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**FOR IMMEDIATE RELEASE**

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## Cal Poly To Begin AM Alert System Radio Broadcast

SAN LUIS OBISPO - Cal Poly will begin broadcasting advisory and traffic information on AM 1610 beginning Open House weekend.

The first of its kind in San Luis Obispo County, the AM Alert System will be used by the University Police Department (UPD) to provide information and updates in the event of emergencies that occur on campus, or emergencies that affect the campus community. It can also advise the community of traffic and parking issues or changes.

With a range of approximately 2.5 miles, community members and visitors will be able to hear all traffic and advisory information as they make their way to campus. UPD plans to post permanent signage along the 101 corridor and at the various entrances to campus alerting visitors to tune to AM 1610 for traffic and other advisory updates.

This is an information and advisory radio station only; advertising and general campus news will not be broadcast.

"We are thrilled with this new tool because it will help us provide traffic and emergency information to our local community and visitors quickly and effectively," said Bill Watton, Cal Poly's interim police chief.

The AM Alert System was purchased with money provided to the university under a grant from National Homeland Security.

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