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Parker et al.

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(54) **SUA SPONTE ESTABLISHMENT OF
LARGE-SCALE PERSON-TO-PERSON
EMERGENCY ELECTRONIC MESSAGING
COMMUNICATIONS BASED IN PART ON
SUBSCRIBER TELEPHONE NUMBERS**

USPC 379/88.01–88.19; 455/412.1
See application file for complete search history.

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patent is extended or adjusted under 35
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claimer.

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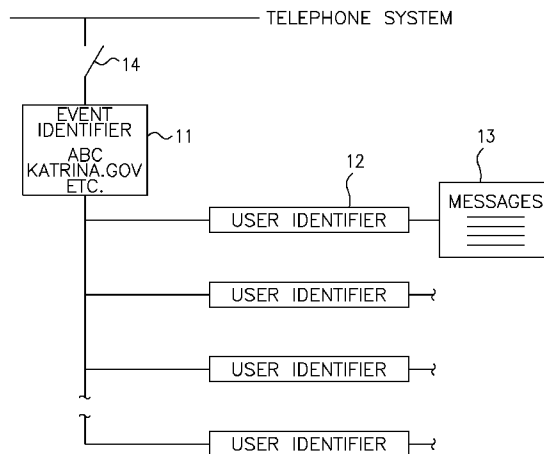
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(57) **ABSTRACT**

Lessons of the Sep. 11, 2001 terrorist attack (9/11), the Aug. 29, 2005 Hurricane Katrina, the Mar. 11, 2011 tsunami off the coast of Tohoku Japan and ensuing Fukushima Daiichi Nuclear Power Plant malfunction, and the Oct. 29, 2012 Hurricane Sandy are incorporated. Methods are disclosed for rapidly establishing alternate electronic messaging for person-to-person communications in a large-scale emergency. Details for constructing electronic access addresses comprised in part by subscriber telephone numbers and an event identifier, allows the provider to establish a default system with no specific information from the user while allowing the user to access the messages in a systematic way. No registration or passwords are required, which allows free access to all interested parties. Methods are disclosed to reunite lost pets with owners and employ cloud computing and data storage services to provide the equipment on an as needed basis.

19 Claims, 3 Drawing Sheets



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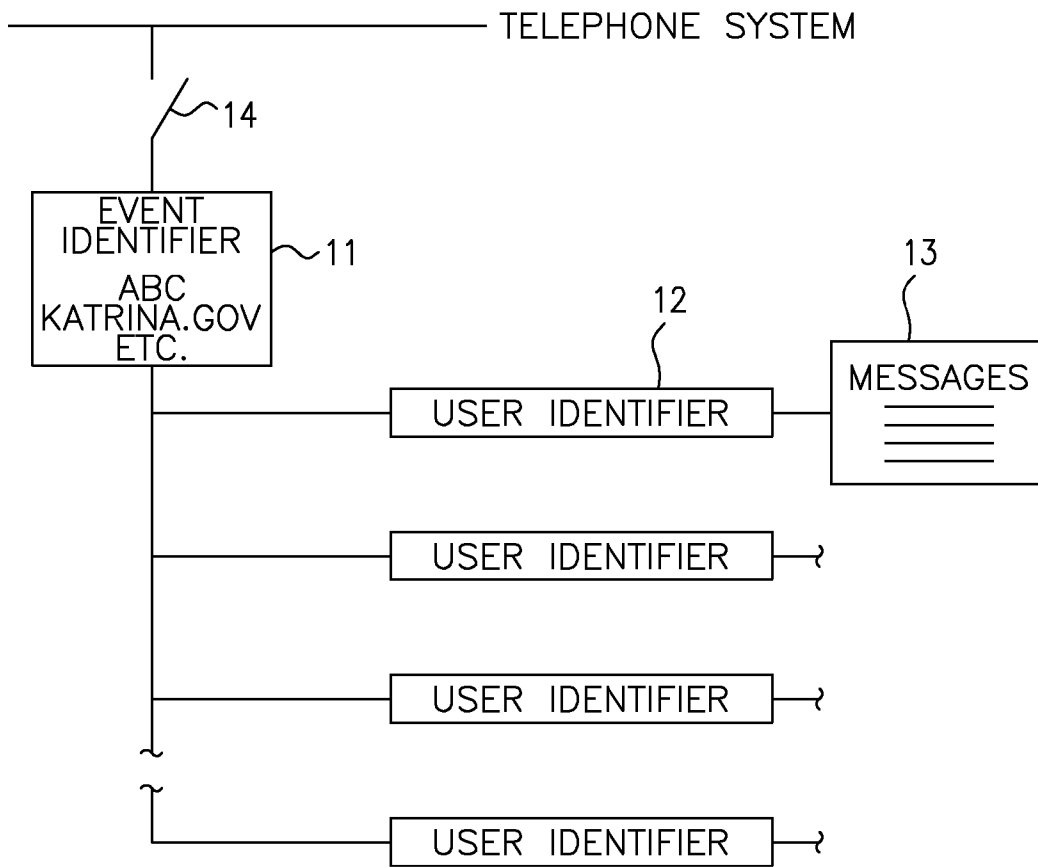


