

RIVERVIEW SOFTWARE SOLUTIONS, LLC.

81 Serenity Street  
Guntersville, AL 35976  
Phone (256) 486-3397

[www.RiverviewSoftwareSolutions.com](http://www.RiverviewSoftwareSolutions.com)

# Press Release

Contact: Douglas A. Perry  
Phone: (256) 486-3397

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## **DISASTER RESOURCE SOFTWARE FOR THE BROADCAST INDUSTRY**

GUNTERSVILLE, AL, JUNE 15, 2011: A Disaster Resource Navigator™ software package has been released for the broadcast industry - developed by Riverview Software Solutions.

Radio and TV broadcasters can provide a critical role in furthering the safety of life and property during disaster situations; including tornadoes, hurricanes, ice and snow storms, floods, widespread power failures, etc; by quickly informing the public about the post-disaster services available.

This application provides an organized method of keeping track of important information and offers quick navigation of local resources providing important services such as shelter, food, water, ice, generators and fuel. With the Disaster Resource Navigator, this information is just a mouse click away saving valuable time for the broadcast staff, listeners and viewers.

The software design is based on an actual 4-day disaster event that took place in Alabama in April 2011. Tornadoes devastated

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many areas in Alabama. There were a total of 53 in one day throughout the state. Riverview Software Solutions is located in the northeastern section of the state and there were 12 tornadoes just in that area.

A local FM broadcast station operated under FCC emergency broadcast rules for many days. It received many phone calls, emails and "tweets" from the general public, local businesses, government agencies and other local service agencies. The FM station acted as a communications relay for helping people find needed supplies and the location of resources throughout the area.

Riverview Software Solutions monitored this activity and realized that after hours and days of taking notes and relaying information, even though the FM station staff provided a great service to the local community, over time they had difficulty finding previously written notes in a short amount of time or could not find them at all.

Riverview Software Solutions decided there had to be a better way which led to the development of the Disaster Resource Navigator software application.

For further information call 256-486-3397 or visit the website at [www.RiverviewSoftwareSolutions.com](http://www.RiverviewSoftwareSolutions.com)