

Under CEASassociation's **Project AlertAMERICA**sm

For the first time cellular providers in seventeen states will join the FCC's commercial radio and television EAS system by providing emergency alert and advisory information to 'Citizens-at-Risk' using broadcast cellular messaging technology.

The trial program will evaluate the use of a commercially sustainable approach to deploy location-based messaging capability in five US cellular networks, and the ability of this new emergency communications media to significantly reduce the American public's increasing vulnerability to both natural and manmade threats.

The Cellular Emergency Alert System association volunteers are seeking national sponsorship of this high-profile public service venture to provide the \$1.5 million dollar cost of equipping participating cellular networks with the ability to broadcast Emergency Alert Service (EAS) messages to all handsets in, or entering the 'at-risk' location.

It is the goal of Project Alert America to demonstrate commercial applications for the Broadcast Messaging technology that will allow its continued availability to local communities as a public service by the wireless telecommunications industry in partnership with local EAS participating broadcast stations.

The challenge of meeting today's need for timely emergency alert and instruction has far out paced America's 50 year-old public warning programs.

The human and economic impact of the next disaster can be significantly reduced by better communications.

Please take action, and help
Project **AlertAmerica**. *It's about time!*

www.ceasa.us 1.800.819.4188



Sponsored by the volunteer professionals of
THE CELLULAR EMERGENCY ALERT SYSTEMS ASSOCIATION