FIG. 1

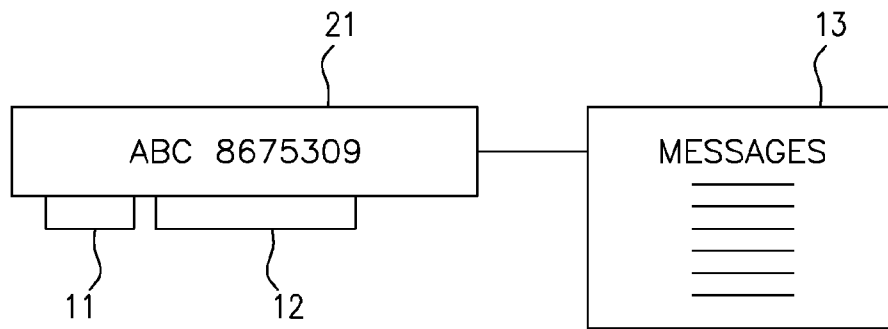


FIG. 2

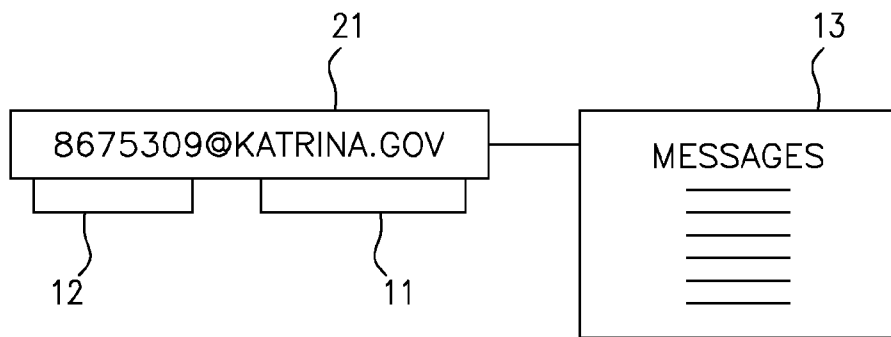


FIG. 3

**SUA SPONTE ESTABLISHMENT OF
LARGE-SCALE PERSON-TO-PERSON
EMERGENCY ELECTRONIC MESSAGING
COMMUNICATIONS BASED IN PART ON
SUBSCRIBER TELEPHONE NUMBERS**

CROSS-REFERENCE TO RELATED
APPLICATIONS

This application is a continuation-in-part of U.S. patent application Ser. No. 12/215,858 filed Jul. 1, 2008, the benefits of which are claimed and which is incorporated by reference herein.

FIELD OF INVENTION

This invention relates to a method for rapidly establishing, sua sponte, a large-scale emergency electronic messaging communications system for person-to-person electronic messaging communications according to a robust default addressing architecture based in part on pre-existing subscriber telephone numbers. Electronic messages include, but are not limited to, voice mail, electronic text mail, electronic images, and data.

BACKGROUND OF THE INVENTION

Recent history in the United States has exposed a significant absence of a robust method for rapidly establishing large-scale person-to-person electronic communications. This was clearly demonstrated in the immediate aftermath of the terrorist attacks on the United States on Sep. 11, 2001 (9/11) and the flooding of New Orleans following hurricane Katrina on Aug. 29, 2005. Moreover, Katrina exposed a significant problem locating lost pet owners.

In the case of a terrorist attack, one of the objectives of an enemy, as defined in Title 18 section 2331 of the United States Code, is to intimidate or coerce a civilian population. This was clearly an objective of the terrorist attack of Sep. 11, 2001, as demonstrated by the choice of targets. One element of the intimidation was to amplify the actual destruction by producing anxiety for anyone that had family, friends, loved ones, or business associates in New York, Washington or traveling by airplane. This expanded the domain of anxiety to millions of people that felt the need to contact those potentially affected, for reassurance.

The reflex reaction to call and check on people produced a flood of calls which overloaded the communications systems. Those with cell phones experienced problems with the overload, and rapidly exhausted battery power with no access to chargers. This rendered surviving means for communicating severely impaired.

Moreover, millions of people witnessing the confusion and anxiety of the victims on television realized—but for the grace of God, there goes I. This realization prompted families and businesses to establish contingency plans for establishing communications in an emergency. However, even those that have established contingency plans usually only involve a close circle of people.

In the aftermath of the attack, people in New York resorted to posting notices on walls of adjacent buildings seeking information on others. People wishing to contact fellow workers, neighbors, and others whose communications systems had been destroyed were helpless. In cases of businesses, personnel records were destroyed or unavailable, leaving no systematic method for contacting employees and assessing plans for temporary operations at remote locations.

Many of the businesses affected involved finance and world trade-expanding the anxiety to yet another domain involving people worldwide.

