

FlashAlertNewswire.net: Your direct link to the news media for Emergency Messages, News Releases, News Conference Announcements and Sports Scores

FlashAlert.net is where emergency information and news releases from a variety of organizations are posted to be provided to news organizations and the public via a continuously updated web page, e-mails and information pushes into media web sites. You can post information from your office, home, on the road or even a PDA.

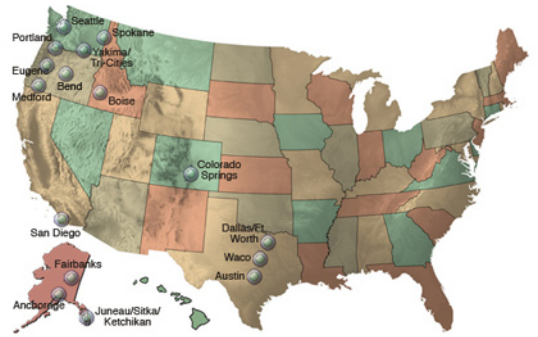


FlashAlert Newswire distributes emergency information and news releases to newsrooms and into station websites in the **Northwest, Alaska, Southern Colorado, Central Texas and San Diego**

This site is for organizations to post news. If you are looking for news from schools, police or other organizations, please go to FlashAlert.net, a companion website where reporters, parents, employees and the public can view information.

- Organizations using, learning about, or registering for FlashAlert: Click on your city on the map or list.
- News Media: Find local report pages and more info [here](#).
- Hot Off the Press: Read about the latest enhancements & news [here](#). Revised 4/1/09.

FlashNews and FlashAlert are now consolidated as FlashAlert Newswire™
FlashAlert Newswire: for reaching the news media
FlashAlert Texting: for reaching parents, students, employees
(Click here if you're looking for the Wireless Flash News Service)



Accessing the System

The URL to post information is FlashAlertNewswire.net. On this page (above), you'll find a linked map and a list of the regions. Clients click on the map or the list to go to their region's home page. There is a link for the media to learn more and a link for the public to go to *their* page, FlashAlert.net.

Region Home Page

The region home page (Portland's is at right) offers a description of how the system works. From this page, using the icons on the left side, you may view messages already posted (View Current Info), check the weather forecast, road conditions, and Log In to post your own messages, new releases, news conference announcements or sports scores.



Welcome to FlashAlert Newswire - Portland

FlashAlert™ (formerly FlashNews Network) collects **emergency messages, news releases, sports scores and news conference announcements** from more than 1,000 schools, colleges, fire and police departments, hospitals, businesses, utilities and other organizations in the Portland/Salem/SW Washington area and provides it to the news media via a continuously updating website and e-mails. It also automatically places this information into the websites of participating stations and newspapers.

FlashAlert Portland has two service tiers available. Due to the *huge* number of organizations that want to make weather closure announcements, not all organizations can be served with on-air messages. But many can be accommodated through the media's websites. Thus, two tiers based on organization size and type are available.

- The **basic service** is for churches and smaller groups of **at least 50 people**. You may be asked for verification of size, because the media can be overwhelmed with too much info. It is free of charge and puts your emergency information onto the websites of the Portland TV stations, but not on air. You may register under four categories: private schools/daycares, churches, businesses and organizations. You will see your posted information on these sites:

katu.com
kgw.com
koin.com
kptv.com

[Register here for the basic service, if you meet the minimum size requirement.](#)

- The **premium service** is for groups that meet the size requirements below. Like the basic service, the information you post is placed on TV and radio websites. It also is delivered to radio announcers for on air use, and is displayed on TV screen crawls. This service includes access to news release distribution, account customization to reach people other than the media and the optional FlashAlert Texting system detailed below. This service carries a fee; [click here](#) for the schedule. Size requirements: private schools must enroll at least 125 students; daycares, post-secondary schools and organizations must have at least 200; and businesses must have at least 300 employees or have daily customer traffic of at least 300 people. [Register here for the premium service, if you meet the minimum size requirement.](#)

Please note that to protect your organization from false reports, your account must be authenticated - which may take up to 24 hours - so please register in advance of needing the service. No service is available for fewer than 50 people.

