



GUARANTY
CORPORATION

June 25, 2012

Sen. Mary Landrieu
United States Senate
431 Dirksen Senate Office Building
Washington DC 20510

Dear Senator Landrieu:

I am writing in response to the recent discussions of FM chips in cell phones and smart phones in Washington.

Born and raised in New Orleans, I, like relatives of yours, lived through one of the greatest disasters of our time in Hurricane Katrina. My parents lived on the West Bank of New Orleans and evacuated to Baton Rouge to stay with me at my house. I made trips back and forth daily with my father to check on our property and interests. I was recently informed that a CTIA representative stated that the wireless industry had no loss of service during Katrina! I can tell you first hand that cellular service was non-existent inside of LaPlace on Interstate 10 for the first week following Katrina and scarce at best for almost a month inside the New Orleans Metro Area. It was very difficult to obtain a signal to make a call.

General Russell Honore', the hero of Hurricane Katrina who brought order to New Orleans, wrote a book titled Survival: How Being Prepared Can Keep Your Family Safe. I have chosen a few excerpts from Chapters 5-7 to backup my first-hand experience:

"The absence of telephone communications and the impact of that was a major issue in New Orleans ...there was no physical way of communicating in the first few days after the storm. They relied on cell phones before the storm but after it hit there was no cell phone capacity anywhere in this part of Louisiana".

"In addition, members of Landreneau's staff and mine crowded into the trailer along with Coast Guardsmen handling the FM radios and coordinating helicopter search-and-rescue missions throughout the city. Those radios were the only communications systems working in New Orleans at that time except for satellite telephones, because the storm had knocked out virtually all cell phone towers and downed electrical and telephone lines in much of southern Louisiana."

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"The storm created that overwhelming force with its high winds and massive tidal surges. It created shock and awe by knocking out communications. It toppled cell phone towers throughout southern Louisiana and from Biloxi more than 175 miles inland to Jackson"

As a manager of a locally owned, radio cluster in Baton Rouge in which our flagship station WDGL, Eagle 98.1 serves as an LP-1 Station on the Louisiana EAS State Radio Network, we take our role as a servant to the community of South Louisiana very seriously. When Hurricane Gustav hit Baton Rouge, the power was knocked out for most of our listening area and again cell phone service was spotty at best. It was radio that was the link between our government and our community. Our 100,000 watt Country Station, WTGE played continuous coverage of our television partner, WAFB, who were not able to be seen due to power outages and our classic rock station was staffed 24 hours/7 days a week throughout the crisis informing our community with our personalities from all of our stations.

I was able to get some of our partners both in the government and media comment on the importance of radio during Hurricanes:

"For the first three days during Katrina, we couldn't communicate with our Troopers in the City of New Orleans. What I saw, when the area stood down, radio stood up."

*Colonel Mike Edmonson
Louisiana State Police Superintendent*

"During Hurricane Gustav, we were fortunate enough have our newscasts broadcasted on a couple of your radio stations and we hope to be able to do so in the future as well."

*Robb Hayes
WAFB-TV News Director*

"I don't think that you can over emphasize the important role radio has played during these difficult times. When the power goes out, the first thing 99% percent of the people do is look for a radio."

*Lt. Don Kelly
Public Information Director
Baton Rouge Police Department*

As the director of the Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP) for the State of Louisiana and a former parish-

president whose parish received the brunt of Hurricane Katrina's wrath when the eye of the storm passed over St. Tammany, I believe in the power of radio during an emergency. All forms of the media should be utilized to get safety messages out to the public. We still urge people to have a battery powered radio during an emergency in the event electricity goes out. GOHSEP is in the process of pursuing a system called Alert-FM in which our parishes and the state can send out important messages directly to citizens who have an FM receiver. It has been routinely demonstrated that when a major disaster hits a community, there is a tendency for cell phones and phone line circuits to get overwhelmed and essentially become inoperable immediately after a disaster strikes. When this happens, FM radio signals are typically available and become an important resource for us to be able to get our message out to the public. By incorporating the chip into cell phones, it provides another level of redundancy to put out critical information to the public during and after a disaster."

Kevin Davis

Director, Governor's Office of Homeland Security & Emergency Preparedness

Radio has played a very important role during some very difficult times in our State's history and will be there for any future tragedies. By placing FM chips into cell phones, our community can access radio stations through their cell phone even though the cell towers may be rendered useless.

I recently heard an interview with Gary Shapiro, President of CEA, who said that there wasn't the consumer demand for a FM Chip in Cell Phone. I believe that there is no demand because people already feel like they have radio through their cell phones through mobile apps and platforms in which they currently listen to their favorite stations. Unfortunately, they do not realize that when the cell service goes down, as it did in Katrina and Gustav, they will not be able to listen to their radio station through their radio station's app or website. They also do not know that if an FM chip were inserted, their phone would act like a walkman and they would be able to get information through their cell phone.

*Senator Landrieu, I'm asking for your help in prodding the CTIA and CEA to do the right thing and voluntarily include and activate radio chips in mobile devices. Ninety character text messages -- which may or may not get through to citizens when cell networks are crashing due to capacity overload --S are no substitute for the undeniable lifesaving role that local radio can play **in times of emergency**. The citizens of New Orleans and the American people deserve no less.*

Sincerely,

A handwritten signature in black ink, appearing to read "Gordy Rush". The signature is fluid and cursive, with the first name "Gordy" written in a larger, more prominent script than the last name "Rush".

Gordy Rush
Vice-President/Market Manager
Guaranty Broadcasting