In the case of the flooding of New Orleans due to hurricane Katrina on Aug. 29, 2005, nearly 4 years later, it was demonstrated that the person-to-person communications system was no better. While the flooding was a result of a natural disaster, it quickly became apparent that a city with portions below sea level could be a potential terrorist target. As disastrous as the hurricane induced damage was (1836 lives were lost), a surprise terrorist sabotage of the levee system could have produced an even greater loss of life and the collective anxiety produced would have been comparable to September 11.

On Mar. 11, 2011, a magnitude 9.0 earthquake and tsunami off the coast of Tohoku Japan resulted in 15,878 deaths, 6,126 injuries, and 2,713 missing. In addition to the displacement of people caused by the earthquake and flooding, the Fukushima Daiichi Nuclear Power Plant malfunction resulted in a sudden evacuation of over 200,000 people within a 20 km radius of the facility to avoid radiation exposure. It is interesting that the US authorities recommended an 80 km radius of evacuation, which would have potentially increased the number of evacuees by a factor of 16- or 3,200,000. In 2012, there were 104 operating nuclear power plants in the US. Data is not readily available as to the number of people within an 80 km radius of each of the power plants, but it is conceivably in the millions.

Hurricane Sandy, also called Superstorm Sandy, affected 24 US states. The most severe damage was in New Jersey and New York, due to the storm surge which occurred on Oct. 29, 2012. There were 131 fatalities in the US. Subways and tunnels were flooded and power was pre-emptively shut down to minimize damage to underground power distribution systems. The New York Stock Exchange and NASDAQ was closed for two days. There were 4.8 million customers without electricity, including 1.9 million in New Jersey and 1.5 million in New York. Gasoline had to be rationed due to the disruption of refinery and distribution operations. Seven years after Katrina, there was still no central system for reuniting lost pets with owners.

In addition to war, terrorism, and natural disasters (such as floods, hurricanes, tornadoes, fires, volcanic eruptions, tsunamis, etc.), major disruption in the communications systems can result from industrial and transportation accidents (such as train derailments, chemical plant fires, nuclear power plant malfunctions, etc.), requiring immediate evacuation of large areas. On a smaller scale, a fire in a large office complex or government organization would produce a need for rapidly establishing communications between fellow workers and within departments for determining well being and establishing plans for resumption of business activities. In many cases, workers may only know others in the work environment and not know how to contact them at home.

Increasingly, younger people have a cell phone which is not listed in a directory, so even with a full name it may be impossible to contact them outside of normal channels. Conventionally, telephone subscribers had a home phone. The home phone number was listed in a published directory along with the subscriber's name and address. Listings were in alphabetical order by last name. Conventional lookup by name, and reverse lookup by number, services are available on the Internet. This traditional public listing has not carried over to cell phones. Early cell phone plans billed by minutes used, so subscribers purposely withheld access to their number in order to avoid unwanted calls. Since the cell phone is carried on their person, they may also not want to be instantly available to talk to the general public. Addresses for email

accounts follow no established structure, and there is no directory, so it is impossible to guess a person's email address without prior knowledge. So, a person may know a neighbor's conventional telephone number that is published in the phone book, but have no idea how to reach them by cell phone or email.

Historically, in the aftermath of a major disaster, organizations such as the American Red Cross and the Federal Emergency Management Agency (FEMA) set up databases to connect victims with others. In the case of Hurricane Katrina the systems were completely overwhelmed. Thousands of victims from New Orleans were relocated to 28 states. Registration is typically on a one-on-one basis between the victim and a volunteer or staff member. No provisions were made for dealing with lost pets or expediting identification of the dead.

There is a problem of a unique, yet readily known, identification which this invention resolves for the great majority of the population. For example, a person may be known by a nickname, initials, or the spelling may be debatable. Victims may be illiterate, elderly, deaf, mute, or mentally challenged—any of which could make registration even more difficult. Of course pets and property have no way of describing their owner.

There is a problem with privacy of information inherent with registration, which this invention solves. It gathers no personal information in a central database, and the users remain practically anonymous, except to those that know the individual personally.

The registration process is time consuming and the dissemination of the database can be inefficient. Registration requires logistical support and additional relief personnel at the scene of the disaster. This invention greatly alleviates the logistical requirements by dispensing with all registration requirements and planning at the individual level by providing a centrally administered default communications system that is ready on short notice for use by individuals.

The state-of-the art at the time of Katrina is illustrated by a web page by Sharon Keating titled FIND HURRICANE KATRINA SURVIVORS, List of Resources for Reconnecting with Missing Friends and Family, which is incorporated by reference herein. She listed 65 links as possible places to look for information. A similar web page by CNN lists 28 links under Locate the Missing, which is incorporated by reference herein. These two examples show how persons wishing to locate individuals heretofore are forced to search in a fishing expedition through various ad hoc databases.

