INTEGRATED PUBLIC ALERT AND WARNING SYSTEM (IPAWS)

IPAWS is a national alert and warning infrastructure available for use by Local, State, Territorial, Tribal, and Federal public alerting authorities to send emergency alerts to citizens. It is a National System for Local Alerting hat supports sending geo-targeted alerts from local, state, tribal, territorial officials during emergencies and provides authenticated emergency alert and information messaging from public safety officials to the public through:

- Radio and television via the Emergency Alert System (EAS)
- Cellular phones via Wireless Emergency Alerts (WEA)
- NOAA All Hazards National Weather Radio (NWR)
- Internet applications and websites via the All-Hazards Information Feed

During an emergency, alert and warning officials need to provide the public with life-saving information quickly. IPAWS is a modernization and integration of the nation's alert and warning infrastructure and will save time when time matters most, protecting life and property IPAWS provides public safety officials with an effective way to alert and warn the public about serious emergencies   using the Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), the National Oceanic and Atmospheric Administration (NOAA) Weather Radio, and other public alerting systems from a single interface.

IPAWS is for:

- Emergency alert and warning information
  - Anything public safety officials determine is a threat to public safety
  - i.e. not meant for messaging about changes to trash collection schedule
- Alerting all citizens in a given area

IPAWS is not a:

- Subscription-based mass notification system
- Emergency Telephone Notification (ETN) or reverse dial phone system
- Short Message Service (SMS) or email system
- Paging or limited distribution notification system (e.g. can't send a recall notice to a select group)

IPAWS Components

- Emergency Alert System (EAS)
- Wireless Emergency Alerts (WEA)
- National Weather Service (NWS) tools
- Internet Services
- Local, Unique, and Future Technologies

Wireless Emergency Alerts (WEA) are short emergency messages from authorized public alerting authorities that can be broadcast to any WEA-enabled mobile device in a locally targeted area.

- **Free**
  - No cost to send or receive WEAs
- **Geo-targeted**
  - True location based alerting via broadcast from cell towers
- **Non-subscription based**
  - People who live, work, play, or visit do not need to sign up
  - Sends alerts to mobile devices in an area – not to a database of phone numbers
- **Unique** ring tone and vibration
  - Alerts "pop-up" on a cell phone
- **Not affected by network congestion**
  - Uses SMS-Cell Broadcast (SMS- CB), a one-to-many service, to simultaneously deliver messages to multiple recipients in a specified area
  - Different channel than voice, SMS- Person to Person (SMS-PP), email, or web
- **Used for imminent threats, AMBER, and Presidential alerts**

Where to Find Additional Information

- IPAWS Website—**http://www.fema.gov/ipaws/**
- IPAWS Video—**http://www.fema.gov/media-library/assets/videos/77356**
- Wireless Emergency Alerts—**http://www.fema.gov/frequently-asked-questions-wireless-emergency-alerts**

It's up to you. Prepare strong. Get an emergency supply kit with enough supplies for at least three days, make an emergency plan with your family and be informed about what might happen.

READY ARMY

BE INFORMED. MAKE A PLAN. BUILD A KIT. GET INVOLVED.