More about FlashAlert premium service

- **Emergency Communications:**

In emergencies, using any browser, you go to a web page where you can view the real-time status of other organizations. You input your organization's user name, password and message and get a confirmation message back.

Option 1. View Current Info

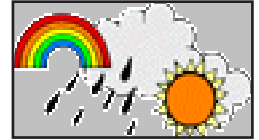
This link takes you to the report page for your region - the page that the news media monitors - so you can see messages posted by other users. It automatically reloads every five minutes, and pops up an alert if it finds new info on a reload, even if the page is minimized (this alert feature can be turned off in the blue bar). By default, the page sorts by organization category. You also can click to view in reverse chronological order to see the latest messages or view by type of messages posted. You also can click on a link that shows all of the participants or a link to the archive of news releases, news conferences or sports scores.



View Current Info

Option 2. Weather Forecast

The takes you to a forecast page for your region. Some regions also have a link to a road condition report.



Weather Forecast

Option. 3 Log In

Select this link when you're ready to post an emergency message, a non-urgent news release, news conference announcement or sports score, or to update your user account info.



Log In

Log In Screen (at left)

Type your username and password. These are not case sensitive and spaces *are* allowed. Password minimum is four characters. Can't log in? You are shown what you have typed so you can correct it. If you still can't log in, use the username/password retrieval tool. You will click on your region, then your category, then your organization. The information will be e-mailed to the addresses listed in your account.

Main Menu: User Tools (at right)

- This page offers you eight actions.
- 1. Enter/edit a closure/emergency report.
- 2. Enter/edit a non-urgent news release.
- 3. Add/edit sports/activities scores.
- 4. Schedule a news conference.
- 5. List of New Media Recipients. This takes you to a list where you can see the actual email addresses that FlashAlert sends to, sorted by cities in your region. Clients are encouraged to review the list and report updates.
- 6. Change your account information. This is where you keep your account and contact information current.
- 7. View your posted information on FlashAlert.net. This take you to a page that accumulates all the info you post on the system, a page to which you may link from your org's home page.
- 5. Log Out takes you out of the system.

IIN - Main Menu

User Tools:

- Enter/edit a closure/emergency report
- Enter/edit a non-urgent news release
- Add/edit sports/activities scores
- Schedule a news conference
- List of News Media Recipients
- Change your account information
- View your posted information on FlashAlert.net
- Log Out

Tool 1. Enter/edit a Closure/emergency Report (example on next page)

Here's where you place your emergency message. You see your organization name (US Air Force Academy in this example), category ("Military"). You may use the drop-down "Quick Report" menu of common (mostly school) messages, or craft your own in "Type a custom message below." Use one or the other, not both. **Keep messages concise** and use the 'check spelling' feature. (See "Tips" on next page.)

If your message is something that you think the media will want to contact you about, include contact information. If you are, for example, closing for snow along with everyone else, don't worry about contact info - it just makes messages longer. If your message is a change to an earlier message, the Update box automatically checks. Emergency messages normally delete at 8 pm that evening. If your message pertains to the next day, check that box and it will be flagged as such and *not* delete at the next 8 pm.

Select the cities you want your message sent to. *Please choose only those directly affected, as the media is bombarded with email.* Then press "Send."

Tips: Being concise is important because if your message is too long, the media will shorten it for you. And that may not be a good thing. As much as you can, program your public to know that, for example, "closed" means closed, and that all activities are canceled, etc.

Being consistent in messages among different orgs is important in that if one org says "closed" and another says, "closed, no evening activities, school board canceled, high school winter dance rescheduled," it may create confusion about what "closed" means for others.

Here are some specifics for custom messages:

1. Do not start your message with your org name. Your name is the first thing in each message.
2. Information clears at 8 pm. unless you have checked the box that your report applies to tomorrow, in which case it is marked for tomorrow and stays alive past 8 pm. (The "tomorrow" flag drops off at midnight.) Thus, it is not necessary to put a day in your message. If it is not marked for tomorrow, it is assumed to be for today.
3. If the reason for the change in schedule is obvious, no need to mention it. And in your message, please do not direct people to listen to the media for further changes, etc. That should be assumed and we don't want every message to have to say that.

