



FREQUENTLY ASKED QUESTIONS

Madison Alerts



1. What is Madison Alerts (powered by GEM)

The Genasys Emergency Management (GEM) system is a multi-channel (i.e. SMS, voice, email, etc.) communication solution that provides lifesaving emergency information.

2. What types of notifications/messages will I receive from GEM?

Madison County will use the GEM notification system to alert residents about issues that may affect your safety, such as burn bans, tornados, floods, gas leaks, power outages, and other emergency notifications.

3. How do I register?

Visit [Madison Alerts](#) to sign up for notifications and designate how you would like to be contacted. To receive text alerts, you must add your SMS (text message) phone number(s).

4. How will I know if a phone call, email, or text (SMS) is coming from Madison Alerts?

Email messages will come from MADISON ALERTS (noreply@genasys.com), phone calls will display Caller ID as 936-241-6258, and text/SMS messages will use the sender ID 65513. We recommend you create a contact in your phone called Madison Alerts with this information.

5. Who can register?

Anyone who lives, works, or owns property in Madison County can sign up. Visitors or people with family in Madison County may also register. If you need assistance with registration, call at 936-348-3810.



Sign up now by [clicking here](#) or scanning the QR code
Questions? Contact 936-348-3810



Madison Alerts

6. My contact information has changed, how do I update it?

Login to the [Madison Alerts](#) registration portal and go to the page that needs to be updated. For instance, account or emails, and update your information. Remember to click the "Update" button when done.

7. Do I need to provide an address or location?

Providing a home or work location is not required; however, not having a location in the system will prevent you from receiving critical weather alerts and other important alerts that are geo-targeted (i.e., location based).

8. Will my contact information be shared with others?

No, the information you provide will only be used by Madison County to send you alerts. Your contact information will never be sold to an outside entity.

9. What are some reasons alerts from the Madison Alerts system may not be delivered to me?

- Your contact information is not up to date
- You did not enable the SMS checkbox
- Your phone is off or busy for an extended period of time
- Your email provider may have placed the email in the spam/junk folder. Please add Madison Alerts (noreply@genasys.com) to your trusted mail list.

10. How do I remove my information from the system?

You can unsubscribe directly from the registration portal. Login to Madison Alerts, go to the unsubscribe button and follow the prompts. This will delete all contact data from the system.

