



September 2025 Update



Eliminating Misinformation: Every Leader's Responsibility During a Crisis

In the aftermath of a disaster or tragic event, accurate and timely information can mean the difference between calm and chaos. Leaders at every level—whether in emergency management, law enforcement, or public safety—carry the weight of ensuring communities are not only informed but also supported. Combating misinformation is not just a technical challenge; it's a human one that requires empathy, trust, and clear communication.

Recent events like the LA fires remind us how deeply misinformation can impact lives. As families and first responders navigate unimaginable challenges, false reports and unverified claims can add layers of confusion and fear. For leaders, the task isn't just about providing facts—it's about recognizing the emotional toll and fostering trust through clear, honest, and timely communication. Addressing misinformation isn't just about systems; it's about safeguarding hope and clarity when people need them most.

True leadership during a crisis goes beyond decision-making—it's about providing a steady hand when it's most needed. Eliminating misinformation is a collective effort that starts with leaders who prioritize compassion and connection. By using systems designed for clarity and embracing their responsibility to care for those they serve, leaders can guide their communities through crises with resilience and hope.

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California County Initiates Use of Genasys Protect During Gifford Fire

Last month, Santa Barbara County rolled out a new emergency mapping software for the massive Gifford Fire, which burned more than 131,000 acres.

The county started using **Genasys Protect**, which gives residents a visual tool to understand fire impacts and receive alerts about their area. People can see where the fire is as well as check evacuation orders, road closures, and nearby shelters.

Emergency responders are also using the mapping software to understand infrastructure and communities at risk during the Gifford Fire. They can see where the fire is headed, what buildings are at risk, and the size of the local population.

Users can access the Genasys emergency zones map on the county website or download the app and turn on location services to receive alerts. The app is available for both Apple and Android users.

“It gives our public safety partners really critical information that they need to help them make decisions on protective actions or concepts that might impact our community members,” said Kelly Hubbard, director of the Santa Barbara County Office of Emergency Management.

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Courtesy of Noozhawk



Genasys Protect Overview

Santa Clara, CA Fire Department Releases Genasys Protect Video

In a world where emergencies can unfold in seconds, clear and timely communication saves lives, **Genasys Protect** is a powerful location-based alert system that keeps you informed about wildfires, floods, evacuations, and more.

Now available across all areas served by the Santa Clara County Fire Department, Genasys Protect delivers real-time alerts tailored to where you live, work, and travel. With Genasys Protect, staying informed has never been easier.

Genasys divides geographic regions into smaller zones, based on several factors, and is accessible online and via your smartphone or tablet.

Santa Clara County Fire is committed to your safety and well-being. By staying informed and utilizing Genasys Protect, we can all work together to keep our communities safe and prepared.

[View Video](#)

Courtesy of Santa Clara, CA Fire Department



Coronado, CA EOC Chief Encourages Community to Sign-up for Alert San Diego and Download Genasys Protect

In the wake of July's tsunami watch, Brian Standing, Division Chief for Emergency Preparedness, who leads the City of Coronado's Emergency Operations Center (EOC) team, discussed the city's emergency preparedness.

"The City of Coronado is deeply committed to emergency preparedness and public safety," Standing noted. "In recent years, the city has made a greater investment than ever before in strengthening its emergency planning, response capabilities, and overall community readiness."

"Residents are also encouraged to stay informed by following the city on social media and signing up for and bookmarking AlertSanDiego.org for real-time regional updates. Additionally, the city recommends downloading the **Genasys Protect app**, which provides timely, location-specific updates during emergencies."

[Read More](#)

Courtesy of Coronado Eagle & Journal

San Diego County, CA

Downloading **Genasys Protect** is quick and easy! 📱 Wouldn't it be great to know exactly what hazards are happening in your area or when it's time to evacuate?

The alerts in Genasys Protect come directly from trusted sources like your local law enforcement and fire department—so you know the info is reliable when it matters most. 📱🔥

[View Video](#)

Courtesy of Alert San Diego



Maui Emergency Management Agency's New Ways to Keep Community Safe

The Maui Emergency Management Agency (MEMA) was heavily criticized for not giving the public enough warning or information during the 2023 wildfires.

MEMA has been working to rebuild public trust and is taking warnings more seriously, as seen with the statewide tsunami warning and last month with multiple alerts sent out about a brush fire in Kaanapali.

The botched evacuation in Lahaina led to a [new Genasys Protect app that helps get people to safety during emergencies.](#)

The public can sign up to receive real-time notifications, view evacuation zones, and track the status of evacuations and road closures.

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Courtesy of Hawaii News Now

City of La Cañada Flintridge, CA

📱 #DidYouKnow the County of Los Angeles uses the Genasys Protect Evacuation System to keep residents informed and safe during emergencies?

This critical tool sends real-time evacuation instructions, updates and safety alerts directly to your phone or email, helping you make timely, informed decisions when it matters most. ⌚

Make sure to download the app and know your zone and evacuation routes to stay prepared for any emergency situation. Your safety is our priority!

📱 Visit <http://Protect.Genasys.com> to learn more.

