema.gov/pdf/emergency/ipaws/open_developers.pdf

Step #2 – Apply for a Memorandum of Agreement (MOA) with FEMA

To request to become a COG, an MOA governing system security must be executed between the sponsoring organization and FEMA. Each MOA is specifically tailored to the sponsoring organization and interoperable software system. Please download the MOA application, review the instructions, complete and return to ipaws@dhs.gov. Please indicate in the subject line of the email “Operational COG Application.” Organizations only wishing to use IPAWS for exchange of alerting information with other COGs are ready to go after this step. To access the MOA Application, go to:

http://www.fema.gov/pdf/emergency/ipaws/cog_moa_app.pdf

Step #3 – Apply for public alerting permissions

State and local alerting authorities that want to send alerts to the public through IPAWS must complete an application defining the types of alerts they intend to issue and the extent of their geographic warning area. The Application for IPAWS Public Alerting Authority will be provided when you apply for a COG MOA, along with contact information for a designated state reviewer. In order to ensure consistency with appropriate state, territorial or tribal public alerting plans, the application must be reviewed and signed by a designated state or appropriate official before it is submitted to FEMA.

Step #4 – Complete IPAWS web-based training

FEMA’s Emergency Management Institute (EMI) offers the independent study course, IS-247 “Integrated Public Alert and Warning System.” The course is online at:

<http://training.fema.gov/EMIWeb/IS/is247.asp>

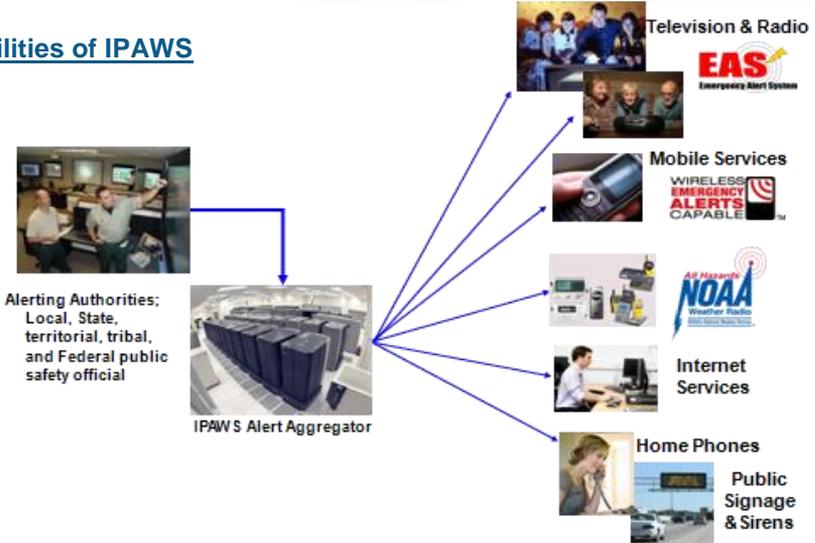
Completing the application

After being signed by the applicant, the MOA will be routed for FEMA signatures. Once executed, a COG identification and digital certificate will be generated and implemented in IPAWS-OPEN. A copy of the executed MOA and COG ID will be returned to the sponsoring organization. Additionally, the COG ID and digital certificate will be provided in order to configure the IPAWS compatible software system. Once the Public Alerting Application and web-based training is complete, specific alerting permissions will be implemented in IPAWS-OPEN. At that point the individual members specified by the COG will be able to send alerts and warnings in the geographically prescribed areas.





Capabilities of IPAWS



IPAWS is not mandatory and does not replace existing methods of alerting, but instead offers new integrated capabilities. The IPAWS Alert Aggregator, also known as the IPAWS Open Platform for Emergency Networks (IPAWS-OPEN), is a set of securely hosted web services that enable the routing of standards-compliant emergency messages from alerting authorities to the public through a variety of communication pathways, including:

- Emergency Alert System (radio and television)
- Commercial Mobile Alert System / Wireless Emergency Alerts (cell phones and mobile devices)
- National Weather Service Dissemination Services
- Internet Services
- Local Systems (sirens, digital road signs, etc.)

IPAWS improves alert and warning capabilities by allowing alerting authorities to deliver their message from a single portal to multiple communication pathways including EAS, NOAA, and CMAS/WEA. The CMAS/WEA leverages a new partnership between commercial mobile service providers (CMSP), FEMA, and the FCC to allow alerting authorities to send geo-targeted alerts to capable cell phones, *even when cellular voice and data service are overloaded*.

