



# PRESS RELEASE

## COUNTY OF INGHAM

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### FOR IMMEDIATE RELEASE

Date: December 23, 2013

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TITLE: Ingham County Announces the launch of the 9-1-1  
Public Information and Education Program Media  
Campaign.



Mason, Michigan

In today's age where most everyone carries a cell phone, the emergency calls to the Ingham County 9-1-1 Central Dispatch Center are increasingly received from cell phones. In some instances, cell phones do not always give the exact location of where the emergency call is coming from. Because of this dispatchers work to obtain as much information about the location and the nature of the emergency, so help is sent as quickly as possible when lives are at risk.

Therefore, Ingham County announces the launch of the 9-1-1 Public Information and Education Program Media Campaign. The campaign will consist of [Public Service Announcements \(PSA's\) for television](#) and radio as well as billboards located in various areas of the County.

If you have an emergency and need to call 9-1-1, remember the following key points:

Location  
Situation  
Information

It might just save a life

The 9-1-1 Public Information and Education Program is designed to educate and inform the public that when they call 9-1-1 for help in an emergency, it is crucial they relay clear and accurate information to our professional dispatchers so they may receive the appropriate emergency response for medical, fire, and/or police emergencies as quickly as possible to the correct location.

The Ingham County 9-1-1 Advisory Committee recommended to the Ingham County Board of Commissioners that the County initiate a Public Information and Education Program for the Ingham County 9-1-1 Emergency Telephone and Dispatch System. They felt it was crucial to educate the public on the importance of communicating clear and accurate information regarding the location and nature of 9-1-1 related emergencies to the Ingham County 9-1-1 Central Dispatch Center.

“I want to thank the Ingham County 9-1-1 Advisory Committee who recommended Ingham County undertake this type of 9-1-1 Public Information and Education Program media campaign as an important part of the Public Safety response to medical, police, and fire related emergencies here in Ingham County.” said Deb Nolan, Chairperson of the Board of Commissioners. “The Ingham County Board of Commissioners strongly agreed with this recommendation and also felt it was important to engage the Public on what is the most important information to relay to our 9-1-1 Center dispatchers when they call 9-1-1 for an emergency response.”

Ingham County opened the Ingham County 9-1-1 Central Dispatch Center on June 27, 2012 in partnership with the Cities of Lansing and East Lansing who previously operated 9-1-1 Dispatch Centers.

After a Request for Proposals (RFP) process Spoke 8 Marketing was selected to develop and conduct this Public Information and Education Program. Lisa Smith, President of Spoke 8 Marketing, developed the content of the program after getting feedback with focus groups that included 9-1-1 Dispatchers and Public Safety police, fire, and medical personnel on what is the most critical information they need from the public when responding to a request for help during a 9-1-1 emergency.

The Law & Courts Committee approved the firm’s recommendations for the Public Information and Education Program primarily through public interest commercials on both television and radio.

“This was a great example of a public/private partnership coming together for an important public purpose.” Said Victor Celentino, Chairperson of the Ingham County Law & Courts Committee. “From the public sector, we have had our 9-1-1 dispatchers, public safety police, fire, and medical personnel identify the message. From the private sector we have had Spoke 8 develop and refine the message and all of the major networks and cable stations in this market that have been generous partners in helping us to get the message to the public for this media campaign.”

The (PSA) has been released to all area television and cable stations to air in their public service rotation as they have open inventory in December. Additionally, a flighted campaign has been ordered to run during two time periods - from December 30, 2013 through January 12, 2014 and from January 27 through February 9, 2014.

In addition, there will be several billboards and 60 second radio free PSA's being released that convey the same message.

Interested parties may obtain further information by contacting Chief Deputy Controller, John Neilsen at (517) 676-7211 or via e-mail at [jneilsen@ingham.org](mailto:jneilsen@ingham.org).

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