



The Ad Council has distributed PSAs titled "Wireless Alerts - Sounds in your life" - these spots include an EAS/WEA tone. Under any other circumstance, the use of an EAS tone can result in an FCC fine.

However, today the **FCC granted a waiver for the spots which are sponsored by FEMA:**

"Accordingly, to the extent necessary, we grant a limited waiver of Sections 11.45 and 10.520 of the Commission's rules, for a period of one year from the release date of this Order, to allow the broadcast or transmission of the WEA Attention Signal in PSAs produced as part of FEMA's WEA public education campaign. In doing so, we recommend that FEMA take steps to ensure that such PSAs clearly state that they are part of FEMA's public education campaign." (WEA means Wireless Emergency Alerts.)

The tone sounds the same as the EAS alert tone but, has a different set of codes. It will not trigger your EAS receiver.

The spots encourage your audience to pay attention to wireless devices for emergency information.

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