Closure/Emergency Report:

Organization:
US Air Force Academy

Category:
Military Bases

Quick Report: Choose a message from this pull-down menu (preferred):
None

OR type a CONCISE message below (no blank lines between paragraphs):

(Optional) Media Contact Info: (Include phone/cell number and email address; not visible to public. If the reason for your message is obvious (i.e. snow), no need to include contact info.)

Check here if this is an update to an earlier message (places Update flag)

Check here if this report applies to tomorrow (Thu. Apr. 16th) instead of today.

Select cities to which your emergency report needs to be delivered.
Please select only the cities that are directly involved.

- Colorado Springs
- Pueblo
- Denver (News releases only; TV stations require that you use their individual systems for emergency messages)
- Canon City
- La Junta/Eads
- Southern Colorado

Also email/text message to:

- Business Partners
- FlashAlert Subscribers

Click on "Send" to send your message to the news media and web sites.

Confirmation Page

After you post, you will see a confirmation page that says that your information has been received. It also notes instructions on how to change your message. A copy of your message is automatically sent to the office email addresses of the primary and secondary users.

On the page that comes up after you post is a tool for notifying a station of errors or omissions. 45 minutes after you post, you may checkbox the stations that has wrong information and a message will immediately be sent to that station.

See What the Stations See (example below)

Click on "View Current Info" to see your message in real time, as the stations see it. Check the date and time in the blue bar.



Sort by: [Time](#) | [Category](#) | [Message](#)

[Alert On, Click to turn off](#) | [Emergency Reports](#) | [News Releases](#) | [Traffic](#) | [News Conf](#) | [Participants](#)

Portland/Vanc/Salem Emergency Reports for Apr. 15, 2009 - 2:46 pm.

Public Colleges & Universities

- Portland Community College - At 12:46pm the lockdown at Sylvania is lifted. Everything is back to normal. Portland Police will remain on scene for precaution. UPDATE Posted: Wed. 15th, 12:45 PM

What Happens to Your Info...

As soon as you post your message, it is available on the media web page as above. Since this page automatically reloads every five minutes, every newsroom has the ability to see your message within that time. Your organization's specific page within FlashAlert is updated instantly, so anyone looking there sees your latest information immediately.

Secondly, every 15 minutes, the system sends out e-mails to the media with your information, in case they do not have the report page on their screens. It also emails copies to your Business Partners and those registered in FlashAlert, if you are using that feature.

Finally, every 10 minutes, the system sends an electronic file to the websites of media who have requested it, so that your info shows up in their websites.

Tool 2. Enter/edit a News Release

This link takes you to the news release section for your organization. You'll find a list of releases you've already sent, and a link to add a new one.

You can edit an old one, opting to edit and re-send or just update the archive copy. Or you can choose "Add a New Press Release" and start a new one.

Add a News Release (at right)

Type or paste a headline (upper and lower case; the system makes it all caps when it sends it), the text and a contact name, including email address. Select the cities in your region to which you wish your release sent, using the checkboxes at the bottom. *Choose only the cities directly involved.*

You may attach up to five photos, sound files, docs, PDFs, etc.

Click Save and Publish.

FlashAlert sends your news release immediately. It also holds it for one month on an archive that is accessible to you and the media from the region report page. The system also can put your news releases, like your emergency info, onto the websites of stations that request them (see KGW example below).

The e-mails to the media carry contact info; the postings on public websites do not, since contact info sometimes contains unlisted phone/cell numbers.

Tool 3. Sports/activities scores.

Here, you can post or edit a sports or activity score. Most often, this will be done by accessing the sister site, FlashSports.net, which allows access only to the sports score "channel" of the system. For more information about posting a sports score, see page 8.

Add a News Release: >

News Releases:

Note: The system will include your organization's name at the top of the release.
Headline: (upper and lower case, system will put headline in caps when sent)

Text/Body: (blank lines between paragraphs recommended)

News Media - For more information, contact: (include phone/cell number and email address; not visible to public)

Optional: Select a photo or sound file for distribution to the news media.

