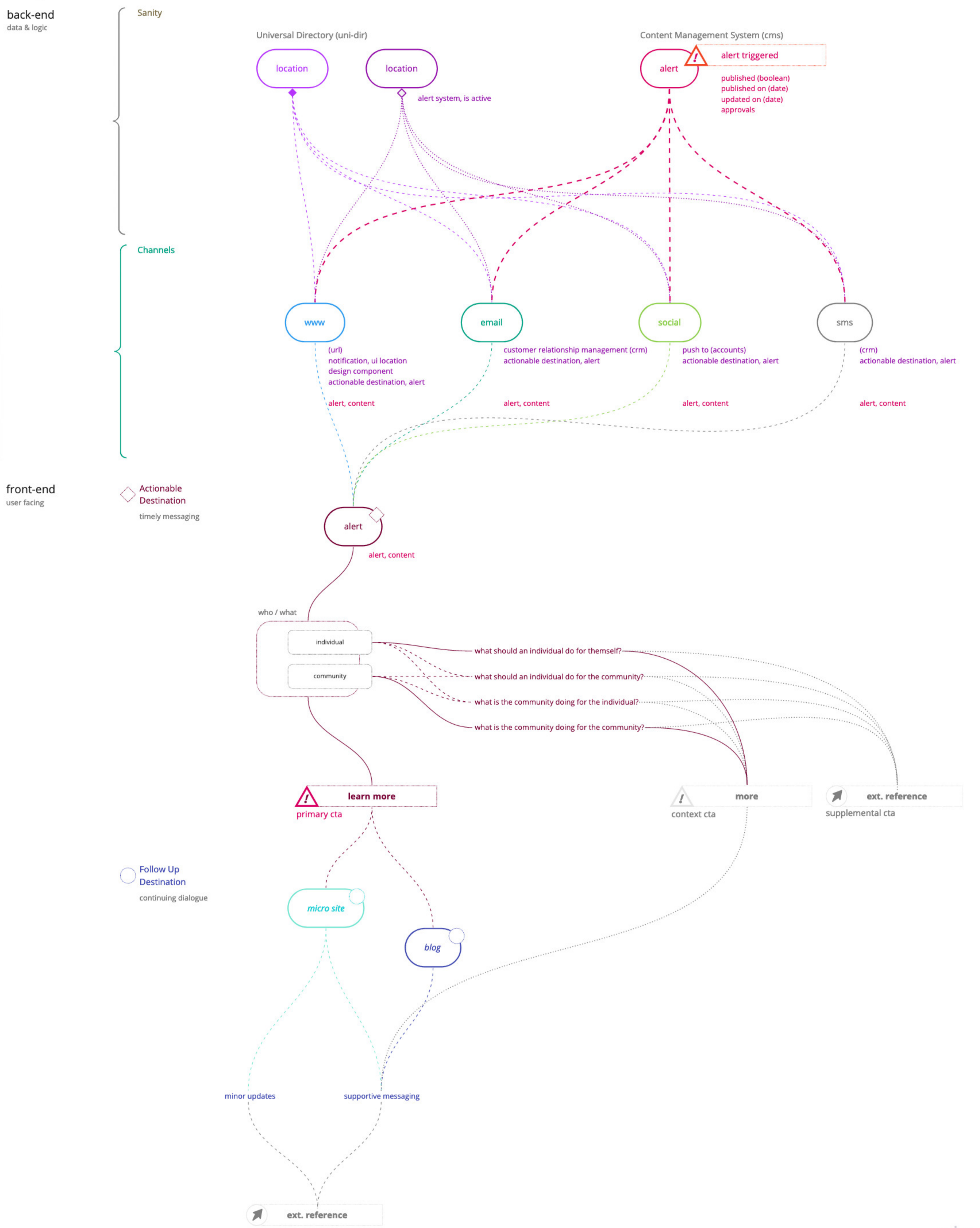
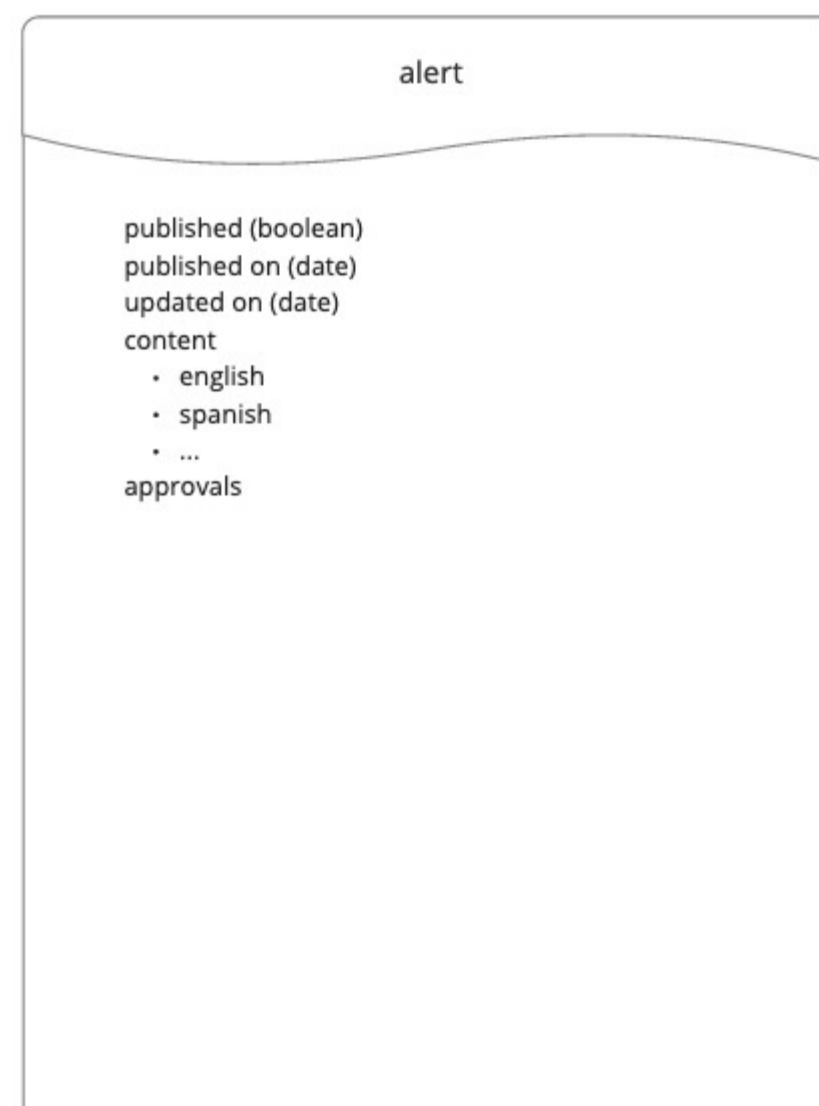
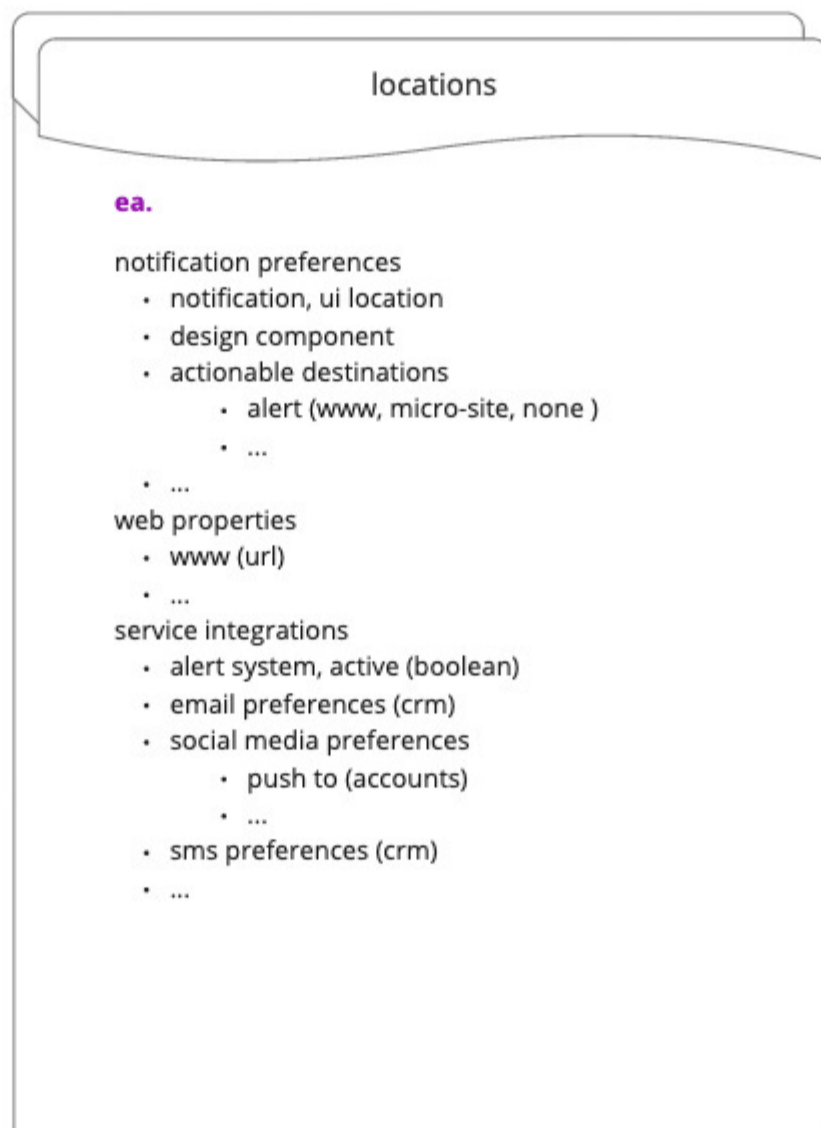


FLOW



SCHEMA

back-end
dashboard



DESCRIPTION

1. an alert is created or updated, customized content defined in (cms)
2. a cta is added to ea. location's website (uni-dir)
3. an emergency email is sent for ea. location (uni-dir) to all their email newsletter subscribers (uni-dir, service integration)
4. ea. website cta and emergency email both point to the alert landing page.

1. for ea. location (uni-dir) an alert destination is created or rebuilt with the alert content (cms)

options:

LOW - a link to an external resource
MEDIUM - a page on a website
HIGH - a dedicated micro-site
2. follow-up `blog` posts on location website, micro-site or both