



Working Group 2

Wireless Emergency Alerts

Status Update

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Working Group 2 Objectives

The Working Group is reviewing the FCC's current Wireless Emergency Alert (WEA) rules, taking into account:

(1) experiences with WEA since its deployment on April 7, 2012 (including those of WEA industry participants, the Federal Gateway operator and alert originators),

(2) technological advances since the original WEA technical recommendations were submitted by the Commercial Mobile Service Alert Advisory Committee (CMSAAC) in 2007, and

(3) other factors, as appropriate,

and develop recommendations for CSRIC's consideration for any necessary changes to ensure that WEA continues to serve as a valuable method to alert the public during an emergency.



Working Group 2 Objectives

The Working Group will examine and issues recommendations addressing specific issues such as:

- geographic targeting, message content and character limitation,
- testing,
- device settings for different alerts,
- other potential types of WEA alerts,
- accessibility of WEA alerts to people with disabilities and non-English speakers, and
- security.

WEA Working Group Approach

- Many of the objectives of the WEA Working Group address issues raised by the CMSAAC for further study post-WEA rollout.
- The Working Group is addressing *more than the underlying technology issues alone*. We are examining alert originator participation and function for sending alerts to prevent overuse or abuse of imminent threat alerts.
- The Working Group is studying lessons learned since the April 2012 public launch of WEA.

WEA Working Group Schedule

- We have established two active WEA Sub-Working Groups, which hold calls on a weekly basis to address priority deliverables.
 1. Testing Sub-Working Group; and
 2. Geographic Targeting, Message Content and Character Limitation.
- These Sub-Working Groups are holding separate meetings and reporting back to the full WG.



Testing Sub-Working Group

- The Testing Sub-Working Group utilizes the following tools for consideration of reports and recommendations:
 - User surveys.
 - Third party research.
 - Subject Matter Expert discussions.
 - Conference Calls.
- Anticipate recommendations from Testing Sub-Working Group for June 2014 full CSRIC meeting.



Testing Sub-Working Group

- Engaging in review of Commercial Mobile Advisory Committee Recommendations, standards and FCC rules for existing WEA testing framework.
- Examining constraints of existing RMT process.
- Assessing requirements, expectations and outcomes of state and local WEA testing, along with issues and challenges with present testing.
 - Surveyed 226 WEA-authorized Alert Originators.
 - Considering research studies addressing recommendations for internal testing of existing WEA operations.



Geographic Targeting, Message Content and Character Limitation Sub-Working Group

- The Geographic Targeting, Message Content and Character Limitation utilizes the following tools for consideration of reports and recommendations:
 - Federal government agency and third party research.
 - Subject Matter Expert discussions.
 - Conference calls.
- Anticipate recommendations of the Geographic Targeting, Message Content and Character Limitation Sub-Working Group for September 2014 CSRIC meeting.



Geographic Targeting, Message Content and Character Limitation Sub-Working Group

- Examining enhancements to WEA since deployment.
- Assessing alert originator needs against current and future technical capabilities, while accounting for public response, legacy technologies, and backward compatibility issues.
- Engaging in evaluation of WEA message length options, geo-targeting options, and comprehensive mobile alerting concepts.



Next Steps

- Launch additional sub-working groups addressing remaining study areas.
- Schedule face-to-face meetings.
- Continue with weekly calls.
- Provide periodic status updates to Steering Committee and full CSRIC.

