



Presidential- Wireless Emergency Alerts (WEA)

You may recall that a message reading, “Presidential Alert” THIS IS A TEST of the National Wireless Emergency Alert System. No action is needed” was recently sent by cell towers nationwide. The message was expected to reach over 220 million people in an unprecedented federal exercise. The Presidential Alert is designed to let the White House inform the entire country almost instantly of grave public emergencies, such as a terrorist attack or an invasion, according to the Federal Emergency Management Agency.

The Wireless Emergency Alerts system is an essential part of America's emergency preparedness. Since its launch in 2012, the WEA system been used more than 40,000 times to warn the public about dangerous weather, missing children, and other critical situations – all through alerts on compatible cell phones and other mobile devices.

- WEA is a public safety system that allows customers who own certain wireless phones and other compatible mobile devices to receive geographically-targeted, text-like messages alerting them of imminent threats to safety in their area.
- WEA enables government officials to target emergency alerts to specific geographic areas - for example, lower Manhattan.
- WEA was established in 2008 pursuant to the Warning, Alert and Response Network (WARN) Act and became operational 2012.
- Wireless companies volunteer to participate in WEA, which is the result of a unique public/private partnership between the FCC, FEMA and the wireless industry to enhance public safety.

For additional information, including frequently asked questions click the links below:

<https://www.fcc.gov/consumers/guides/wireless-emergency-alerts-wea>

<https://www.fema.gov/emergency-alert-test>

SafeALERTSM



ORCIG 2018 SafeAlert Series

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