

Survey Following the National Test of the Wireless Emergency Alert (WEA) System

OMB Control Number: 1660 - NW151 (Temporary #)

Attachment C

Pre-notification and Recruitment Email/Scripts

2022_03_22

7-day pre-notification email/script

“You may have heard in the news that next week [DATE] the Federal Emergency Management Agency (FEMA) will do a national test of the Wireless Emergency Alert system. These are the emergency alerts that you receive on your cell phone.

We will be inviting you to participate in a survey immediately after that test alert to determine how well it reaches the American public. We are looking for adults with cell phones to complete the survey as soon as possible after the test alert. We will greatly appreciate your participation. More details will be sent to you soon.”

24-hour pre-notification email/script

“Tomorrow [DATE] at [TIME] the Federal Emergency Management Agency (FEMA) will do a national test of the Wireless Emergency Alert system. These are the emergency alerts that you receive on your cell phone.

As you may recall, we will be inviting you to participate in a survey immediately after that test alert to determine how well it reaches the American public. We are looking for adults with cell phones to complete the survey as soon as possible after the test alert. We will greatly appreciate your participation. Please expect that survey to be available to you shortly after [TIME].”

Recruitment email/script

“We would like to invite you to participate in a survey for the Federal Emergency Management Agency (FEMA) regarding a national test of the Wireless Emergency Alert system. You may have just received that test alert on your cell phone. FEMA is looking to determine how well it reached the American public, and we are looking for adults with cell phones to complete the survey as soon as possible. We will greatly appreciate your participation.”