IPAWS also enables the interoperable routing of messages between public safety organizations to enhance situational awareness and collaboration. Public safety organizations are free to choose incident management software that best fits their needs. Organizations using different software can exchange messages as long as each system is compatible with IPAWS and each organization is established as an IPAWS Collaborative Operating Group (COG).



Commercial Mobile Alert System (CMAS) / Wireless Emergency Alerts (WEA) Fact Sheet

BACKGROUND

- The Commercial Mobile Alert System (CMAS), is the system interface to the Wireless Emergency Alerts (WEA) service that wireless carriers are rolling out across the nation in 2012. CMAS is a partnership between FEMA, the FCC, and wireless carriers, to enhance public safety.
- CMAS allows public safety authorities to use FEMA's IPAWS Open Platform for Emergency Networks (IPAWS-OPEN) to send geographically targeted, text-like Wireless Emergency Alerts (WEAs) to the public.
- WEAs will relay, Imminent Threat, AMBER and Presidential alerts to mobile phones in a geographically targeted affected area.
- WEA messages are limited to 90 characters.
- CMAS/WEA is only available through IPAWS.
- The new technology ensures emergency alerts will not get backlogged during times of emergency when wireless voice and data services are highly congested.

WHO CAN SEND WEA MESSAGES?

- Authorized Federal, State, territorial, tribal, and local, officials can send WEAs.

HOW DO AUTHORITIES REGISTER TO SEND WEA MESSAGES ?

- Government agencies wishing to use CMAS/WEA must execute a Memorandum of Agreement with FEMA's 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 carriers for sending CMAS/WEA messages.

WHEN WILL CMAS/WEA BE AVAILABLE?

- IPAWS CMAS is operational now. Participating wireless carriers must begin WEA deployment by April 2012. AT&T, Sprint, T-Mobile, Verizon, and US Cellular

have already begun to offer WEA in certain areas ahead of schedule.

WHERE WILL CMAS/WEA BE AVAILABLE?

- All the major cell carriers are participating in CMAS/WEA on a voluntary basis.
- For more information about the availability of this service with any particular carrier, please contact your wireless mobile provider directly. The IPAWS website will soon have links to additional carrier information.

HOW DO WEA MESSAGES DISPLAY ON MOBILE PHONES?

- WEA uses a unique ring tone and vibration to signal that an alert has arrived. The unique vibration is particularly helpful to people with hearing or vision-related disabilities.
- Alerts will automatically "pop up" on the mobile device screen.
- WEA messages will not preempt calls.
- Individuals may contact their wireless mobile provider to opt-out of Imminent Threat or AMBER alerts, however may not opt-out of Presidential alerts.

WHAT DO PEOPLE NEED TO DO?

- The public does not need to sign up for WEAs.
- Wireless carriers will sell WEA capable phones with the service already included. Some phones may be upgradeable.
- To find out if your existing phone has this service, please contact your wireless mobile service provider. More information will be on the IPAWS website soon.
- Wireless customers will not be charged for the delivery of WEA messages.
- CMAS/WEA is a broadcast system and does not know which or if any phones are receiving the alert message or which phones have opted out. Your privacy is preserved and it is your choice if you want to receive alerts or not.



Comparing Cell Phone Alert Technologies

The Commercial Mobile Alert System (CMAS) or Wireless Emergency Alerts (WEA), can complement subscription-based cell phone alerting systems that may be employed by an alerting authority.

Commercial Mobile Alert System/ Wireless Emergency Alerts

- Designed to work when other cellular services are overloaded
- Alerts all WEA mobile devices within range simultaneously
- No cost for alerting authorities or individuals
 - Alerts can be geo-targeted
- Does not require individuals to opt-in
- WEA phones entering an affected area while the alert is active will receive message
- Unique WEA tone and vibration (helpful to people with hearing or vision-related disabilities)
- Only reaches WEA capable phone models
 - Limited to 90 characters

Subscription-Based Cell Phone Alerting

- Not dependent on carrier or phone model
- Can send messages greater than 90 characters that include web links and phone numbers
 - Subscribers may choose the location and alert types they want to receive
- Susceptible to network overload problems
- Regular text message charges may apply

**LIFESAVING
ALERTS
DELIVERED**



Emergency Alert System (EAS) Fact Sheet

Resilient public alert and warning tools are essential to save lives and protect property during times of local, State, regional, and national emergency. The Emergency Alert System (EAS) is one of the many means used by alerting authorities to send broad and detailed warnings via broadcast, cable, satellite, and wireline radio and television channels. EAS Participants, which consist of broadcast, cable, satellite, and wireline radio and TV providers, are the stewards of this important public service in close partnership with alerting officials at all levels of government. In many cases, radio and TV stations continue to operate when other means of alerting the public are unavailable, providing a layer of resiliency to the suite of available emergency communication tools. The EAS is in a constant state of improvement to assure seamless integration of CAP-based and emerging technologies.

