



# MEDIA ALERT

H.E.C. Public Information  
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## FOR IMMEDIATE RELEASE

**TODAY'S DATE:** TUESDAY, JUNE 1, 2010  
**CONTACT:** SONYA LOPEZ-CLAUSON (GHC 9-1-1) 832-237-9911 / 713-806-9495 (C)  
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### “HELP US HELP YOU” ANNOUNCEMENT OF GHC 9-1-1 2010 PUBLIC EDUCATION CAMPAIGN HOSTED BY HEC

The Houston Emergency Center will host the Greater Harris County 9-1-1 Emergency Network (GHC 9-1-1) 2010 Public Education Campaign “Help Us Help You” on **WEDNESDAY, JUNE 2, 2010, at 1:00 PM.**

9-1-1 Call Centers have experienced an increase in citizens hanging up on operators because they get frustrated and don't see the point of the questions being asked. The campaign informs citizens about why the questions are important and the best ways to receive rapid assistance.

Past 9-1-1 public education campaigns have successfully influenced caller behavior and enhanced the efficiency of the 9-1-1 system throughout Harris and Fort Bend Counties.

- **Audio and Video Opportunities**
  - Taxi cab signage, radio advertising, TV and cinema advertising
  - Availability of emergency response vehicles
- **Speakers**
  - David Cutler, Houston Emergency Center Director
  - Dr. David Persse, Houston EMS Director
  - Lisa Dodson, Harris County Sheriff's Office 9-1-1 Coordinator
    - Individual interviews with participating agency representatives will also be available

Media should arrive by 12:45 PM.

**WHAT:** ANNOUNCEMENT OF GHC 9-1-1 2010 PUBLIC EDUCATION CAMPAIGN  
“HELP US HELP YOU”

**WHEN:** JUNE 2, 2010 / 1:00 P.M. (WEDNESDAY)

**WHERE:** 5320 N. SHEPHERD DR. / HOUSTON, TX 77091

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