

NOUS41 KWBC 131948  
PNSWSH

Service Change Notice 13-71  
National Weather Service Headquarters Washington DC  
248 PM EST Wed Nov 13 2013

To: Subscribers:  
-Family of Services  
-NOAA Weather Wire Service  
-Emergency Managers Weather Information Network  
-NOAAPORT  
Other NWS partners and NWS employees

From: Michael J. Szkil  
Chief, Awareness Branch  
Performance and Awareness Division  
Office of Climate, Water, and Weather Services

Subject: Blizzard and Ice Storm Warnings to No Longer Activate  
Wireless Emergency Alerts By Default Effective  
November 13, 2013

Starting at approximately 3 pm EST, Wednesday, November 13, 2013, Blizzard and Ice Storm Warnings will no longer activate Wireless Emergency Alert (WEA) capable cell phones. These warnings will continue to be provided over other NWS dissemination services.

On June 28, 2012, NWS began disseminating its most critical warnings to the Federal Emergency Management Agency (FEMA) Integrated Public Alert and Warning System (IPAWS) for broadcast on WEA capable cell phones. Since then NWS has been collecting public feedback and working to refine the list of NWS warning types that activate WEA. To make this determination, NWS factors in the urgency, severity and certainty of the warnings types; geo-targeting and the capabilities of cell phones.

After reviewing the customer feedback and comments, NWS has made changes to the WEA broadcast list. These warnings will continue to be provided over other NWS dissemination services. WEA messages will continue for:

- Tornado Warnings
- Flash Flood Warnings
- Hurricane and Typhoon Warnings
- Extreme Wind Warnings
- Dust Storm Warnings

NWS is developing future capabilities which will allow activation of WEA for weather and hydrologic events based on expected event impact rather than by warning type alone.

All major wireless carriers and hundreds of smaller carriers are

taking part in WEA on a voluntary basis. To find out if your phone is WEA-capable or if you have other questions related to the receipt of WEA on your cell phone, please contact your wireless carrier or check the link:

<http://ctia.org/wea>

For information about WEA as related to the NWS, please visit:

<http://weather.gov/wirelessalerts>

For general information about WEA, please visit

<http://www.fema.gov/wireless-emergency-alerts>

For information about FEMA IPAWS, please visit

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

For questions or comments about NWS participation in IPAWS or WEA, please contact:

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Service Change Notices are online at:

<http://www.weather.gov/os/notif.htm>

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