Nationwide Emergency Alert System Post-Test Information

On Wednesday, November 9th, 2011, the first-ever Nationwide Emergency Alert System (EAS) Test was conducted across the United States and territories at 2:00 PM Eastern. The purpose of the Test was to assess the readiness and effectiveness of the system for the President to issue a nationwide warning to the public in the event of an extreme national emergency. Radio and television broadcasters, cable, satellite, and wireline providers across the country (commonly known as EAS Participants) participated in the Test.

FEMA originated an Emergency Action Notification (EAN) simultaneously to 61 Primary Entry Point (PEP) radio stations that serve as national-level warning relay points. These PEP stations rebroadcast the message in their coverage area to local primary stations and other monitoring stations. The Test was not a pass or fail measure, but an exercise to proactively identify mitigation strategies and address the limitations of the current EAS. Although the test message was heard and seen by millions of Americans, many technical areas were identified for improvement, including audio quality, State monitoring assignments and designations, and EAS device configuration. An important lesson learned from the first-ever EAS Test was that when all technical areas are properly addressed, the National EAS functions as intended and can be improved.

Future testing of EAS will incrementally integrate other technologies that are Common Alerting Protocol (CAP)-based for a more resilient and effective system. Emergency Alert System (EAS) participants (broadcast radio and television stations, cable television, satellite radio and television services and wireline video service providers) are required by the Federal Communications Commission (FCC) to upgrade their equipment to be capable of receiving IPAWS CAP formatted alerts. The current compliance deadline is June 30, 2012.



Unique Systems Fact Sheet

State, local, territorial, and tribal alerting authorities may already have a range of unique alerting and dissemination technology at their disposal. These systems could include, but are not limited to, emergency telephone networks, sirens, or digital road signs. These unique systems can be upgraded or may already be compliant with the Common Alerting Protocol (CAP), allowing them to access IPAWS to receive alerts or be integrated into local alert and warning processes that are streamlined and more resilient.

Benefits of upgrading existing unique systems to the Common Alerting Protocol (CAP)

The Common Alerting Protocol (CAP) is an international technical data specification developed by the Organization for the Advancement of Structured Information Standards (OASIS) that allows emergency messages to be disseminated over a wide variety of existing and emerging public alerting systems. In addition to the basic CAP standard, a supplemental IPAWS Profile technical specification was developed to ensure compatibility with existing warning systems used in the United States. FEMA has formally adopted CAP and the IPAWS Profile to implement the Integrated Public Alert and Warning System (IPAWS).

Currently, there is no requirement for State, local, territorial, and tribal alerting authorities to use CAP or IPAWS or make upgrades to their local alerting systems.

However, by making alerting systems IPAWS CAP compliant, alerting authorities will be able to send a single alert through IPAWS that will reach their unique alerting systems as well as local EAS radio and television stations, NOAA All Hazards Weather Radios, cell phones and other mobile devices, internet services, and future CAP compliant technologies. Utilizing multiple channels for public alerts increases the likelihood that the message will successfully reach the public. In addition, using a single CAP alert message reduces the amount of time required to prepare separate, system-specific alerts, thus speeding the delivery of potentially critical, lifesaving information.



Grants and IPAWS

Funding from the Homeland Security Grant Program (HSGP), Tribal Homeland Security Grant Program (THSGP), and the Emergency Management Performance Grant Program may be used to enhance existing or establish new alert and warning programs.

Grants can be used for *planning* and *equipment* purchases:

- *Planning*: development or enhancement of public alert and warning plans, interoperability governing bodies, development or enhancement of alert and warning assessments and inventories, development or enhancement of alert and warning protocols, planning for emerging technologies
- *Equipment*: design, procurement, enhancement, replacement, and maintenance of emergency response communications systems and equipment, planning procurement and deployment of emerging technology systems

Remember, FEMA does its business with the State---counties, locals, etc., must coordinate with the State to obtain grant funds.

