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CBP Launches Border Radio Pilot**AM Radio System Installed to Inform Land Border Crossers**

02/10/2012

Washington— U.S. Customs and Border Protection today announced the installation of a pilot AM radio broadcast system, aimed to better inform the border crossing public. CBP has installed AM radio frequency transmitters at two ports of entry on the southwest border, Ysleta in El Paso, Texas and Lincoln-Juarez in Laredo, Texas in order to communicate important border crossing information to travelers.

CBP has transformed the way it does business at land ports of entry over the last few years and one of the key elements is the concept of active lane management. This concept allows infrastructure enhancements such as improved license plate readers and radio frequency identification (RFID) technology coupled with new Ready Lanes, light emitting diode (LED) signage and Trusted Traveler lanes (NEXUS, SENTRI, FAST) to facilitate the entry process for travelers.

Furthering this concept CBP believes an informed and educated traveler is an efficient traveler.

CBP is always looking for new and effective ways to communicate with the traveling public and the model of the AM transmitter, used by many highway and traffic authorities, hopes to prove an effective tool for CBP.

Information broadcast will include reminders of document requirements and how to use high-tech travel cards, information about CBP's Trusted Traveler Programs, basic border crossing rules and regulations, and will allow the ability for each port of entry to update with emergency travel information or updates.

While in a pilot phase, CBP will monitor the effectiveness of this new tool in a few locations on the northern and southern borders. Analysis of the pilot will inform further system installations and messaging.

U.S. Customs and Border Protection is the unified border agency within the Department of Homeland Security charged with the management, control and protection of our nation's borders at and between the official ports of entry. CBP is charged with keeping terrorists and terrorist weapons out of the country while enforcing hundreds of U.S. laws.

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