[View Post](#)

Courtesy of City of La Cañada Flintridge



LRAD & ACOUSTICS Featured in New AWARE EU Project Video

AWARE is developing the first receiver capable of processing Galileo Emergency Warning Satellite Service messages and integrating them into fixed public warning systems, from long-range acoustic devices to display panels and indoor alert systems.

This innovation will help ensure that life-saving alerts reach people even when mobile networks are down, strengthening Europe's crisis communication resilience.

Watch the video to discover how AWARE is shaping the future of public warning.

[View Video](#)

Courtesy of AWARE EU Project

CONNECT's Secure Collaboration of Multiple Law Enforcement Agencies Facilitates Arrest

The Connecticut Intelligence Center's use of **CONNECT** to share critical intelligence and officer-safety updates with multiple agencies in different states resulted in the arrest of a 23-year-old man who had eluded law enforcement in Vermont and Massachusetts last month. Police departments throughout Connecticut noted that they were searching for an "armed and dangerous man."

Police officials acknowledged the efforts of the Connecticut State Police, FBI Safe Streets Unit, Federal Bureau of Investigation Violent Crime Task Force, the Bridgeport Police Emergency Service Unit, and Southwest Regional Emergency Response Team for aiding in the investigation and bringing it to a safe conclusion.

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Special Thanks to Jeff Halstead

LRAD Orders Totaling \$2.8M Expand Communication & EOF Capabilities for U.S. Military and Southeast Asia Country

LRAD systems will be deployed by National Guard, Army, Navy, Air Force, and Coast Guard units stationed in the U.S. and overseas under a \$1.1M order from the U.S. Military. The \$1.7M follow-on order from the APAC region is part of a multi-year program to equip a Southeast Asia country's military with LRAD's long-range communication and escalation of force (EOF) resources.

"With rising tensions, civil unrest, and armed conflicts around the world, it is imperative that our military personnel be equipped with the long-range, clear communication and scalable escalation of force capabilities that LRADs provide," said Richard Danforth, Chief Executive Officer, Genasys Inc.

"Countries in the Asia Pacific region are investing in military-tested LRAD systems to enhance communication, safety, and security," said Chris Roller, Vice President of APAC Business Development for Genasys. "Deploying LRAD systems to Navy, Coast Guard, Army, and Border Guard personnel provides critical long-range communication and EOF resources to secure territorial waters, borders, islands, and critical infrastructure."

[Read More](#) (National Guard & U.S. Military)

[Read More](#) (Southeast Asia)



LRAD & ACOUSTICS for Public Safety Personnel, First Responders and Local Governments

LRAD by Genasys and ACOUSTICS systems offer the clarity, range, and reliability to deliver crucial instructions, especially when digital communications fail or reach only part of the population.

Whether used alone or coupled with other Genasys Protect solutions, ACOUSTICS and LRADs can create a unified emergency communications ecosystem. From all-hazard evacuation alerts to multilingual public messaging, Genasys helps ensure no one is left out, regardless of infrastructure limitations or network outages.

For public safety personnel, first responders, and local governments, LRAD by Genasys and ACOUSTICS systems deliver mission-ready performance in the most critical moments. From natural disasters and active threats to public events and infrastructure failures, Genasys ensures life safety communications are heard clearly, reliably, and when it matters most.

[Read More](#)



20 Years Ago - First Generation LRADs Deployed by National Guard in the Aftermath of Hurricane Katrina

In late August and early September 2005, vehicle and helicopter mounted LRADs were used for the first time to communicate to victims of a major disaster. LRAD systems were deployed to communicate rescue instructions to survivors stranded on top of cars and houses, provide relief and humanitarian assistance information, issue contaminated water supply warnings, where to find medicine, food and shelter, and to restore order around the Superdome. LRAD use in the aftermath of Hurricane Katrina underscored the critical importance of timely, reliable communication before, during and after disasters.

Since Katrina, LRAD by Genasys systems have been deployed many times by first responders, public safety officials, and military personnel to broadcast clear instructions and life safety information to affected populations, including the 2010 earthquake in Haiti, 2011 Japan tsunami, 2011 and 2012 flooding in Thailand, 2013 Colorado floods, 2015 Washington landslide, 2017 California flooding and wildfires, and in many U.S. and international locations during COVID in 2020 and 2021.

Genasys Team Member Spotlights

Aderito “Ad” Beltran

Ad joined Genasys in 2018 and now serves as Principal Systems Engineer. His duties include driving improvements to existing products, spearheading new developments, and finalizing projects needed to ship products.

“It's gratifying to be a part of creating, prototyping, and then working with production to manufacture and ship ACOUSTICS and LRAD systems throughout the world. I appreciate working for a company dedicated to producing technology and products that make a difference and save lives.”

Chien Le

Chien started with the Company in 2003 and continues to be an outstanding team member and a key contributor to the LRAD and ACOUSTICS production team. He has worked in several positions and is currently serving as a Production Assembly Lead. Chien also heads the LRAD and ACOUSTICS repair team.

“Working at Genasys continues to be exciting. I enjoy working alongside so many good people to produce innovative communication products that help keep people safe.”