



**EMERGENCY PREPAREDNESS WEEK:
OCTOBER 1-5, 2007
UNIVERSITY OF MARYLAND
UM ALERTS VIDEO SCRIPT**

Natural disasters, hazardous accidents and unexpected violence can occur in any community.

A university is no exception. During any emergency we must be prepared to respond -- quickly, calmly and without hesitation.

The University of Maryland has a comprehensive Emergency Response Plan, designed to anticipate many different types of life-threatening emergencies and natural disasters.

While every situation is unique, the University has developed detailed protocols to protect our community efficiently and effectively

University of Maryland Public Safety officers are highly trained, but their ability to protect the community depends on the cooperation of every person on campus – students, faculty and staff.

You can do your part by heeding the warning signals, following instructions and being familiar with the UMD ALERTS system and its many resources for emergency information.

When a life-threatening emergency occurs, the first notification you are likely to hear is our outdoor Early Warning Siren.

[SFX: Siren blares – up full _ second, then under narrator) (8)

Outdoor sirens across campus will emit a loud, steady warning signal – which

means everyone should find shelter indoors immediately.

Another form of immediate notification for a campus emergency is the UMD ALERT Text Messaging System.

[SFX: 2 different cell phone ring tones go off at same time – or one right after the other, in addition to an audio alert from a laptop]

Brief emergency messages will alert users to imminent danger and give instructions about what to do.

You can arrange to have these real-time updates sent to your e-mail, cell phone, pager or any personal communication device capable of receiving text messages.

You must register by phone or e-mail to receive this service. Registration is free and all members of the University community are encouraged to sign up as soon as possible.

To register by phone, send a text message to 411911, keyword: UMD.

To register on-line, go to: www.alert.umd.edu.

Immediate notification of an emergency situation will also be sent out on several internal communication systems.

Nat. Sound from speaker phone:

“...take cover indoors immediately. Move to an upper floor and close all windows and doors.”

Recorded telephone messages, internal radio, Nextel, pagers and departmental e-mail will inform most faculty and staff members.

Talk with your supervisor about the types of notification you should expect during an emergency.

Once the initial alerts have been issued other systems will be activated, within the next few hours, to provide additional information.

During normal business hours, recorded messages about the emergency will be broadcast to all campus voice mail boxes..

E-mail will be sent to all faculty, staff and students with email addresses ...

And critical information will be updated on the University's homepage.

Additional information will be available from the media.

If you're within three miles of campus, tune to Terp Information Radio, 1640 AM.

Updates will also be available on WMUC radio: 88.1 FM.

On television, tune to UMTV Cable Channel 76 in Prince George's County or Channel 40 in Montgomery County.

You will also be able to get information about the emergency by calling the severe weather information line at: 301-405-SNOW.

Sound bite from UMD President Mote/UMD Public Safety Official:

"During any emergency, timely and accurate information is the key to your safety.

The University of Maryland is prepared to use every resource to keep you informed, as quickly as possible about any situation that could be life-threatening.

It's your responsibility to know what those resources are and how to access them in a crisis.

Hopefully, we will never need to use our emergency response system, but if the worst does happen, we hope you will respond quickly, calmly and without hesitation."

Remember, the UMD ALERT text message system is the fastest, most efficient way to get information about a life-threatening emergency on campus. Don't forget to register.

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