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Optional: Select a photo or sound file for distribution to the news media.

Select cities for your news release to be delivered to:
 Please select only the cities that are directly involved; however, you may wish to include the city with your TV stations.

- Portland
- Vancouver/Clark Co.
- Gresham/Sandy/Estacada/Mid-MultCo
- Longview/Kelso
- Milw./Ore. City/Canby/Molalla
- Beaverton/Tigard/Hillsboro/Forest Grove
- Lake Osw./West Linn/Wilsonville
- Newberg/McMinnville
- Salem/Marion & Polk Cos.
- Scappoose/St. Helens
- Astoria/Seaside/Tillamook
- Lincoln City/Newport
- Hood River/The Dalles
- Portland/Vanc Business Reporters (News releases only)
- Portland Multicultural Media
- Portland/Vanc Newspaper Education Reporters (News releases only)
- Portland/Vancouver Newspaper Police/Fire Reporters



/ Local News / Press Releases

News Releases for April 19, 2006 - 1 0:24 am.

- Vancouver Police Dept. - [Vancouver Police Cancel Amber Alert for Alleged Abducted Girl](#) - April 18th, 2006 8:38 PM
- Oregon State Police - [Media Advisory - Vancouver, Washington Amber Alert Cancelled; Oregon to Cancel Alert](#) - April 18th, 2006 8:33 PM
- Oregon Cultural Trust - [Invitation to Cover -- Oregon's New Poet Laureate Lawson Inada](#) - April 18th, 2006 4:55 PM
- Salem Fire Dept. - [Passing-by Fire Engine Discovers Fire in Shed](#) - April 18th, 2006 4:48 PM
- City of Lake Oswego - [PURCHASE PUTS KRUSE WAY CAMPUS IN PUBLIC OWNERSHIP](#) - April 18th, 2006 4:41 PM
- Canby Fire Dist. - [Two Neighbors Make Life Saving Rescue-87 Year-old Male Pulled From His Bedroom Window](#) - April 18th, 2006 4:03 PM
- North Clackamas - [Church to replace 30 trees destroyed at Clackamas High](#) - April 18th, 2006 4:03 PM
- Oregon State Police - [Death Investigation - Columbia River west of Arlington](#) - April 18th, 2006 3:53 PM
- Oregon State Police - [Interstate 5 Salem-Area Work Zone Post-Saturation Patrol Information](#) - April 18th, 2006

Tool 4. News conference scheduling.

This channel is intended to be a clearinghouse for announcing news conferences, so that organizations can see who else has scheduled an event before they decide when to schedule, to avoid overlap. *Items posted in this channel are emailed to the same people as receive news releases.*

Tool 5. List of News Media Recipients (next page).

This is where you can view a real-time list of newspapers and stations that get your info, sorted by the city groupings. You can verify who gets info through the master list, viewing the actual email addresses, and thereby confirm that your media is covered. If you need to, you may add specific reporters (and others) to your Business Partner list.

Tool 6. Change your account information. From the User Tools page, you can choose “Change Your Account Information.” This screen (at right) allows you to define the category and name of your organization as it will appear and choose a short username and a password. You will choose a home region. Should you have a need to send your messages to the media in other regions, contact FlashAlert to be granted access to those regions.

Enter information about one or two main users of the system. These are the people who will be e-mailed -- at home and work -- with your username and password if they forget it and trigger the retrieval tool on the login page. This does not limit you to just two users - as many can use the system as you give your username and password to. Cell phone numbers allow us to reach you if there are questions about your message. (All information remains confidential.) The primary and secondary users are emailed copies of all news item you post for your records.

Another field allows you to enter the address of your org’s home page. This turns the name of your org, wherever it shows up, into a link to your org’s home page, making it easier for the media and the public to learn more about you.

If you have requested the FlashAlert.net self-subscription option, you can see how many people have registered to get your news at the same time as the news media. This texting subscription feature is free of charge for up to about 100 self-registrants. Orgs that use FlashAlert specify which types of communication they are using FlashNews for, so that the public isn’t signing up for a type for which you are not using the system.

