

CASE STUDY: Cleveland Browns

SECURITY PLAYBOOK: Cleveland Browns Use Send Word Now



In addition to calling plays on the field, the Browns are communicating with their players and staff off the field with the Send Word Now Alert Service. Lewis Merletti, Executive Vice President and head of security for the Cleveland Browns, and former Director of the United States Secret Service, has learned from experience that rapid, reliable communication is essential to any security operation. With the SWN Alert Service in his playbook, Merletti can communicate with 150 organization members, including the Browns' 53 professional football players. Coordinating the logistics for travel, in addition to keeping players, fans, and staff safe, was a constant challenge before Send Word Now.

Serious About Security

Football teams only draft the best players, and the Cleveland Browns did the same when choosing their security team: Lewis Merletti, Senior Vice President of the Browns and former Director of the United States Secret Service; Carl Meyer, Vice President of Security and a former Secret Service

Agent; Kat Mathis, an Associate in the Senior VP's office who formerly worked for the CIA; and Ken Rundle, Manager of the Training Facility and Security and a former counter-sniper with the Secret Service. All are experienced in dealing

“The Send Word Now Alert Service is really the centerpiece of our emergency planning.”

**-Kat Mathis,
Browns Security**

with critical situations, and they realize the need for swift and reliable communications. When the Secret Service is defending the President's life, there can be no mistakes.

Merletti chose the Send Word Now Alert Service after speaking with former Secret Service colleagues who used the system. He said the ability to notify people within moments of an incident occurring is important, whether it be a simple snow warning or a more serious terror event.

Coordinated Communication

On the field the Browns' plays are called and executed with precision, and off the field the Browns' organization-wide communication and travel plans are equally well-orchestrated. There are secure motorcades to the airport, hotel, and other destinations when the team travels together.

“When there is a last minute change in schedule, we need to get the word out to players, coaches and support staff,” said Merletti.

Coordinating maneuvers off the field can be almost as tough as on the field, with a team of 53 players and 150 total staff members who travel and work together. Merletti said it is important to be able to reach people via any available mode of communication or device they have with them.

“If someone is going to be late for a bus, it's not like they can just catch up and get on at the next corner. Everything has to be planned and coordinated - we can't afford for anyone to miss a trip,” said Merletti.

Mathis agreed that Send Word Now is essential to their security plan. “There are two separate Browns facilities in Cleveland that are 15 miles apart. The ability to communicate organization-wide regardless of physical location is a key concern for the Brown's organization.” Ease-of-use and simplicity are also two key features that support the rapid communications their team needs to keep the team and its fans safe.

“It gives me a certain comfort level knowing that I can instantly contact anyone if I need to using Send Word Now.”

**-Lewis Merletti,
Browns Executive VP**

Both Merletti and Mathis agree that when communications matter, only a robust and reliable service will suffice. “The bottom line,” Merletti said, “is that Send Word Now is a very effective solution.”