



NEW JERSEY LEAGUE of MUNICIPALITIES

Crisis Communication

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Emergency Management in NJ

- ▶ NJ State Police
- ▶ Municipal/County OEM's
- ▶ Plans required – communications part of planning
- ▶ Federal Partners, e.g., FEMA, NWS
- ▶ Organizational values: resilience, engagement, inclusion
- ▶ Operating Paradigm – preparedness, response, recovery, mitigation – prevention
- ▶ Planning, training, exercising
- ▶ Communication with stakeholders



Pre-Sandy Landfall

- ▶ Messages from NWS – amplify – uncertainty
- ▶ 48 hrs – more certainty
- ▶ Target audiences – public and private – who can further amplify the potential impacts and how to protect against them ?
- ▶ Messaging Strategies: preparedness, evacuation, staying informed, electrical outages, older adults, people with disabilities, preparing for events not experienced in the recent past, statewide impact
- ▶ Advantage – strong voice from governmental leaders



Media Tactics

- ▶ Employ social media
- ▶ Twitter and FB followers quadrupled within a 5-day period, NJOEM blog views approximated 500,000 = surge
- ▶ FB Page used for 911 type calls and post event missing persons
- ▶ Traditional media – many still rely on this
- ▶ Smart phones
- ▶ Social media monitoring case study: use of Public Safety Telecommunicators – success



“How-To” Obtain Info from the NJOEM

- ▶ National Weather Service - <http://www.erh.noaa.gov/er/phi/>
- ▶ New Jersey Office of Emergency Management - www.ready.nj.gov
- ▶ Facebook: www.facebook.com/READYNEWJERSEY
- ▶ Twitter: @NJOEM2010
- ▶ NIXLE - New Jersey residents can register to receive messages by sending a text message with their zip code to 888777 (data rates may apply depending on your plan). Online registration is also available at www.nixle.com.
- ▶ **NJ Alert** - NJ Alert is a free, voluntary and confidential emergency alerting system that allows NJ Office of Emergency Management officials to send E-mail or text messages to cell phones, and other email enabled devices during an emergency event. Sign up for NJ Alert by logging on to: www.njalert.gov.



THANK YOU !