While still inadequate, some progress has been made. For example, following the tornadoes that struck across the south on Feb. 5, 2008, killing over 50 people, the American Red Cross activated a Safe and Well List on the Internet, the instructions for which are incorporated by reference herein. As of Feb. 7, 2008, 4811 people had registered. The required fields include: First Name, Last Name, Home address Line 1, Home City, Home State, Home Zip Code, Current City, and Current State. On acceptance of a Privacy Policy, the registrant may select from a field of 9 predefined messages, but has no option to enter a customized message. Interested parties may search the Safe and Well List on acceptance of the Privacy Policy. Required fields for the search of the registered are: the Last Name and either; the Pre Disaster Home Phone; or the Home Address Line 1, Home State, and Home Zip Code. The interested party can leave no message or acknowledgment that the message has been received.

Note that the Safe and Well List must be accessed by Internet and does not have a telephone feature. Note also that communication is limited to known person-to-known person, e.g., person A may post a message that can be retrieved by

persons B and C that have a common interest in person A, however persons B and C have no knowledge of each other. Moreover, a lost pet identified by phone number only could not be matched with an owner, i.e., the finder would not have sufficient information to gain access to the owner's Safe and Well List, and they could not leave a message, even if they did.

Contact Loved Ones is a telephone based emergency communications system. A person calls a toll free number and follows a voice menu to record or retrieve voice messages based on a single subscriber telephone number. There is no security and it is open, free of charge, to everyone that knows the Contact Loved Ones access number, and the subscriber number of interest. The web site recites pending patent applications for the underlying technology, but the actual patent application numbers are not given.

Google Person Finder is a web based application that was built in response to the January 2010 Haiti earthquake. This was based on the volunteer Katrina PeopleFinder Project, which manually entered 15,200 records into a searchable database. Google Person Finder established open standards for developers in order to make the information more accessible.

Clearly a rapid person-to-person communications method is needed—particularly one that is equipped to handle a large nomadic component which could potentially be millions of people.

In US Patent Application Pub. No.: US2007/0269023 A1, incorporated by reference, Klauer et al. discloses a subscriber method of crisis communications including a plurality of crisis communication points (CCPs) located in geographically dispersed areas. For a subscription fee, and by prior arrangement, a family gains access to a voice message system by a personal identifier, i.e., password. This allows two-way voice messaging between subscribers. While this system has merit for those that can afford the service and make plans in advance, it provides no assistance for those that can not afford the service or fail to anticipate the need, and it would require remembering the infrequently used personal identifier to gain entry. Moreover, it does not provide for communications between non subscribers such as neighbors, fellow workers, church associates, etc.

In US Patent Application Pub. No.: US2007/0165789 A1, incorporated by reference, Hulls discloses a Dynamic Family Disaster Plan with similar limitations as Klauer, e.g., the need for individual planning in advance.

U.S. Pat. No. 7,903,801 to Ruckart discloses a database that associates a subscriber to contact information. The subscriber activates the database on the loss of service.

Many telephone subscription services include voice messaging with enhanced bundled services such as caller ID. In principle, the subscriber could access the recorded greeting and modify the message to update callers as to the subscriber's status, and retrieve messages from a remote location. This would require all family members remembering the access code and instructions, which is typically only remembered by one family member at best. Such normally desirable privacy constraints could inhibit use or render it unreliable as a means for voice messaging. Most subscriber owned voice messaging systems also provide for remote access with an access code. These systems suffer from the same privacy constraints and if the telephone service or power is off at the subscriber location they would be rendered useless.

The need exists for a robust rapidly executable communications method that requires minimum preparation by the individual. Preferably it would be implemented by a single authority or sponsor, sua sponte, thereby reducing duplication and uncertainty as to where to search for an individual,

i.e., a virtual pre-defined default communications meeting place. It should dispense with security constraints and knowledge about an individual such as passwords street addresses, etc.

The basis for an identification system exists in the form of pre-emergency subscriber telephone numbers. For example, most people know, or have ready access to the phone numbers of individuals of interest. This would include home, cell, and work phone numbers. Often times even small children and the mentally challenged know phone numbers for family and friends. Even the phone numbers that are not known are probably available through a third party that can relay a message. This instant knowledge of telephone numbers is exploited by Liebermann in U.S. Pat. No. 7,287,009, incorporated by reference, and by merchants such as Auto Zone, Kroger Plus Shopper's Card, pizza delivery services, credit card verification services, laundry and dry cleaning services, etc., for customer identification. The customer is identified by called ID or by entering the well known phone number. However, in all known examples, the number is used to qualify the transaction and link to a predefined database, i.e., prior administrative work is required.

The hardware foundation for a person-to-person voice message and email message system already exists. For example, in U.S. Pat. No. 7,321,655 and U.S. Pat. No. 7,330,537, which are incorporated by reference, Skakkeback et al., and Frifeldt et al. teach integrated cache systems that provide wide access to voice mail and email services in a unified communication system. Unified communications (UC) is described on Wikipedia, incorporated by reference herein, as

UC allows an individual to send a message on one medium and receive the same communication on another medium. For example, one can receive a voicemail message and choose to access it through email or a cell phone. If the sender is online according to the presence information and currently accepts calls, the response can be sent immediately through text chat or video call. Otherwise, it may be sent as a non-real-time message that can be accessed through a variety of media.

