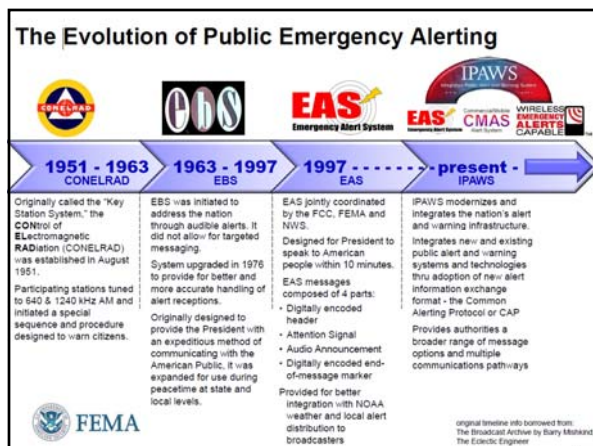
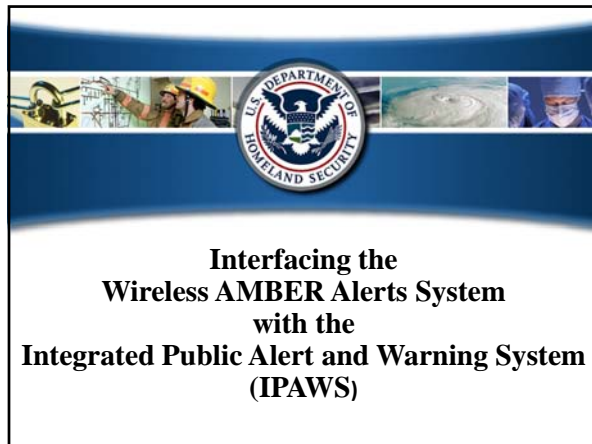


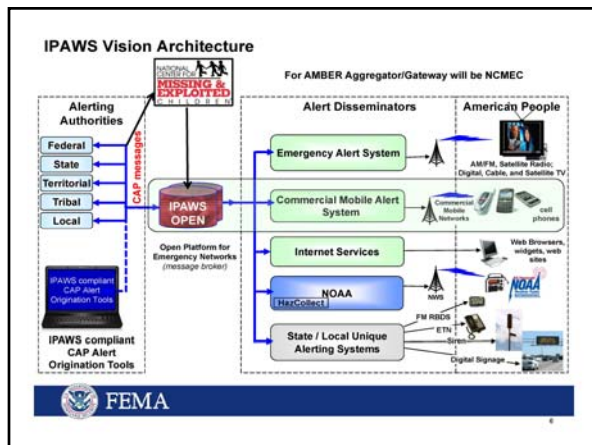


A slide with a blue background. In the top left is the FEMA logo. In the top right is the "IPAWS" logo. The main content is a bulleted list:

- FEMA is developing the Integrated Public Alert and Warning System (IPAWS) to meet requirements for an alert system as specified by an executive order issued by President George W. Bush.
- In response to the Warning, Alert, and Response Network Act, or WARN Act, signed into law (Title VI of P.L. 109-347), the FCC worked with commercial mobile service providers to create a Commercial Mobile Alert System (CMAS) that would be able to relay alerts through cell phones.









Agencies Involved with CMAS planning

The agencies involved in the initial discussions and planning:

1. FCC
2. FEMA
3. CTIA (Wireless Industry)


CMAS versus WEA

- The Commercial Mobile Alert System (CMAS) and Wireless Emergency Alerts (WEA) are the same.
- PLAN (Personal localized Alerting Network)


Great Ten minute video to explain CMAS:
http://www.youtube.com/watch?v=OVhX_SbVxnY



Transition

- Wireless AMBER Alerts Program terminated December 31, 2012

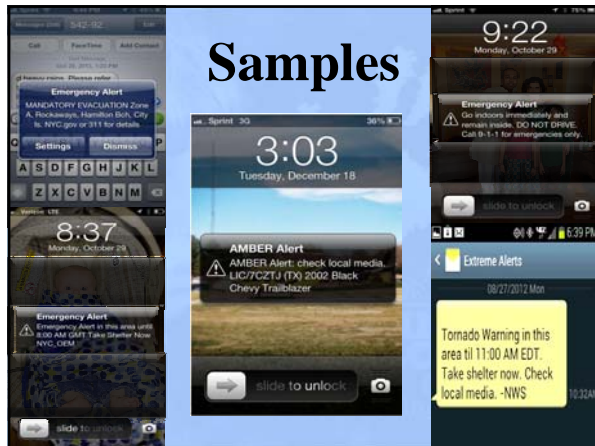


- Replaced by the Wireless Emergency Alerts Program




- WAA versus WEA
 - WEA Compliant cell phones
- Benefits
 - Cell Tower driven versus Zip Code Driven
 - Opt-Out versus Opt-In




Samples



Lessons Learned

- **Loud Annoying tone**
 - Unknown this would take place
- **Lack of meaningful information**
 - Limited 90 Character limitations
- **Ability to reach much larger audience**
- **Lack of Public Education**
 - Public confusion



Loud Tone

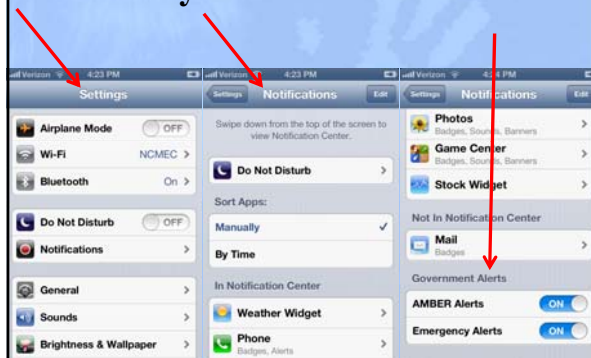
- Same tone used for EAS messages on Radio and TV
- **Regulated by the FCC**
 - The tone associated with CMAS alerts is specified “by the ATIS/TIA J-STD-100 as well as FCC 47 CFR Part 10.”
- Vibrate / Silent mode
- FEMA engineers working to change but needs to be approved by Wireless Standards committee.



