



## **Media Release**

### **From Mayor Mark Mallory**

#### **City of Cincinnati**

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## **Mayor Mallory and Commissioners Pepper and Portune Launch Reverse 911 System**

Citizens can get emergency alerts by phone, text, e-mail, or fax

Cincinnati – Mayor Mark Mallory and Commissioners David Pepper and Todd Portune today unveiled a new Emergency Alert Notification System at a press conference at the Hamilton County Regional Operations Center. The Emergency Alert Notification System allows local officials to telephone, email, text, or page; geographically targeted notifications to businesses and residents within Hamilton County in the event of an emergency situation that requires immediate action.

“We are going to be able to communicate directly with citizens in emergency situations in a much more coordinated and strategic manner,” Mayor Mark Mallory said. “The new Reverse 911 system is a great example of using innovative technology to keep our community safe.”

“This program allows us to quickly target and rapidly disseminate life saving notifications,” said Commissioner David Pepper.

By registering your preferred means of contact – home phone, cell phone, text message, email and fax – Hamilton County and the City of Cincinnati will be able to contact citizens when an emergency occurs in their area. Citizens will still receive emergency notices through home phone numbers whether or not they sign up for the additional free services.

“The Emergency Alert Notification System will modernize the way we stay in contact with our citizens during times of emergencies,” said Hamilton County Warning Coordinator, Dana Schratt.

Michael Snowden, EMA Director noted that “It’s very simple to become a participating subscriber of the Alert System. Citizens can access the county website and click on the link (<https://hamco-oh.smartmsg.com>) to visit the registration page.”

An emergency notification could be made for things like a natural disaster, a man-made disaster, a missing child or a public safety emergency. Citizens will be able to choose which communications method works best for them and their family. For example citizens may choose to have these messages go to their cell phone for quick access. This service can be cancelled at any time.

“We hope everyone in Hamilton County takes advantage of this system by registering,” said District Chief Ed Dadosky. “In this ever-changing world, we all need to be informed and be prepared to act.”

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