Internet email services are widely available free of charge from providers such as Yahoo, Microsoft, Google, etc. Telephone and data services have merged through Voice over Internet Protocol (VoIP). Telephone service by Vonage, Skype, Google Talk, and others are readily available. Social networking such as Facebook, Twitter, Myspace, LinkedIn, Match.com, eHarmony.com, has greatly expanded the hardware and bandwidth resources. Cloud computing and Software as a Service are well established enterprises.

The problem to be solved is to employ the existing hardware capabilities in such a way as to make the resources available in a systematic temporary arrangement on short notice with no a priori planning on the part of the individuals, i.e., implemented by a sponsor, sue sponte.

The missing link in the art is a method to integrate diverse technologies and a sponsor with the resources to secure, or contract for, the hardware, conduct the planning, publicize the existence of, and sua sponte trigger execution when needed.

BRIEF SUMMARY OF THE INVENTION

Methods are disclosed for rapidly establishing alternate electronic messaging for person-to-person communications in a large-scale emergency. Details for constructing electronic access addresses comprised in part by subscriber telephone numbers and an event identifier, allows the provider to establish a default system with no specific information from the user while allowing the user to access the messages in a

systematic way. No registration or passwords are required, which allows free access to all interested parties.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 is a block diagram of the telephone system connection to the event identifier, user identifier, and messages.

FIG. 2 is a block diagram of the event identifier and user identifier combined to construct the electronic access address for a voice mail system.

FIG. 3 is a block diagram of the event identifier and user identifier combined to construct the electronic access address for an email system.

DETAILED DESCRIPTION OF THE INVENTION

Methods will be disclosed for creating communications overlays, where an overlay will be described in more detail hereinbelow. It will be understood that electronic messages include, but are not limited to, voice mail, electronic text mail, electronic images, and data. An action taken sua sponte will be understood to be unilaterally taken by a sponsor without requirements from the user, e.g., no registration or password requirements, or even participation by the subject telephone subscriber, i.e., the subscriber could be injured or dead.

Implementation breaks down into two major systems requirements. Creation of a communications overlay requires a unique identifier for each cell. The identifier must be generated by a simple algorithm which can be understood by the masses without individual registration or ambiguity. Hardware and software must be provided at minimal expense and preferably maximizing off the shelf elements and/or pre-existing resources, such as cloud computing.

Electronic Access Address

Modern electronic communications in the form of the telephone system and the Internet provide an architecture for providing a large-scale communications system overlaid on the existing subscriber telephone and email systems, e.g., but not limited to, creating a temporary large-scale block of telephone voice mail boxes and/or email accounts. This requires a plurality of electronic access addresses where it is understood that an electronic access address could be a telephone number, email address, or other electronic address. In the preferred embodiment, the overlaid system should not affect the functioning communications system, but should augment by providing a default contingency plan. In the preferred embodiment, the system should be capable of being activated in a time frame of less than one hour.

The United States telephone number system is comprised of a 3 digit area code, 3 digit exchange, and a 4 digit subscriber number. In combination, the 10 digit number uniquely directs a call to a specific subscriber. By default, a call can be placed within an area code by only dialing the last 7 digits of a number. Alternately, a number in another country may be called directly by preceding the call with the International Access Code 011, followed by the Country Code, i.e., A 10 digit number in the United States may be duplicated in another country, but by default the call is routed within the United States, unless preceded by the requisite prefix numbers. Likewise, the least significant 7 digit numbers may be duplicated between area codes, i.e., the numbers are overlaid. A 7 digit number provides 10^7 , or 10,000,000 unique phone numbers. All numbers are not in active use by subscribers and not all combinations are available, e.g., 911 can not be a valid area code. So in practice the number of usable com-

binations is less than 10^7 . The concept of area codes is a legacy of copper wire hardware technology of the early telephone system. Today, subscriber numbers are actually virtual numbers with no physical constraints to physical switches. For example, Vonage customers can pick a country and virtual number. Skype users have a unique Skype name and an online number to receive conventional calls. In the US, the Federal Communications Commission (FCC) mandated Local Number Portability (LNP). A subscriber can change telephone providers and maintain the same telephone number. The number is simply change in a database to correspond to the present provider.

In a large-scale event such as the flooding of New Orleans, 10^7 candidate phone numbers would be more than adequate to accommodate the number of displaced, or nomadic, people.

A central planning sponsor such as The Federal Emergency Management Agency (FEMA), The American Red Cross, or a state emergency planning authority, could assume responsibility for emergency person-to-person communications. This would avoid overloading the communications systems with useless attempts, needless duplication of resources, and ambiguity as to how the individual is to respond to an emergency. It will be understood that while a United States Government or established emergency agency is a preferred sponsor, a corporate sponsor, or a foreign government could also act.

