WEA 90-Character Template

WEA 90-Character Guidance

- An up to 90-character message is required
- Limited characters are challenging
- Use smart abbreviations
- Keep in mind non-locals will receive WEA – do not abbreviate or use acronyms that locals only understand
- At minimum – include in message:
  - Brief description
  - Location
  - Action
  - URL or phone number for more information (if possible)
  - Source (if possible)

Template

[Hazard] in [Location] [Guidance/Action] go to [URL or phone number] for information [Source]

Example – 89 characters

Police activity at 301 & Rte 5 road closures avoid area Go to Bit.ly/xxxx for info CC-EMA

FEMA

WEA 360-Character Template

WEA 360-Character Guidance

- A 360-character WEA is also recommended
- Provides more information to public
- Keep in mind non-locals will receive WEA; so do not abbreviate or use acronyms that only locals understand
- Include in message:
  - Source
  - Description of event
  - Location
  - Action to take
  - URL or phone number to direct people to more information
    - Tiny URL services save space and can link to social media sites for info, pictures, maps, etc.

Template

[local, familiar, authoritative message source]. [description of threat or event] in [location and consequences]. [Protective Action]. [URL, phone number, media for more information]

Example – 291 characters

DC Emergency Management notification. Suspicious package at Washington Monument. Police activity in surrounding area near 15th and 17th streets. Possible hazardous material. Avoid area, stay indoors and away from windows. Go to bit.ly/XXXX or tune to local media for more information.

FEMA

EAS Template

EAS Guidance

- Work with local broadcasters to understand what message type(s) they will carry
- Attach audio if possible (2 min limit); text-to-speech can be garbled
- Avoid symbols such as #, &, *, $, etc.
- Include in message:
  - Describe what is happening
  - Location
  - Action to take
  - Source

Note: the FCC Preamble is an automatic function of broadcast equipment. Highlighted text represents an example of the FCC Preamble. It will precede your EAS message.

IPAWS Template – EAS Description

[FCC Preamble]. [description of threat/event] in [location of threat and consequences]. [Protective Action]. [Local, familiar, authoritative message source].

EAS Example

A Civil Authority has issued a Local Area Emergency for Charles County, MD until 8PM. Missing elderly male, white, 6ft tall, dark hair, wearing red flannel shirt, and blue jeans. Disoriented and confused. Maybe in danger. Last seen outside of UMD Hospital in La Plata, Rte 6. If seen, please call 911. Charles County Sheriff Office.