



About Wireless Emergency Alerts

WHAT ARE WIRELESS EMERGENCY ALERTS?

Wireless Emergency Alerts (WEA) are emergency messages sent through your mobile carrier by authorized government alerting authorities, such as:

- FEMA
- National Weather Service
- Wisconsin Emergency Management
- Milwaukee County OEM

Alerts received at the right time can help keep you safe during an emergency. With WEA, warnings can be sent to your mobile device when you may be in harm's way, without a special app or subscription.

WHAT TYPES OF ALERTS WILL I RECEIVE?

Tornado Warnings, Blizzard Warnings, Extreme Wind Warnings and Flash Flood Warnings in Milwaukee County; AMBER Alerts; Presidential Alerts during a national emergency. Follow any action advised by the message. Seek more details from local media or authorities.

WHAT DOES A WEA MESSAGE LOOK LIKE?

WEA will look like a text message. The WEA message will show the type and time of the alert, any action you should take, and the agency issuing the alert. The message will be no more than 90 characters. WEA messages include a special tone and vibration, both repeated twice.

WHEN WILL I RECEIVE WEA MESSAGES?

Milwaukee County OEM will begin regular testing of the WEA system in April 2019. In an actual emergency, you may receive multiple messages as conditions change.



HOW DOES WEA KNOW WHERE I AM?

Just like emergency weather alerts you see on local TV, WEAs are broadcast from area cell towers to mobile devices in the area. Every WEA-capable phone within range receives the message, just like TV that shows the emergency weather alert. WEA, like the TV station, doesn't know exactly who is tuned in.

WHAT IF I DON'T WANT WEA MESSAGES?

We don't recommend it, but you can opt-out of receiving WEA messages for all but Presidential messages. To opt out, adjust settings on your mobile device.

WHAT IF MY DEVICE ISN'T WEA-CAPABLE?

WEA is only one of the ways you receive emergency alerts. Other sources include NOAA Weather Radio, news broadcasts, the Emergency Alert System on radio and TV programs, outdoor sirens and internet services.