



IN TIMES OF CRISIS, LOCAL RADIO IS THERE.

"They've told us where to go for help. This community couldn't have survived without this radio station." – [Sarasota Herald Tribune](#)

"After Hurricane Katrina, as modern forms of communications failed one by one in New Orleans, one technology functioned, and that was the radio." – [Los Angeles Times](#)

"A panicked Frank Reynolds dialed the number for KZRG on Tuesday morning. The Joplin, Missouri, radio station was the glue that was holding the tornado-devastated community together." – [CNN](#)

"It was that warning we got from him [WSB-TV broadcaster Glenn Burns] that got us into the closet on time,' she said. 'I never would have lived through it.'" – [New York Times](#)

"Radio and TV stations in Indianapolis, Terre Haute, Ind. and Louisville, Ky. served as the information lifeline for residents of the hardest-hit areas." – [Variety](#)

"[FEMA administrator Craig] Fugate says one could wonder whether local radio is relevant. 'In every one of these disasters the answer is absolutely yes,' he said. 'As much as we have social media, who is providing a lot of that content are the local stations and reporters who are actually on the ground.'" – [Inside Radio](#)

"Zimmer Radio's news/talk KZRG (1310) and its translator at 102.9 were able to broadcast the tornado warning about 20 minutes before the twister actually struck, and may well have saved lives." – [Radio-Info.com](#)

If your phone has a radio receiver, you can get instantaneous emergency news wherever you are, along with continuing coverage of crisis situations to keep you safe. Even when mobile phone networks are down, radio works.

Mobile phone carriers should clearly communicate to consumers which models have built-in broadcast radio and agree to activate the radio feature in any phone capable of providing radio service.