Common Grant Restrictions

- Grantees must ensure that Federal funds are used for purposes that were proposed and approved, and must have financial systems in place to properly manage grant funds
- Grantees cannot commingle Federal sources of funding; the accounting systems of all grantees and sub-grantees must ensure that Federal

funds are not commingled with funds from other awards or Federal agencies

- Each award must be accounted for separately

Grant funds may not be used to meet matching requirements of any other Federal award in the current or prior period. If matching funds from local jurisdictions are required under a grant, matching funds must be:

- Allowable under the program
- Associated with the Federally-funded investment
- Applied only to one Federal grant program
- Contributed from non-Federal sources
- Treated as part of the grant budget
- Documented the same way as Federal funds (in a formal accounting system)

In general, the use of Federal grant funding to pay for staff regular time is considered personnel. Staff must perform activities allowable under the grant. Most Federal grants require applicants to identify sustainable sources of funding and work to integrate new staff into the State and local budgets in future years to maintain these capabilities.

Grantees should develop a plan to sustain grant-funded positions to ensure States maintain critical communications personnel, in the event that Federal funds are not available to support the position.

Organizations seeking grants are encouraged to contact the FEMA Grants Office and IPAWS PMO prior to initiating program activities.



Incorporate Public Alerting and IPAWS into State and Local Plans, Exercises, and Tests

Incorporating exercises of your public alerting procedures and systems into State and local functional and capability driven exercises and tests is an excellent opportunity to determine if the public is able to receive timely and critical emergency information.



The IPAWS Program Management Office has been involved in several tests of the Emergency Alert System (EAS) and CMAS/Wireless Emergency Alerts (WEA) system. Many of the lessons learned during these tests can be applied to State and local tests.

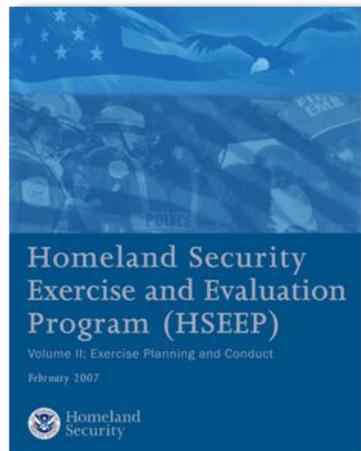
- Outreach to the community is essential to educate them about public alert communications, manage expectations, prevent undue alarm among the population, develop best practices, encourage participation in community and personal preparedness, and reinforce the purpose of testing
- When all technical areas of the system are properly addressed, IPAWS functions as intended
- Regular and frequent testing of public alerting systems is essential to identify mitigation strategies for a more resilient and effective system

which will operate well before, during, or after a disaster in the preservation of life and property

- Improving alerts and warnings is a process that takes time and requires the coordinated efforts of public and private partners

The Homeland Security Exercise and Evaluation Program (HSEEP) constitutes a national standard for all exercises and provides several excellent resources to help develop and conduct State, territorial, tribal, and local exercises and tests. The IPAWS Program Management Office encourages public safety officials at all levels to incorporate HSEEP guidance into exercise plans. The HSEEP web site is at:

https://hseep.dhs.gov/pages/1001_HSEEP7.aspx





A Brief History of IPAWS

Radio and television continue to be an invaluable and resilient sources of providing the public information, but new information sources are also attracting the attention of the public. Furthermore, radio and TV broadcast information to large population areas at the same time, meaning that even people who are far away from an alert area may be interrupted with warning information that is not relevant to them. Radio and TV also can only provide alerts if they are turned on and noticed by citizens.

In June 2006, the President signed Executive Order 13407, “Public Alert and Warning System,” which states, “It is the policy of the United States to have an effective, reliable, integrated, flexible, and comprehensive system to alert and warn the American people . . . establish or adopt, as appropriate, common alerting and warning protocols, standards, terminology, and operating procedures for the public alert and warning system to enable interoperability and the secure delivery of coordinated messages to the American people through as many communication pathways as practicable . . .” In response, FEMA established the IPAWS Program Management Office (PMO) in 2007.

In close coordination with public and private sector partners, the IPAWS PMO has made several important advancements to the integration of public alert and warning systems.

