



Benefits of IPAWS for State and Local Authorities

State, territorial, tribal, and local alerting authorities are eligible to participate in the Federal Emergency Management Agency (FEMA) Integrated Public Alert and Warning System (IPAWS). The following are key benefits for alerting authorities that complete authentication and use IPAWS:

One Message, Many Channels

Instantly send one message to multiple dissemination services including radio and television, cell phones, emergency telephone notification systems, sirens, Internet services, social media, or other local alerting systems to increase the probability that your alert will reach its intended audience.

- More timely* • Reduce delays caused by the need to activate multiple systems separately
- More accurate* • Eliminate the possibility of data entry errors which may result from re-keying into separate systems
- More consistent* • When the public receives consistent messages over multiple channels, they reinforce each other and are more likely to get results

Richer, More Accessible Content

The data standard used by IPAWS provides the capability to include and/or reference rich content that may be used by dissemination services to enhance the information provided to the public.

- Support for audio* • Record your message to ensure accurate rendering of text and make accessible to the visually impaired
- Support for images* • Include photos of missing children, maps of evacuation routes or other types of images to provide further detail
- Support for multiple languages* • Allows the inclusion of translations of your message, created by you or a vendor, to meet the needs of your population
- Accessible by assistive devices and services* • Companies that deliver services and/or equipment for individuals with disabilities or others with functional needs are developing IPAWS-compatible products

Relevant Alerting

The data standard used by IPAWS supports the use of geospatial polygons to further define the hazard area and, depending on the capabilities of the dissemination service, target the delivery of alerts.

Digital Age Technology

IPAWS supplements existing public alerting methods with the advantages of digital technology.

- Quality* • Digitally coded information is not subject to the degradation in quality that may be associated with analog methods
- Reliable* • The Internet has demonstrated the ability to survive when other communication systems may fail
- Redundant* • IPAWS can be used to “back-up” traditional alerting methods, to ensure your critical messages get through
- Secure* • Digitally-signed alerts ensure that only authorized officials can transmit tamper-proof public alerts over IPAWS
- Interoperable* • The industry-promulgated and adopted data standard used by IPAWS supports interoperability with other existing, emerging, and future digital technologies