It will be apparent to those skilled in the art that implementing a large-scale block of electronic access addresses is a minor software program. The significant obstacle is pairing individuals with the resources through the electronic access addresses in a unilateral method, i.e., the authority unilaterally builds a system, and the individual elects to access the system, or not. In other words, the sponsor builds a system and the individuals use it if they so choose.

In this respect, the 911 emergency phone system disclosed by Connell et al. in U.S. Pat. No. 3,881,060 is a good example. A traveler anywhere in the United States knows by default that they can call the universal number 911 in an emergency, without need to know under which authority they actually need to call, i.e., city, county, state, or a specific unique phone number for that locality.

Either an unused area code, or some other unique prefix known in the art, such as the method used by prepaid calling cards (caller dials a universal toll free number and then directs the call to the desired subscriber), could be assigned to create a virtual overlay of the 7 digit subscriber telephone number system. Hereinafter virtual overlay is defined to be an electronic communications system residing in memory in which at least a portion of the electronic access address is comprised of an event designated default portion of preferably at least 3 digits; in combination with a number of at least 4 digits and preferably at least 7 digits, e.g., a virtual overlay could designate an unused 3 digit area code combined with a 7 digit user identifier code.

The sponsor could broadcast the event identifier to the individuals, and the individuals would combine that with their subscriber telephone number, acting as a user identifier, to construct an electronic access address that would be unique to the event at hand.

The elegance of the method will become apparent to those skilled in the art from the Figures and details of the preferred embodiments.

First Preferred Embodiment

The First Preferred Embodiment employs an architecture based on the telephone infrastructure and electronic voice mail as shown in FIG. 1 and FIG. 2.

The virtual overlay system provides capability for recording and playing voice messages, i.e., voice mail. The system is activated **14** by connecting to the public telephone network by the responsible sponsor and requires no access password. In a typical scenario, a sponsor would publicize the system existence prior to an emergency, and activate the system prior to a known threat, such as a hurricane, or immediately after an event. For example, an unused area code, which will be designated ABC, hereinafter will be understood to mean a 3 digit symbol available on the conventional 12 button telephone, 0-9, *, and #, would be designated for the event as the event identifier **11**. The public would be advised that in an interruption of telephone services, or in a nomadic situation, they should call the electronic access address **21** constructed of the event identifier **11** ABC, followed by their subscriber 7 digit phone number user identifier **12**. It will be understood that the example of an area code and 7 digit phone number is merely an example and the invention is not limited to this example. The caller would be given the option of recording a message **13** or playing back messages **13**, but could not delete messages **13**, i.e., the messages would be managed by the sponsor in a methodical manner to conserve resources and avoid conflicts. The system would be available to anyone on a toll free basis with no expectation of privacy or preferential ownership privileges. It will be apparent that by such a system, people could establish person-to-person messaging and thereby establish more direct alternate means of communication, e.g., a hotel name, cell phone number, etc.

The sponsor could limit the length of messages to help free communications systems. It could also limit the memory available by pushing out older messages (first in first out) as the allocated memory is exceeded. It will be apparent to those skilled in the art that 10^7 voice mail boxes would far exceed the requirement for most emergencies. Rather than providing the full capability by default, it would conserve hardware requirements by dynamically allocating boxes. For example, when a number is called the computer could check to see if it has been initiated. If so, simply route the call to that box. If this is the first call to that number, automatically allocate a box to that number and route the call to that box. It will also be apparent to those skilled in the art, that an event would likely involve more than one area code. In that event, callers will simply share the same box in a party line arrangement with no expectation of privacy.

In the case of a business, employees may call their department head, or human resources department to coordinate resumption of business at an alternate location.

It will be apparent to those skilled in the art that such a system would be subject to spam calls. Spam filters are well known in the art and it would be desirable to include such a filter at the head end. It would also be desirable to include the entire ABC prefix under the national do not call registration protection.

Second Preferred Embodiment

In the case of the Internet, a domain could be used to differentiate the emergency system from the existing email system, i.e., the ABC prefix would not be required. For example, as shown in FIG. 3, email addresses could be created using all possible 7 digit telephone numbers as the user identifier **12** in combination with a unique domain as the event identifier **11** to construct the electronic access address **21**, such as 8675309@katrina.gov. Individuals would go to the default email address **21** to check for all messages **13** and email could be sent from any email address to the designated email address. No password would be required to log into the

email, so all messages would be available to all interested parties. Email could be forwarded, or replied to, but not deleted. Addresses could be dynamically allocated as in the First Preferred Embodiment, or simply created for all possible combinations. It will be recognized that spam and message length could be controlled by techniques well known in the art.

Third Preferred Embodiment

The Third Preferred Embodiment employs an architecture based on integrating the telephone system and the Internet and electronic mail (email) as described hereinafter.

