

## News Release

For Immediate Release

For more information contact:

Tim Ridgway

*Califone*, Inc.

800-722-0500 ext. 2428

[timr@califone.com](mailto:timr@califone.com)

Charlene Blohm

C. Blohm & Associates, Inc.

608-839-9800

[charlene@cblohm.com](mailto:charlene@cblohm.com)

### **New Products From *Califone*<sup>®</sup> Enhance School Safety**

*Emergency Response Kits and Portable Megaphone help schools meet NCLB requirements to establish a safe, secure learning environment and help educators communicate during a crisis*

CHATSWORTH, Calif. (Sept. 20, 2004) – The saying, “prior preparation prevents problems,” underscores the challenges schools face during a crisis—communicate with hundreds of students who are often scared and prompt them to calmly act, whether it be to exit the building or huddle in a safe-area. The No Child Left Behind Act requires schools to establish security procedures, prevention activities and a crisis management plan. *Califone*<sup>®</sup> International, Inc., the premier manufacturer of high-quality audio technology for the education market, today announces the launch of two Emergency Response Kits and the Portable Megaphone to support schools in establishing safe, secure learning environments.

“Today’s schools must be able to manage a wide-range of threatening situations, from bomb threats to gang-related violence to hurricanes,” said Tim Ridgway, director of marketing for *Califone*. A 2002 Public Agenda report stated that almost 32 percent of small-school teachers and 46 percent of large-school teachers think a serious violent incident is very or somewhat likely to happen in the next two years at their school. “To be prepared, schools are setting up violence prevention programs and conducting staff training, as well as developing and practicing emergency plans,” added Ridgway.

The *Califone* Emergency Response Kits are designed to help a wide range of schools address different safety-related measures. Emergency Response Kit 1000 is best suited for rural school use and open areas with its two small, lightweight Keep-In-Touch radios that have a two-mile range. Because the Emergency Response Kit 2000 utilizes the ControlCom radios, it is optimal for urban school use. ControlCom radios, which use UHF radio waves and have a two-mile range, work more effectively in steel and concrete buildings up to eight-stories high and are able to bounce sound around corners and in between structures while maintaining audio quality.

Both kits contain a portable, all-weather megaphone with an emergency siren and a 1000-foot range, a professional security wand with a headphone jack for silent screening, and a red carrying bag. These kits can be supplemented with the *Califone* Portable Megaphone that is suitable for all-weather use and has a 500-foot range plus an emergency whistle.

MORE

“The security aspects of NCLB are a factor for our rural school district,” said William R. Stephens, superintendent of Miami Public Schools in Miami, Okla. “We rely on *Califone* safety equipment for announcements, safety drills, coordinating student movement, security and supervision without dependence on phone service. We use the megaphone to get the attention of students—there’s a measurable reassurance knowing you can be heard anywhere on the playground.”

Support from the federal level has increased to provide school leaders with more information about emergency preparedness. Last year, the U.S. Department of Education unveiled a new section to its web site (<http://www.ed.gov/emergencyplan>) designed to be a one-stop source to help school officials plan for any emergency, including natural disasters, violent incidents and terrorist acts. In addition to the web site, the DOE proposed \$30 million for the fiscal year 2005 budget to help school districts improve and strengthen emergency response and crisis management plans. Funds can be used for a number of purposes including the purchasing of equipment.

“As a former superintendent of the nation's seventh largest school district, I know the importance of emergency planning,” U.S. Secretary of Education Rod Paige said in a news release issued in March 2003. “The midst of a crisis is not the time to start figuring out who ought to do what. At that moment, everyone involved—from top to bottom—should know the drill and know each other.”

To order, contact a *Califone* dealer, or for more information on the full line of *Califone* products that are specifically designed for school use and are C-UL/CE approved for school safety, call 1-800-722-0500 or visit [www.califone.com](http://www.califone.com) to view the entire *Califone* catalog.

#### **About *Califone***

*Califone* was founded in 1946 and continues to be a leader in the design, development and manufacturing of audiovisual and supplemental curriculum products for use in education, presentation and professional markets. The company offers a complete line of audio solutions, wireless systems and multimedia products for small, medium and large presentation needs. *Califone* serves millions of educators and children in the PreK through higher education school environments and has expanded to serve business and industry, houses of worship, parks and recreation and other presentation markets as well. For more information, visit [www.califone.com](http://www.califone.com) or phone (800) 722-0500.

###

#### **Editor’s Note:**

The following URLs are for the specific products referenced in the release:

Emergency Response Kit 1000 [http://www.califone.com/product\\_info.php?products\\_id=240](http://www.califone.com/product_info.php?products_id=240)

Emergency Response Kit 2000

[http://www.califone.com/product\\_info.php?cPath=40&products\\_id=237](http://www.califone.com/product_info.php?cPath=40&products_id=237)

8 Watt Portable Megaphone

[http://www.califone.com/product\\_info.php?cPath=40&products\\_id=256](http://www.califone.com/product_info.php?cPath=40&products_id=256)