Near the bottom of the User Account page is a “Business Partner” section. Here, you may enter the email addresses of organizations/people to whom you wish your messages delivered in addition to the news media. For example, a school district might want to have a food vendor notified of closures or late openings. Or have their board members be sent news releases, before they see them in the paper. A police agency may wish to share both types of messages with other LE agencies. *The Business Partner section doesn’t appear when you sign up. You can access it after your account is activated.*

Finally, schools and colleges can specify a username and password that their sports people can use to access the sports score channel of the site, FlashSports.net.

User Information:	
All information will remain confidential.	
* Required Field	
Region: *	After changing this field, you MUST select a category and save.
Portland/Vanc/Salem	
Category: *	Choose an appropriate category for your organization.
Clark Co. Schools	
Account Created: 02/01/07	
Last Modified: 04/15/09	
Username: *	
This is the shorthand name you will use to identify yourself to the system. It can be an abbreviation.	

Password: *	
Choose a password of 4-10 letters and/or numbers. It is not case sensitive.	

FlashAlert.net Subscription:	
5219 Subscribers	
Organization Name: *	
This is the official name that will appear in the reports. It should be as short as possible and may be edited for consistency in style with similar organizations.	
Evergreen Sch. Dist.	
Organization Address: *	
13501 NE 28 Street	
City: *	
Vancouver	
State: *	
Washington	
Zipcode: *	
98668-8910	
Your organization's home page URL:	
http://www.evergreenps.org/	
Closure policy URL: Optional: Your organization's emergency closure policy URL on your website.	
http://www.evergreenps.org/Families/Emergency/Pages/SchoolClosure/	
Invoices can be emailed to this email address:	

Name of Primary Contact: * Name of contact person.	
Carol Fenstermacher	
Primary Office Phone Number: *	
(360) 604-4088	
Office Email Address: * (Receives a copy of all messages posted.)	
c Fenster@egreen.wednet.edu	
Home Email Address: (Enables password retrieval.)	

Cell Phone Number: (System administrator emergency use only.)	



Name of Secondary Contact: (Optional)	
Gary Thomsen	
Office Phone Number:	
(360) 604-4950	
Office Email Address: (Receives a copy of all messages posted.)	
gthomsen@egreen.wednet.edu	
Home Email Address: (Enables password retrieval.)	

Home Phone Number: (System administrator emergency use only.)	

Name of Athletic Contact: if any.	

Athletic Office Phone Number:	

Athletic Contact Email Address:	

Default Contact Info: (will automatically appear in the Contact Info field when you post)  	

Default Cities:	
Optional. Select the cities below that you would like to have default as checked on your emergency and press releases.	
City:	
<input checked="" type="checkbox"/> Portland	
<input checked="" type="checkbox"/> Vancouver/Clark Co.	
<input type="checkbox"/> Gresham/Sandy/Estacada/Mid-MultCo	
<input type="checkbox"/> Longview/Kelso	
<input type="checkbox"/> Milw./Ore. City/Canby/Molalla	
<input type="checkbox"/> Beaverton/Tigard/Hillsboro/Forest Grove	
<input type="checkbox"/> Lake Osw./West Linn/Wilsonville	
<input type="checkbox"/> Newberg/McMinnville	
<input type="checkbox"/> Salem/Marion & Polk Cos.	
<input type="checkbox"/> Scappoose/St. Helens	
<input type="checkbox"/> Astoria/Seaside/Tillamook	
<input type="checkbox"/> Lincoln City/Newport	
<input type="checkbox"/> Hood River/The Dalles	
<input type="checkbox"/> Portland/Vanc/Salem Business Reporters (News releases only)	
<input type="checkbox"/> Portland Multicultural Media (weeklies, monthlies) (News releases only)	
<input checked="" type="checkbox"/> Portland/Vanc Newspaper Education Reporters (News releases only)	
<input type="checkbox"/> Portland/Vanc Newspaper Police/Fire Reporters	
Other:	
<input checked="" type="checkbox"/> Business Partners	
<input checked="" type="checkbox"/> FlashAlert Subscribers	
<input type="button" value="Save Default Cities"/>	

Tool 7. View your posted information on FlashAlert.net.

