The University of Louisville will rely upon nine communication systems during a major emergency. All of these methods of mass communications combined make up the University of Louisville Fast Alert.

The individual systems are listed below. It is imperative that, upon activation, these systems be used redundantly to maximize the number of people notified in the shortest time possible.

**Rave Alert - Text Messaging System**

Rave Alert is designed to provide rapid notification via text messages to alert student, faculty and staff of an emergency at or adjacent to the University. Rave is a simple and reliable means to quickly send messages to many people with text-message capable cellular phones (or other digital devices). Rave works on any text-message capable cell phone and does not require any hardware or software installation by the receiving party. Individuals that want to take advantage of this system must enroll via the U of L Main web page.

**InformaCast – Voice Over IP Phone Alert**

InformaCast is a system that allows alert administrators to simultaneously send an audio stream and text message to all U of L Voice Over Internet Protocol (VOIP) phones. Activation of the InformaCast System for emergencies will pass an audible and text message through VOIP phones. U of L has over 9,000 VOIP phones that could be activated in seconds during an emergency.

**Outdoor Warning Siren/Public Address**

Louisville Metro government operates a system of outdoor warning sirens that are activated by analog radio encoders. UofL also has an encoder and can activate the system. Sirens are located either on, or adjacent to, every campus. Activation of these sirens is intended to direct people from outside to indoors and access local media.

Two outdoor warning sirens on Belknap Campus have the ability to make public address announcements. The Department of Public Safety (DPS) has the ability to activate the public address feature of these two sirens and make an announcement. This is an analog radio system that allows real time messages and actual emergency instructions can be provided using the public address feature.


NOAA Weather Radio is an "All Hazards" radio network making it a single source for
comprehensive weather and emergency information. In conjunction with Local Emergency Management and the Louisville Office of the National Weather Service, NWR broadcast warnings and post-event information for all types of emergencies – including natural disasters, environmental emergencies and public safety situations.

**Bulk E-Mail – E-Mail to all UofL addresses**

A mass E-Mail can be sent to everyone who has an E-Mail account on the GroupWise system. This E-Mail is initiated in the Communications and Marketing Office and is accessible to any account holder whether they are accessing it from campus or remotely.

**Trimarc Signs – Message signs on interstate highways**

Signs are strategically placed on I-64, I-65 and I-71 that can be used to provide a short digital message. These signs are owned and operated exclusively by Trimarc under a contract with the Kentucky Department of Transportation. These signs are digitally controlled and have the ability to display 128 characters of text. U of L has an arrangement to access these signs during an emergency to stop drivers from coming on campus.

**1610 AM Radio – Local government radios station for emergency announcements**

1610AM radio is a Louisville Metro owned radio station that can be used during an emergency. This radio station is operated by the staff of MetroSafe. DPS Communications Specialist would request MetroSafe place an announcement on the radio system and Trimarc would direct drivers to tune to the station.

**Website**

The Office of Communications and Marketing has prepared an optimized website with minimal graphics to provide information to the university community during emergencies.

**Media – Press Conference**

The Office of Communications and Marketing will provide advisories to the media via a formal media advisory, or news release, or in response to media inquiries. Once the activation of mass communication systems is initiated and the public becomes aware of a situation occurring at the University, the media will begin to inquire about the nature of the emergency. As time allows, a press conference may be scheduled for university leadership to talk to the media and answer questions.