Loud Tone

- When an AMBER Alert was activated around 2 am there were many complaints that resulted.
 - Noise was described as startling and lacked meaningful information
- Consideration should be given to NO CMAS between 10 pm and 6 am or any time where benefit is questionable.

Ability to Turn Off Every Carrier is different





Lack of meaningful information

- We are limited to 90 Characters
 - Includes spaces
 - No phone numbers
 - No URL's or links
 - No pictures
- This places severe limitations on the ability to convey meaningful information and avoid confusion.

Cell Broadcast

- The alerts are sent on a special wireless carrier channel called Cell Broadcast, therefore not affected by congestion on the voice or SMS text channels.
- transmitted simultaneously to all mobile devices within range of the cellular carrier towers in the affected area.
- Example



Lack of meaningful information

- Thought process: Use same rationale as used for the DOT signs
 - Message sent only IF there is a plate number
 - If there is no plate number. Generic vehicle information sent would confuse everyone.
 - NOTE: Generic information is not helpful, it promotes generic calls and leads that are meaningless



Lack of meaningful information

- Thought process: Use same rationale as used for the DOT signs
 - Tallahassee, FL AMBER Alert LIC/AT42794 (TX) (2005) Silver GMC Envoy (this is 69 characters)
 - No Updates sent
 - Cancellation sent to FEMA and Cell Towers but not to cell phones



Ability to reach much larger Audience

- Remember, this Alert is not requested by the subscriber, but automatically sent.
 - May be new or vacationing in the area
- Consideration MUST be given to the range requested for these alerts
- AMBER Alert Secondary Distribution can be requested Statewide, and CMAS to a much smaller defined area.

How do we notify NCMEC?

We receive AMBER Alerts by many methods.

- Email: amberalerts@ncmec.org
- Fax: 703-224-2127
- EmNet:
 - *NOTE that while we receive these messages they do NOT list the EAS regions for NCMEC*
- AmberAlert.com
- MyStateUSA
- NCIC and Nlets

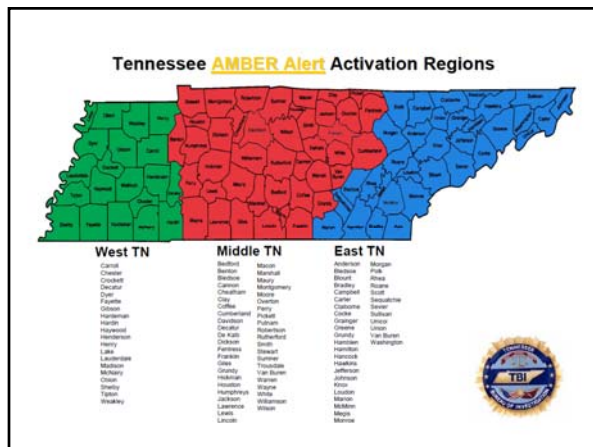
What should we list in the request?

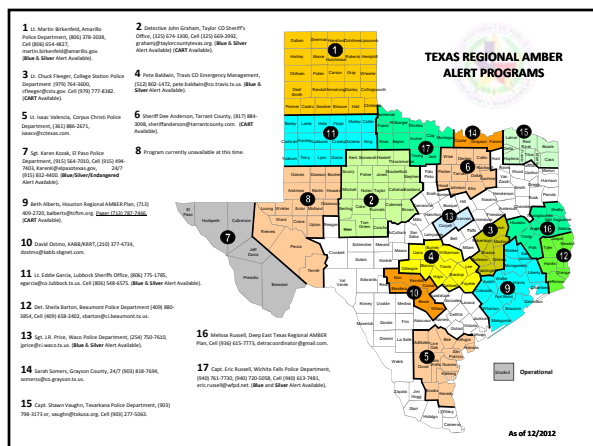
- Make sure it is clear if you want CMAS...
 - Please keep us informed exactly how you want your AMBER Alerts disseminated.
- Make sure the range of CMAS is clear to NCMEC... Regions versus entire State
- Secondary Distribution and CMAS can be different













Lack of Public Education

- **FAQ's for transition**
 - www.ctia.org/wea
- **FEMA is working on a campaign with the Ad Council**
 - No timeline at this point, more info to follow
 - Past experience indicates Ad Council places ads off hours like 2 or 3 in the morning



Lack of Public Education

- **DOJ and NCMEC have been in contact with FEMA and CTIA to develop immediate, short term and long term solutions**
- **FEMA is developing educational webinars and FAQ's**
 - Unknown timeframe at this point

Links to FAQ's and Information

FEMA:

- <http://www.fema.gov/commercial-mobile-alert-system>

DOJ:

- <http://www.amberalert.gov/#>

CTIA:

- http://www.ctia.org/consumer_info/safety/index.cfm/AID/12082



Lack of Public Education

- DOJ and NCMEC have recommended boilerplate packages be sent to all AMBER Coordinators and Clearinghouses to be posted on their websites.
- We are recommending this be done in concert with Emergency Management

Questions?