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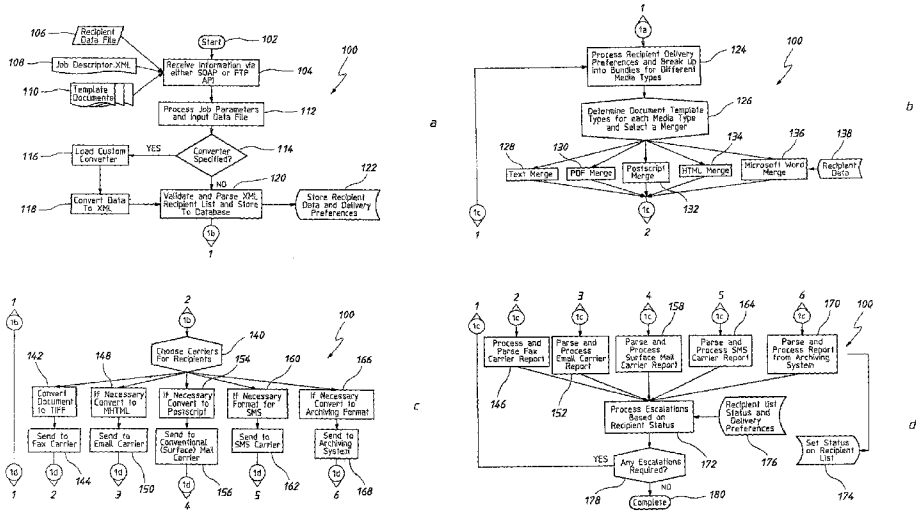
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(54) Title: A BULK COMMUNICATIONS PROCESS USING MULTIPLE DELIVERY MEDIA



(57) Abstract: A method (100), a system and, a computer program product for bulk communication of information to recipients via multiple delivery media are disclosed. The media include facsimile, email, surface mail, SMS messaging, and archiving (and is adapted for new media types in the future). A single interface is used to receive information (106, 108, 110) for distribution including one or more template documents (110) and data (106) specific to each recipient. At least one document based on the received information (106, 108, 110) is transmitted using a specified delivery media (144, 150, 156, 162, 168) for each recipient based on the recipients' delivery preferences (122, 176). Escalating (172, 178) transmission of the document may occur using a different delivery media for any recipients for whom transmission by the specified delivery media fails. The escalating step (172, 178) may depend upon status information (176) from a carrier regarding delivery of the document to each recipient.

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