

Deshler Nebraska Pop 774 Approves Residential Emergency Alerts

## Press Release

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By John Harrington, WebKid Mobile Marketing, Webkid.com

# City of Deshler Nebraska Approves New Technology for Critical Alerts

**Deshler, NE** – At a regular meeting of the City of Deshler Board of Trustees the Board approved a project to implement Critical Alert Messaging to subscribers for the City and Community of Deshler. 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 electric power grid to be in operation. Deshler is now the fourth 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 electronic 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 “68340” (which is the zip code for Deshler) to the phone number 28748. ( Or simply subscribe at [deshlerchamber.org](http://deshlerchamber.org) ) 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 City of Deshler website at [www.deshlerchamber.org](http://www.deshlerchamber.org)

Harrington is quick to point out that the technology follows CTIA federal regulations to allow subscribers to “Opt Out” 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 City of Deshler, Nebraska**

According to Wikipedia Deshler Nebraska is a city in the SW Corner of Thayer County, Nebraska, United States. The population was 747 at the 2010 census

### **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.

### **Contacts**

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