These accomplishments include:

- IPAWS Technical Specification to Common Alerting Protocol (CAP) v1.2 (Nov 2009) and formal adoption of the CAP Standard (September 2010)
 - Installation of the first expansion Primary Entry Point (PEP) Station (August 2010)
 - Implementation of a CAP Atom Feed for EAS Participants (September 2011)
 - Completion of first-ever Nationwide Test of the Emergency Alert System (November 2011)
 - Collaborating with the Emergency Management Institute (EMI) to provide an independent study course IS-247 “Integrated Public Alert and Warning System” web-based training (December 2011)
 - Getting the first state and local Public Alerting Authorities access to IPAWS (December 2011)
 - Demonstration of the first WEA messages delivered from a local authority through CMAS to consumer cell phones (December 2011)
- IPAWS is currently operational. Goals and enhancements for the future include: continued coordination with public and private sector partners to improve the integrated, interoperable environment for alerts and warnings; strengthen the resilience of alert and warning infrastructure; and cultivate support within the community of IPAWS-authenticated alerting authorities to achieve our mutual goal of saving lives and protecting property.
- Specification of Commercial Mobile Alerting System (CMAS) Interface (Dec 2009)



Stay Connected to the IPAWS Program Management Office

Once an alerting authority becomes an authenticated IPAWS-user, that authority can help shape the way IPAWS develops in the future. In addition, a strong relationship between alerting authorities using IPAWS and the Program Management Office is essential to:

- Source quick feedback on the accessibility and functionality of IPAWS
- Reveal potential topics for future training and public alerting exercises
- Foster collaboration amongst alerting authorities and identify best practices

To stay connected with the IPAWS Program Management Office

Join the IPAWS Practitioner Special Interest Group

The IPAWS Practitioner Special Interest Group holds monthly webinars on the latest topics in IPAWS development and allows practitioners to ask questions directly to guest presenters from the Program Management Office and private sector.

To receive email updates about dates and times for the IPAWS Practitioner Special Interest Group webinars, or view past webinars, visit:

http://www.fema.gov/emergency/ipaws/working_group.shtm

Connect with IPAWS Program Management Office leaders and staff at Conferences and Events

IPAWS staff speak at and participate in several industry, professional associations, and government conferences and events, in addition to hosting focused working group and special interest group sessions. At conferences, IPAWS demonstrates alert origination and dissemination technologies and takes questions from alerting authorities, private sectors developers, and the general public. For a list of upcoming events, visit:

<http://www.fema.gov/emergency/ipaws/outreach.shtm>

Email the IPAWS Program Management Office at ipaws@dhs.gov and visit the website at

<http://www.fema.gov/emergency/ipaws/index.shtm>



Sample Public Service Announcement

The Most Advanced Alert and Warning Capabilities and Technologies Are Now Available in Your Area

Hurricane season will start soon and Governor Scott, the State of Florida's Office of Emergency Management and Homeland Security, and counties and cities across the state, have partnered with FEMA's Integrated Public Alert and Warning System, or IPAWS, to bring the most advanced alert and warning technologies to the people of Florida. These technologies will allow alerting authorities to send one message over multiple communication pathways to reach as many people as possible before, during, and after a disaster, to save lives and protect property. Go to **www dot Florida dot gov slash emergency management slash I P A W S** to learn more about how your public safety officials are working to ensure you can get accurate, actionable information in timely manner.

This public service announcement was brought to you by the Florida Broadcasters Association in cooperation with the Florida's Department of Emergency Management and Homeland Security.

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State, county, and city public safety officials across the State of Utah have been trained and authorized to use FEMA's Integrated Public Alert and Warning System, or IPAWS. Alerting authorities will now be able to send one message over multiple communication pathways, including TV, radio, cellular and mobile devices, NOAA's Weather Radio, and other IPAWS – compliant alert and warning dissemination devices. IPAWS alerts are geo-targeted, so if you receive an alert, please pay attention as it will be relevant to you. Go to **www dot Utah dot gov slash emergency management slash I P A W S** to learn more about how your public safety officials are using the most advanced alert and warning technologies to ensure you can get the information you need to protect yourself, your family, and your property in times of crisis.

This public service announcement was brought to you by the Utah Broadcasters Association in cooperation with the Utah Department of Homeland Security and Federal Emergency Management Agency.

Emergency Alerts Coming to Your Cell Phone

Emergency alerts and warnings will now go directly to your cell phone thanks to a new partnership between the Michigan Department of Emergency Management and Homeland Security and FEMA's Integrated Public Alert and Warning System. The short messages will provide critical information on natural and manmade disasters before, during, and after events to save lives and protect property. The alerts will not trigger any charges on your phone bill or interrupt calls in progress. To learn more about the new service and whether your phone is capable of receiving Wireless Emergency Alerts please visit **www dot Michigan dot gov slash emergency management slash I P A W S**.

This public service announcement was brought to you by the Michigan Broadcasters Association in cooperation with the Michigan Department of Emergency Management and Homeland Security.



