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Public Information Statement 21-28
National Weather Service Headquarters Silver Spring MD
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To: Subscribers:
           -NOAA Weather Wire Service
           -Emergency Managers Weather Information Network
           -NOAAPort
           Other NWS Partners, Users and Employees

From: Michelle Hawkins, Chief
           Severe, Fire, Public and Winter Weather Services Branch

Subject: Seeking Feedback on Proposed Wireless Emergency Alerts Messages
for Severe Thunderstorm Warnings with the Destructive Damage Threat
Categorizations through June 2, 2021

The NWS is requesting feedback until June 2, 2021 on proposed Wireless
Emergency Alert (WEA) messages for NWS Severe Thunderstorm Warnings (SVR)
where there is a destructive threat. On a date to be determined, in mid-
to-late July 2021, the NWS will implement changes to the SVR, including
the addition of new thunderstorm "damage threat" Impact-based Warning
(IBW) coded tags. Upon implementation, specific severe hail and wind
thresholds in SVRs will correspond to three categories of impact
potential. The highest damage threat category is "destructive". SVRs
with a damage threat category of "destructive" will activate a WEA on
capable cell phones.

For reference, Service Change Notice 21-22 details the upcoming changes to
the SVR and implementation timeline in mid-to-late July, including
information on World Meteorological Organization (WMO)-formatted messages
and activation triggers for these WEAs:

https://www.weather.gov/media/notification/pdf2/scn21-22svr_ibw.pdf

On WEA 2.0 capable and newer cell phones, the new SVR WEAs will feature
situation-specific messages up to 360 characters, focused on the primary
threat - wind or hail. If the "destructive" wind threshold is met, then
the message will include the same wind gust value as that in the WMO-
formatted warning as well as calls to action and impact language focused
on the wind threat. If destructive hail size is the primary threat, then
the WEA message will include the same hail size value as that in as the
WMO-formatted warning along with calls to action and impact language
focused on the hail threat. Although rare, there would also be messages
that combine both the wind and hail threats.

For cell phones limited to 90 character WEA messages, the messages will
also be unique and focused on the primary threat, but will not contain the
wind speed nor hail size. Call-to-action language will be "Take shelter
now."

A sample of a proposed WEA message for SVRs with a THUNDERSTORM DAMAGE THREAT tag of Destructive follows. Note uppercase for the most critical information:

English Message (90 character maximum/87 actual):

NWS:DESTRUCTIVE WIND STORM in this area til 1215PM TZDT. Take shelter now. Check media.

Spanish Message (90 character maximum/90 actual):

SNM:TORMENTA DE VIENTO DESTRUCTIVA en esta area hasta las 1215PM TZDT. Tome refugio ahora.

English Message (360 character maximum/242 actual):

National Weather Service: SEVERE THUNDERSTORM WARNING in effect for this area until 12:15 PM TZDT for DESTRUCTIVE 80 mph winds. Take shelter in a sturdy building, away from windows. Flying debris may be deadly to those caught without shelter.

Spanish Message (360 character maximum/300 actual):

Servicio Nacional de Meteorologia: AVISO DE TORMENTA SEVERA en efecto para esta area hasta las 12:15 PM TZDT por vientos DESTRUCTIVOS de 80 mph. Tome refugio en un edificio, alejado de las ventanas. Escombros arrastrados por el viento podrian ser mortales para aquellos que se encuentran sin refugio.

TZ stands for Time Zone and DT stands for Daylight Time in the examples above.

A full listing of both the proposed 90 and 360 character messages, in English and Spanish language formats, can be found in this downloadable PDF:

https://www.weather.gov//media/notification/ref/PNS 21-28 Attach Severe T-Storm WEA Messages.pdf

Comments/questions on the proposed WEA messages to gregory.m.schoor@noaa.gov, NWS Severe Weather Services Program Manager, by June 2, 2021.

National Public Information Statements are online at:

https://www.weather.gov/notification/

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