In U.S. Pat. No. 7,330,537 Frifeldt et al. discloses an integrated messaging server directory service with a communication system voice mail message interface, which is incorporated by reference hereinabove. This system, sold by Adomo Incorporated of Cupertino, Calif., is described in the Adomo Voice Messaging Getting Started manual which is incorporated by reference herein. Section 8 describes a system that integrates voice messages into Microsoft Outlook whereby voice messages are accessed by a personal computer. An incoming message is routed to the designed PC Outlook account. Messages generate an email message listing the incoming voice messages by sender and time. The messages can then be played in the selected order. It will be apparent to those skilled in the art that such a system may be exploited by the First Preferred Embodiment for voice message management and playback on a PC or smart phone in parallel with telephone access, as well as integrating the Second Preferred Embodiment for email messages. The ubiquitous proliferation of smart phones that handle telephone, text messages, images, Internet, data transfer, GPS navigation, etc. is destined to improve communications in an emergency. However, these devices may be damaged, lost, without power, or without wireless service in the area of the emergency.

Example Implementation Scenario

One scenario for implementing a large-scale person-to-person emergency electronic messaging system as disclosed herein would be for an organization, such as FEMA, to contract with a communications integration engineering service (the Contractor) to design and operate an infrastructure (the System). The Contractor would in turn contract with telephone and data processing providers to provide high capacity service on short notice. This could be facilitated by utilizing cloud computing and data storage reserves on a dynamically allocated basis, i.e., anywhere in the world.

For example, software would be written to handle 10^7 user identifiers (12) on a cloud computer. A phone call to the user identifier number would not be recognized prior to activation of the system. Likewise, an email would bounce.

On notification from FEMA, the System could be made operational (14) in short notice. The cloud computer system would be activated and the database would be updated to make the 10^7 telephone numbers and email addresses available. This would be transparent to the subscribers, who would not have to do anything to make the service available. In situations with some prior knowledge, such as a hurricane, the event identifier (11) could be publicized in advance. Examples showing how to construct the electronic access address (21) could be broadcast. For dynamic events, such as an earthquake, a default event identifier (11) could be used.

In the first preferred embodiment, person B wishing to contact person A could call the electronic access address (21) using person A's subscriber telephone number, or user identifier (12), and check to see if person A has left any messages.

Person B would also retrieve voice messages left by persons C and D that are also wishing to establish contact with person A—or other persons that share an interest or knowledge of person A. For example, person B may be a relative of person A. Person C may be a co-worker of person A, but unknown to person B. Person D may be a neighbor to person A and unknown to persons B and C. Person E may be the finder of a lost dog wearing the subscriber telephone number that doesn't know any of the persons, but simply wishes to let it be known how any interested party associated with the subscriber number (12) may recover the dog. However, by sharing a common network of information, persons B, C, D, and E can communicate information about person A, with person A, and among themselves. Note that this could take place without person A's initiation, or even being alive. For example, person B may contact person E and pick up the dog.

At some later point in time when (if) person A is available, all of the messages left by persons B, C, and D could be retrieved by person A. A response could be left by person A with the assurance that persons B, C, D, and E will have access to the message. This leaves person A free to take care of more immediate issues, and minimizes the load on the communications infrastructure.

In the second preferred embodiment, the same steps could be taken by email, using text messages, instead of telephone.

In the third preferred embodiment, the telephone voice messages would automatically be copied and emailed to the email account. Person B could access the email account via a computer or smart phone and retrieve all voice and text messages.

In all preferred embodiments, provisions could be made to forward selected text and voice messages to other electronic access addresses (12) or conventional electronic accounts. It will be recognized that FEMA could broadcast voice, text, and data messages to all accounts, while blocking spam broadcasts.

At the end of the emergency, FEMA could deactivate the System and return the resources to the providers—thus maximizing use of the contracted resources for the random occasions when needed, but minimizing the actual hardware time paid for. It will be recognized that the System as disclosed would minimize communications traffic, thus making more efficient use of available bandwidth and resources.

Having described the methods, many variations of the invention will become apparent to those skilled in the art, which are disclosed in the claim limitations. For example, lost pet owners will be more easily contacted by including a telephone number identification on the pet. Schools and teachers can rapidly contact children's parents by simply asking the children for their phone numbers. Notification of next of kin for bodies can be expedited by expanding the contact to extended family and friends that would otherwise not be located without extensive research. Neighbors can more easily check on each other and provide assistance, even under nomadic conditions. The communications systems would be freed of needless traffic which would expedite more pressing emergency use. The psychological impact of a terrorist attack would be lessened.