Sample Press Release

Next Generation of Emergency Alerting has Arrived
NAME County authorities now able to send life-saving alerts to cell phones

(NAME County) – The [NAME] County Division of Emergency Management announced today that public safety officials will now be able to deliver emergency alerts and warnings simultaneously to cell phones, radio, and television broadcast as a result of a partnership with FEMA’s Integrated Public Alert and Warning System (IPAWS). IPAWS uses an alert aggregator to route alerts and warnings to a variety of communication pathways, including the Commercial Mobile Alert System) which sends Wireless Emergency Alert (WEA) text messages directly to cell phones in an affected area.

“By sending emergency messages directly to residents’ cell phones we can ensure that life-saving information, whether it is about evacuation, chemical spills, or other hazardous situations, reaches people in time to respond,” said Division Director NAME. **“Saving lives is our highest priority and this new tool will make us more effective.”**

Wireless Emergency Alerts (WEA) are the result of a partnership between commercial mobile service providers, FEMA IPAWS, and the FCC, allowing authorities to send targeted alerts to personal cell phones, *even when cellular voice and data services are overloaded and struggling to support person-to-person calls, text, or emails*. This is made possible through the use of cell broadcast channels that send information to any cell phone using a cell tower. WEA will not track an individual’s locations or personal data, as it uses a broadcast (one-way) technology. This assures that authorities cannot collect any subscriber-related data, including details on who is in the targeted area and/or who has successfully received the emergency alert.

WEA messages use a unique ringtone and vibration, but will not interrupt calls in progress. The default setting on new phones will be “opt-in” although individuals can choose not to receive Imminent Threat and AMBER Alerts. The broadcast of WEA messages from a cell tower continues for the entire time of the alert so that if a cell phone enters the affected area after the initial message it too will receive the alert message. There is no charge to individuals receiving the alerts.

Currently, newer phone models will be WEA capable and some phones may be upgradeable. The wireless industry estimates that by 2014, nearly all phones on the market will be WEA capable. To check whether your handset will receive alerts visit the website of your wireless carrier.

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Sample Op-Ed

Get Alerts, Stay Alive

Better public safety through cell phone alerts

By [NAME], [TITLE], Emergency Management Agency

Decades ago, when disaster struck, our only way to alert the public was through radio, television, and sirens. However, the internet and mobile devices have completely changed the way we receive information. That is why we have established a partnership with FEMA's Integrated Public Alert and Warning System (IPAWS) Program Management Office to enable us to send emergency alerts and warnings to personal cell phones, radio and television, NOAA Weather Radios, internet services, and other communication pathways before, during, and after a disaster.

By leveraging FEMA's alerting infrastructure, your public safety officials are now able to enter a message about evacuation, chemical spill, or other hazardous situation and have it sent simultaneously to the traditional Emergency Alert System, NOAA Weather Radio, and the new Wireless Emergency Alerts cellular alerting system.

Wireless Emergency Alerts (WEA) are the result of a partnership between commercial mobile service providers, FEMA, and the FCC, allowing alerting authorities to send targeted alerts to personal cell phones, *even when cellular voice and data services are overloaded and no longer support person-to-person calls, text, or emails*. This is made possible through the use of cell broadcast channels that send information to any cell phone using a cell tower. WEA will not track an individual's locations or personal data, as it uses a broadcast (one-way) technology. This assures that authorities cannot collect any subscriber-related data, including details on who is in the targeted area and/or who has successfully received the emergency alert.

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Currently, newer phone models will be WEA capable, but some phones may be upgradeable. The wireless industry estimates that by 2014, nearly all phones on market will be WEA capable. To check whether your handset will receive alerts visit the website of your wireless carrier.

By sending emergency messages directly to individuals' cell phones in addition to radio and TV we can disseminate life-saving information quickly and comprehensively, saving time when time matters. Saving lives is our highest priority and this new tool will make us more effective.



Acronym List

CAP	Common Alerting Protocol
CMAS	Commercial Mobile Alerting System
CMSP	Commercial Mobile Service Providers
COG	Collaborative Operating Group
EAS	Emergency Alert System
EMI	Emergency Management Institute
FCC	Federal Communications Commission
FEMA	Federal Emergency Management Agency
IPAWS	Integrated Public Alert and Warning System
MOA	Memorandum of Agreement
NOAA	National Oceanic and Atmospheric Administration
PEP	Primary Entry Point
PMO	Program Management Office
WEA	Wireless Emergency Alerts



NOTES:



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