

Press Release

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By John Harrington, WebKid Mobile Marketing, Webkid.com

Village of Eagle Nebraska Approves New Technology for Critical Alerts

Eagle, NE – At a regular meeting of the Village of Eagle Board of Trustees on 01/06/2015, the Board approved a project to implement Critical Alert Messaging to subscribers for the Village of Eagle. 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.

Travis Moore, Chairperson of the Village Board of Eagle, expressed the enthusiasm for the improvements the service will bring to the Village.

“We just had a water issue in town, and having this service would have helped us quickly communicate with our residents. It’s a simple and inexpensive tool we can add to our information distribution processes to improve the service to our residents. Even someone with a really old phone will receive these alerts, it doesn’t have to be a ‘smartphone’ with an Internet connection. Our residents could be away from the home and still get the critical message to alert their family members. The fact that a dispatcher can send the message from their own home even if the power is out is another great feature.”

John Harrington of WebKid and Nebraska Community Websites provides our village website and now has provided a grant to Eagle for this technology. We are thankful to him for bringing this technology to our village.”

Eagle is the second municipality to adopt this technology in Nebraska. Last month WebKid Mobile Marketing announced an agreement with the Village of Elmwood, Nebraska to implement Critical Municipal Alerts. 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 “68347” (which is the zip code for Eagle) to the phone number 28748. (Or simply subscribe at www.Webkid.com/Eagle) 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 Eagle website at www.eaglenebraska.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 Eagle, Nebraska

Eagle Nebraska is located in southeast Nebraska, Cass County and is positioned approximately ten miles east of Lincoln. A fire district, and rescue squad is centered at Eagle, two banks as well as many other small businesses. Population 1023 (2012). School district is Waverly School District 145.

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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