

Emergency Preparedness

Promoting the Benefits of Wireless Alerts

(NAPSA)—People may be surprised to learn that an emergency alert can be sent to their mobile phones, providing them with the life-saving information they need during an emergency.

Wireless Emergency Alerts (WEAs) are emergency messages sent by local authorized government authorities through wireless carriers' networks. The alerts include a special tone and vibration and indicate the action that individuals should take. Types of alerts include extreme weather such as hurricane, tornado or flash flood warnings; AMBER alerts; and presidential alerts.

"FEMA wants the public to know about Wireless Emergency Alerts before they receive an alert during an emergency," said FEMA Administrator Craig Fugate. "Alerts are delivered to mobile phones by the National Weather Service and other agencies to urge affected populations to take actions that can save lives in the critical moments before a disaster."

The Ready Campaign

The Ad Council and Ready Campaign are working together to promote public awareness of WEAs through Public Service Announcements. The PSAs were part of Hurricane Preparedness Week (May 25–May 31), 2014, the annual effort by FEMA, the National Oceanic and Atmospheric Administration (NOAA) and the National Hurricane Center to inform the public about hurricane hazards and provide knowledge that can be used to prepare



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and take action and are timely throughout the year.

Lifesaving Potential

The PSAs highlight the potentially lifesaving role of WEAs when facing natural disasters, as well as other emergencies. The English radio, TV and digital PSAs direct audiences to Ready.gov/alerts for more information. The Spanish radio, TV and digital PSAs direct audiences to Listo.gov/alertas. Watch and listen for the PSAs on TV and radio or find them online at Ready.gov/alerts to familiarize yourself with how a WEA sounds and appears on your phone.

For more information on the campaign, visit www.Ready.gov or follow the campaign on Facebook and Twitter @ReadyGov.