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DHS S&T RELEASES KEY FINDINGS RELATED TO WIRELESS EMERGENCY ALERTS

WASHINGTON – The Department of Homeland Security’s (DHS) Science and Technology Directorate (S&T) today announced the release of a report entitled: *Wireless Emergency Alerts (WEA) Mobile Penetration Strategy*. Launched in 2012, WEA provides a national capability to deliver alert messages directly to the public via mobile devices in a specific affected geographic region.

The *Mobile Penetration Strategy* is directed toward decision makers throughout all levels of government, commercial mobile service providers (CMSPs) and mobile wireless device manufacturers. The report characterizes WEA coverage across the nation, identifies barriers to adoption, and suggests options for improving coverage. It provides recommendations for each group on how to improve the utilization of WEA nationwide, maximize public awareness and user acceptance.

“We are excited about the research being conducted on wireless emergency alerts,” said Denis Gusty, WEA Program Manager for DHS S&T. “This research will provide an important roadmap for expanding the reach of the wireless emergency alerts service throughout the United States. The results of this research support our goal to provide more effective and useful emergency alerts to all citizens.”

During the development of the *Mobile Penetration Strategy*, researchers solicited information from a wide range of commercial and government sources to estimate WEA penetration and coverage geographically, demographically, by wireless carrier coverage, and by mobile device populations. Researchers also conducted interviews with officials in the public and private sectors throughout the country. Research conducted by the National Defense Research Institute found that: most state emergency managers plan to use WEA; CMSPs can provide WEA to almost all of the United States; and that demographic and other factors affect WEA use.

The *WEA Mobile Penetration Strategy* can be downloaded from www.firstresponder.gov at <http://go.usa.gov/BRn4>.

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