What is claimed is:

1. A method for reuniting a pet that is lost with an owner of the pet in a large-scale emergency, with steps comprising:
 - (a) attaching a first user identifier to the pet, wherein the first user identifier is associated with the owner;
 - (b) providing by a sponsor, sua sponte, equipment configured to receive, store, retrieve, and play, in a non-pref-

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- erential manner, electronic messages associated with one of a plurality of electronic access addresses;
- (c) establishing by the sponsor, an event identifier;
- (d) communicating from the sponsor to the public at large, a prescribed manner for constructing the plurality of electronic access addresses; 5
- (e) communicating from the sponsor to the public at large, the event identifier;
- (f) configuring by the sponsor, the plurality of electronic access addresses of the equipment, based at least in part on the event identifier, a plurality of user identifiers, and the prescribed manner; 10
- (g) activating the equipment by the sponsor, and making the equipment accessible for use by the public at large starting at a first time, wherein the first time is based at least in part on recognition of a start of the emergency by the sponsor; 15
- (h) determining a first electronic access address associated with the owner by a finder of the lost pet, based at least in part on the first user identifier, the prescribed manner, and the event identifier; 20
- (i) determining the first electronic access address by a first person, based at least in part on the first user identifier, the prescribed manner, and the event identifier;
- (j) depositing a first electronic message to the first electronic access address of the equipment by one of the finder and the first person; 25
- (k) recovering the first electronic message from the first electronic access address by the other of the finder and the first person; 30
- (l) reuniting the pet with the first person, based at least in part on the first electronic message; and
- (m) deactivating the equipment by the sponsor, and making the equipment unaccessible for use by the public at large starting at a second time, wherein the second time is based at least in part on recognition of an end to the emergency by the sponsor. 35
2. The method of claim 1, wherein:
in step (b) at least a portion of the equipment is configured to be dynamically allocated using cloud computing and data storage resources. 40
3. The method of claim 1, wherein:
in step (b) the equipment is a voice mail system.
4. The method of claim 1, wherein:
in step (b) the equipment is an email system. 45
5. The method of claim 1, wherein:
in step (b) the equipment is a unified communication system.
6. The method of claim 1, wherein:
in step (f) the plurality of user identifiers comprises a universe of all possible permutations of at least 4 numerical digits. 50
7. The method of claim 1, wherein:
in step (f) the plurality of user identifiers comprises a universe of all possible permutations of at least 7 numerical digits. 55
8. The method of claim 1, wherein:
in step (a) the first user identifier is a subscriber telephone number.
9. The method of claim 1, wherein:
in step (c) the event identifier consist of symbols available on a telephone keypad. 60
10. The method of claim 1, wherein:
in step (c) the event identifier is associated with a name selected from the group consisting of a hurricane, a flood, a tornado, an earthquake, a fire, a volcanic event, a tsunami, an industrial accident, a transportation acci-

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- dent, an act of war, the sponsor, a government agency, a not for profit organization, a company, and an advertiser.
11. The method of claim 1, wherein:
in step (c) the event identifier is a telephone area code.
12. The method of claim 1, wherein:
in step (c) the event identifier is a telephone country code.
13. The method of claim 1, wherein:
in step (c) the event identifier is an Internet domain.
14. The method of claim 1, wherein:
in step (b) the public at large may not delete the electronic messages.
15. The method of claim 1, wherein:
in step (b) the electronic access address is directly entered on a telephone in one operation.
16. The method of claim 1, wherein:
in step (j) there is no expectation of privacy of the first electronic message by the one of the finder and the first person.
17. The method of claim 1, wherein:
in step (g) there is no expectation of preferential ownership privileges of any of the plurality of electronic access addresses by the public at large.
18. A method for emergency communications, with steps comprising:
- (a) providing by a contractor, equipment configured to receive, store, retrieve, and play, in a non-preferential manner, electronic messages associated with one of a plurality of electronic access addresses, wherein at least a portion of the equipment is configured to be dynamically allocated using cloud computing and data storage resources;
- (b) establishing by a sponsor, an event identifier;
- (c) communicating from the sponsor to the public at large, a prescribed manner for constructing the plurality of electronic access addresses;
- (d) communicating from the sponsor to the public at large, the event identifier;
- (e) configuring by the contractor, the plurality of electronic access addresses of the equipment, based at least in part on the event identifier, a plurality of user identifiers, and the prescribed manner;
- (f) notifying the contractor by the sponsor to activate the equipment and make the equipment accessible for use by the public at large, sua sponte, starting at a first time, wherein the first time is based at least in part on recognition of a start of an emergency by the sponsor;
- (g) allocating by the contractor, the cloud computing and data storage resources;
- (h) activating by the contractor, the equipment;
- (i) configuring by the public at large, at least one electronic access address, based at least in part on the event identifier, a first user identifier, and the prescribed manner;
- (j) using the equipment by the public at large to receive, store, retrieve, and play the electronic messages associated with the at least one electronic access address;
- (k) notifying the contractor by the sponsor to deactivate the equipment and make the equipment unaccessible for use by the public at large starting at a second time, wherein the second time is based at least in part on recognition of an end to the emergency by the sponsor;
- (l) deactivating by the contractor, the equipment; and
- (m) deallocating by the contractor, the cloud computing and data storage resources.

19. The method of claim 18, wherein:
in step (i) the first user identifier is a subscriber telephone
number.

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