

Press Release

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By John Harrington, WebKid Mobile Marketing, webkid.com

Village of Murray Nebraska Approves New Technology for Critical Alerts

Murray, NE – At a regular meeting of the Village of Murray Board of Trustees, March 10, 2015 the Board approved a project to implement Critical Alert Messaging to subscribers for the Village of Murray. The project is underwritten in part by a grant from Nebraska Community Websites (ncwp.org) and WebKid Mobile Marketing (WebKid.com). The project will provide critical alerts for any public safety issue. The alerts are delivered directly to the cellular phone of the subscriber that is in an area of cellular service, and does not require the power grid to be in operation.

Murray is the third municipality to adopt this technology in Nebraska. Other villages in Cass County to implement Critical Municipal Alerts include Elmwood and Eagle. The critical alert messaging technology does not replace any of the existing emergency response such as sirens and 911 calls. John Harrington of WebKid states,

“The Critical Alert Message System is a simple, yet valuable enhancement to current emergency response procedures. It is an add-on to the systems already in place. Text messages are delivered very rapidly and recipients will open and read a text message over 93% of the time within 90 seconds. That rate is much higher than email or any other delivery method.”

Harrington also emphasizes that each municipality will be in complete control of managing when a message is sent, and what the message says.

To subscribe to the service, any user with a cell phone can send a text message with the word “68409” (which is the zip code for Murray) to the phone number 28748. The software behind the WebKid technology automatically registers the phone number to send out future critical messages to that phone, such as tornado warnings, and public safety information. A subscriber can also enroll by entering their cell phone number on the Village of Murray website at www.murraynebraska.com.

Harrington is quick to point out that the technology follows CTIA federal regulations to allow subscribers to “shut it off” by texting the word “STOP” to the same phone number – 28748.

WebKid uses the number 28747 solely for the purposes of municipal alerts. WebKid also provides messaging services for commercial and organizational purposes such as promotions, contests, church organizations, clubs, and real estate as few examples.

When using text messaging services such as provided by WebKid, text messaging fees may apply to the owner of the phone, based on the service the user has with their phone provider, such as Verizon. Text messaging is often provided for free by the phone carrier.

About the Village of Murray, Nebraska

Murray is a village in Cass County, Nebraska, United States. The population was 481 at the 2000 census. As of the census of 2000, there were 481 people, 188 households, and 140 families residing in the village.

About WebKid and Nebraska Community Websites

John Harrington and his wife Irina are owners of WebKid Mobile Marketing and Nebraska Community Websites as well as additional technology companies. Harrington, until recently, was a resident of Louisville Nebraska and has been investing in technology for rural development since 1998. His company provides websites to every community in Cass County Nebraska as well as other communities. Nebraska Community Websites distributes newsletters online to over 25,000 subscribers.

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