SIGN UP FOR NY-ALERT

Broome County recently announced that it was participating in the New York Alert notification program. NY-Alert is New York Sate's All-Hazards Alert and Notification System. This web-based portal offers one-stop shopping through which State and local governments can provide emergency information to a defined audience be it local, county regional or statewide.

Now you can receive emergency information such as road closures and weather events at home, work or on the go. And you can receive the information the way you choose: Via email; telephone call at home, at work or through your cellular device; Short Message Service (SMS) text message; fax; pager; and on the web through your RSS (Really Simple Syndicate) Reader or by visiting the NY-ALERT website at www.nyalert.gov.
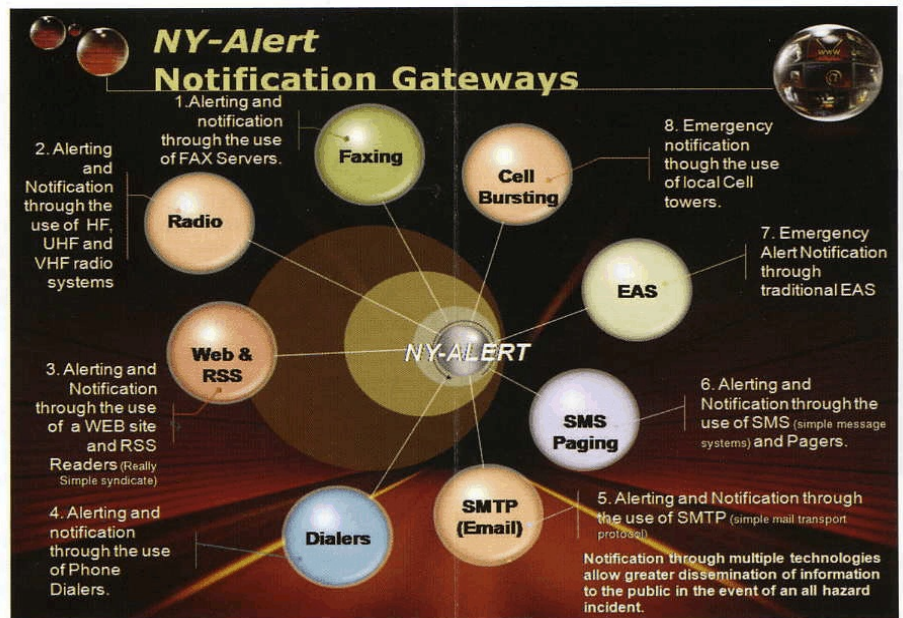
Participation in ALERT-NY is particularly important for those who use a cell phone or web-based phone. These numbers are not in the 911 data base and would not be available when "reverse 911" notifications are made to households in an affected area.

The information being provided by State agencies and local governments can be of pending events, such as National Weather Service alerts of snowstorms, tornadoes, or severe weather; consequential actions such as road closures caused by those events; and protective actions that are recommended by State, local governments, colleges, universities, and the private sector where appropriate.

How NY-ALERT Works: Notification Gateways

HOW NY-ALERT WORKS: NOTIFICATION GATEWAYS

The alerting portion of this portal uses many communications technologies to reach the public. The portal will disseminate emergency information through:

- Activation of EAS (Emergency Alert System) which includes TV and Cable crawls
- Blast faxes - to all subscribers who requested this gateway;
- Email message to media, business and individual subscribers;
- Really Simple Syndicate (RSS) feeds opted to the website, through which people with RSS readers will automatically received information;
- Text messages or Short Message Services (SMS via cell phones and pagers;
- Postings to the NY-ALERT website; Press releases to targeted media generated from the NY-ALERT portal;
- Cell bursting - messages to all cell phones within range of selected cell sites; and
- Dial-out recorded messages to subscriber phone numbers

State and local agencies, through the county emergency manager, will be able to create incident-specific emergency messages to the targeted audiences/public, or take advantage of alert messages routinely provided by agencies to the public of impending weather and road closures (e.g. Thruway closures, National Weather Service warnings).

Secure Private Notifications

This secondary but important feature allows governmental participants (State and local agencies) to provide private notifications to identified, select groups through the same secure portal.

This feature utilizes the fax, email, text message and dial out messaging. For example, a county sheriff could provide information to a group of local police chiefs; the county fire coordinator could provide information to local fire chiefs in a given region.

SIGN UP TODAY

NY-Alert is subscription-based. If you wish to receive emergency information, you must register on the NY-ALERT website at:

WWW.NYALERT.GOV

Your email address will be your identifier. When you register, you will be permitted to list up to three phone numbers where you will receive the alerts up to three email addresses, and one SMS device. Remember, you will receive information on all of the devices you registered when an alert is issued for the area to which you subscribed.

You also will be able to select the locations from which you want to receive the information: your town or village, county, region of the State or the entire state itself. However, if you select a large geographic area, you will receive all of the alerts, press releases and other information regarding those areas.

While NY-ALERT will transmit information almost instantaneously utilizing all gateways simultaneously, there is no 100 percent guarantee that the information will be received in a timely manner because the existing third party infrastructure may be unavailable (such as SMS, faxing and phone lines)

 Sign up today to NY-ALERT to keep yourself informed about hazards in your area.