This is where you can view the page devoted to your organization (example at right). It will list emergency messages for that day, followed by your news releases from the past month, followed by sports scores from the past week. You may copy and paste the page URL (flashalert.net/news.html?id=YourIDNumber) into your own website, or send it home to parents, employees, etc. If you are utilizing FlashAlert Texting, there will be an entry point for that, too. (See next page for FlashAlert details.)

FlashAlert.net

This is where you can send employees, reporters, parents, etc., to see your information. They have the option of viewing information posted and, if you have opted to offer it, can sign up to receive your news or manage their existing subscription.

Subscribers may register up to five email or text message addresses and link to their Twitter account. (Text addresses and Twitter receive only emergency messages.) There is a test function whereby users can trigger test messages to go out to verify that they have entered the correct addresses and that messages will get past their spam filters. (See next page.)

Each summer, subscribers must respond to an email for their account to stay active.

To send a message to your FlashAlert subscribers and Business Partners but not email the news media, prepare your message but do not check any cities. Note that while the message will not be emailed to the media, it will appear on the region report page, although you can delete the message after it has gone to your subscribers (about 10 mins.)

Portland Community College [New information alert on; Click to turn off](#) [Subscribe to RSS News Feed](#)

Subscribe to receive email from Portland Community College

Email Address:

Emergency Alerts

Follow us on Twitter

Emergency Messages as of 4:37 pm, Wed., April 15, 2009

At 12:46pm the lockdown at Sylvania is lifted. Everything is back to normal. Portland Police will remain on scene for precaution. UPDATE - Posted: Wed. 15th, 12:45 PM


News Releases

Art Beat composer creates new way to play, listen - 04/13/09
 PORTLAND, Ore. (April 13, 2009) – For this kind of artwork, there will be no installation ceremony because you can't see it and there is nothing to touch because its not made of anything. But students and the community will get a lot out of it by simply listening.

The featured art for Portland Community College's 22nd annual Art Beat Festival is a guitar quartet musical piece titled "Fore!" written by Portland State University music professor Bryan Johanson, this year's featured artist. The musical piece, conceived over last December's snow storm, can be played, or listened to, 24 different ways and is 22 minutes long.

"In the past, Art Beat has always commissioned a work of visual art like a painting or a sculpture of some sort but this is the first time we've gotten a piece of music," said PCC music instructor John Mery, who approached Johanson about composing music for PCC's Art Beat. "I've never played a piece of music like this that has so many options. Concert music generally doesn't do this. There have been other works that have been innovative in form but nothing like this."

Art Beat will spread across all three PCC campuses and the Southeast Center from May 11-15, offering students, staff, faculty and the community access to local, regional and national artists, as well as an extensive collection of visual art, dance, music, theater and literary events to help expose them to art. It is free and open to the public. Locations include: Sylvania Campus (12000 S.W. 49th Ave.), Rock Creek Campus (17705 N.W. Springville Road), Cascade Campus (705 N. Killingsworth St.) and Southeast Center (2305 S.E. 82nd and Division).



Portland

Associated Press - Portland

Emergency:
 apportland@ap.org
News Releases:
 apportland@ap.org
Sports:
 apportland@ap.org

Ch. 12 KPTV - Portland

Emergency:
 kptvnews@kptv.com
News Releases:
 kptvnews@kptv.com
Sports:
 kptvnews@kptv.com


Ch. 2 KATU TV - Portland

Emergency:
 thedesk@katu.com
 snow@katu.com
 ngunning@katu.com
News Releases:
 thedesk@katu.com
Sports:
 miker@katu.com
 ronc@katu.com

Ch. 28 PPS TV - Portland

Emergency:
 tv28@pps.k12.or.us


Portion of list of media recipients in Portland accesible from the User Tools menu



FlashAlert.Net

... Schools ... Colleges ... Police ... Fire ... Utilities ... Transportation ... Businesses ... Cities ... Counties ... State ... Military ...

