

60001350574.txt

I am a local emergency manager. WEA offers great promise in promoting public safety. I have the following comments:

1. The character limits should be increased. Trying to provide actionably emergency information with the limited characters currently is very difficult and can lead to further confusion.
2. WEA should be limited to actual imminent emergencies and there should be strict adherence. One agency with a liberal interpretation could clutter messaging, create unneeded alarm, and cause people to turn off their alert functions. WEA should be viewed similarly as 911, if it doesn't warrant a true imminent emergency it doesn't belong on WEA.
3. WEA should include URLs. This would allow people to be directed to better, real-time information, and provide more information such as maps, etc.

WEA is a valuable tool, but misuse can and will decrease its effectiveness.