

Sign Up Today

NY-ALERT is free and subscription-based. If you wish to receive emergency information, you can register at the NY-ALERT website at

www.nyalert.gov

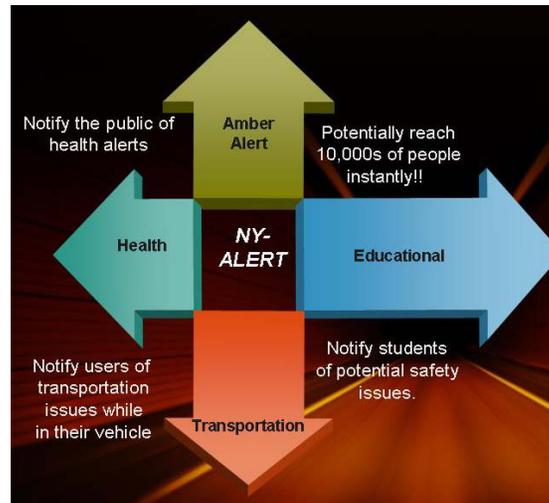
Your email address will be your identifier. When you register, you can list up to three phone numbers, up to three email addresses, and one SMS device (for text messages). Most alerts are issued locally by your county or local municipality. Local officials will determine when to issue an alert and what devices to send alerts to. You may receive information on all of the devices you registered, or just one. Each emergency is different; therefore, each alert will be tailored to meet the notification needs of the incident. If you do not have access to the worldwide web, you may still sign up for NY-ALERT by calling

1-888-697-6972

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

While NY-ALERT will transmit information almost instantaneously utilizing all appropriate 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).

Endless Possibilities



Be Prepared

Receiving emergency information is an important step to being prepared as an individual, a family and a community. Just as important is knowing what to do, how to do it, and when to do it.

In addition to receiving emergency information through NY-ALERT, two actions that you can take to become better prepared to protect yourself and your family are to develop an emergency plan and prepare a portable cache of emergency supplies that can be used at home or at work.

For more information on what you and your family can do to be better prepared, visit the website of the New York State Emergency Management Office at

www.semo.state.ny.us

NY-ALERT

www.nyalert.gov

New York State's All-Hazards Alert & Notification System

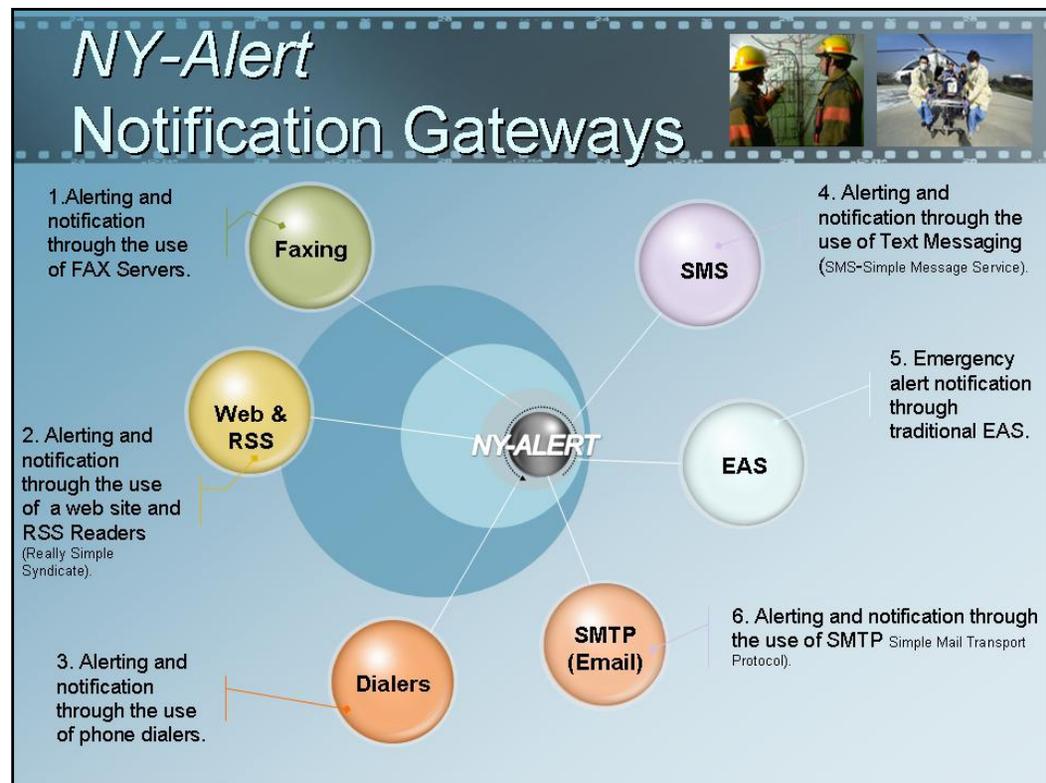
David A. Paterson, Governor

NY-ALERT

Welcome to NY-ALERT, New York State's All-Hazards Alert and Notification System. This web-based portal offers one-stop shopping through which State agencies, county and local governments, emergency service agencies and institutions of higher learning can provide emergency information to a defined audience be it local, county, regional or statewide.

Now you can receive emergency information such as major road closures and weather events at home, work or on the go. And you can receive that information the way you choose: via email; telephone call at home, at work or through your cellular device; Simple 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.

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

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);
- Blast faxes—to all subscribers who requested this gateway;
- Email message to media, business and individual subscribers
- Really Simple Syndicate (RSS) feeds posted to the website, through which people with RSS readers will automatically receive information;
- Text messages or Simple Message Service (SMS) via cell phones and pagers;
- Postings to the NY-ALERT website;
- Press releases to targeted media generated from the NY-ALERT portal;
- 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

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