- [Click on a city on the map to view, or subscribe to, news from local organizations](#)
- [Manage your existing, personal FlashAlert subscription](#)
- [Member organizations - post your news \(or learn more about your organization joining FlashAlert\)](#)
- [News media - view summary for your region](#)
- [Home](#)
- [Log Out](#)



Your Subscriptions:

Welcome craig@flashnews.net.

[Delete this Account](#)

Add an Organization:

Select... ↓

Manage Subscription(s):

Canby Sch. Dist.	<input checked="" type="checkbox"/> Emergency Alerts	<input type="checkbox"/> News Releases	Update	Delete
Evergreen Sch. Dist.	<input checked="" type="checkbox"/> Emergency Alerts	<input type="checkbox"/> News Releases	Update	Delete
FlashAlert	<input checked="" type="checkbox"/> Emergency Alerts	<input type="checkbox"/> News Releases	Update	Delete
Ketchikan Sch. Dist.	<input checked="" type="checkbox"/> Emergency Alerts	<input type="checkbox"/> News Releases	Update	Delete

Email/Text Message Addresses:

Enter up to four additional email/text message addresses to which you wish messages sent. (News releases are only sent to email addresses.)

Primary Email:	<input type="text" value="craig@flashnews.net"/>	Update
Address 2:	<input type="text" value="3605139233@txt.att.net"/>	Add Delete
Address 3:	<input type="text"/>	Add Delete
Address 4:	<input type="text"/>	Add Delete
Address 5:	<input type="text"/>	Add Delete

Try It Out!

If you'd like to try posting a message and see what it looks like, from your region's home page, go to "Try It" toward the bottom of the page and click for the "Dummy Zone." Click on the "Post a Test Message" button in the left frame. Use the username "Test" and password "Test." Post a message, then go back to "View Current Info" to see how it looks.

Odds and Ends

Keep messages short and simple. Know that what you type will be visible on public web sites, so think about spelling and grammar. What's the difference between an emergency message and a news release? Emergency messages are those that need to go on the air immediately. News releases do not need such immediate attention.

You should have a backup plan. In the event that you cannot get onto the Internet due to a power failure or have a problem with your Internet service provider, have at least one person in your organization whom you can call and have enter your message. Likewise, since the Internet is an unregulated medium, it is advisable to maintain a list of phone numbers for the news media in the event of some other type of failure.

Register

To register, go to Register on your region's home page. In order to prevent unauthorized people from registering, your account will be activated after it has been authenticated. The FlashAlert billing cycle runs from September to August. Invoices go out in August. Subscriptions are pro-rated starting in January.

Using FlashSports.net

Athletic directors, coaches or anyone else to whom the district or college provides the username and password may post sports/activities scores by going to **FlashSports.net** and logging in.

They will be taken only to the sports scores add/edit page. They select the date, if different from today. They choose the sport/activity. They post the winning team name and score, losing team name and score, and game highlights.

Contact information may be provided, for both teams if desired. Cell phone numbers may be most appropriate since a paper or station may want to call back right away or during non-school hours.

Finally, choose the media markets to which you want your scores sent. They will be emailed to sports reporters in those cities, and be visible for six days on the webpage. You should include the city where your TV stations are located, your local media and the local media for the visiting team.

Sports & Activities Scores:

Date of Event:
 [06 / 06 / 2002]

Event Type:
 Boys Soccer - Varsity

Please place @ sign after home team's name.

Winning Team Name:
 Highland

Winning Score:
 6

Losing Team Name:
 Lowland @

Losing Score:
 3

Highlights: (Optional: 300 character maximum; please include objective information about both teams. Defamatory comments will result in your account being turned off.)
 Mark Williams scored three goals for Highland and Jeff Pruitt scored all 3 of Lowland's.

For more information, contact: (optional)
 Joe Coach, 208.555.1212

Select cities for your sports or activity report to be delivered to:
 In most cases you will want to include the city in which your TV stations are based as well as the city of the visiting team, if the city is available.

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