



# COUNTY OF NORTHAMPTON

## Department of Administration Division of Emergency Management Services

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Release Date: May 15, 2009

**For Immediate Release**

### Northampton County Emergency Management Services Launches Emergency Alerting System

Nazareth, May 15, 2009 — NotifyNC, an emergency text messaging service that will allow Northampton County officials to share critical information with the public, was launched today at a press conference held at the county's Emergency Operations Center in Nazareth, PA. Northampton County Executive, John Stoffa, who was joined by Director of Emergency Management Services, Robert Mateff and County Administrator, John Conklin; encouraged the public to sign up for NotifyNC which would allow them to receive real-time updates on a variety of issues throughout the Northampton County.

"Providing information to the public quickly and accurately is a critical step needed to protect the public and prevent injuries during an emergency," said County Executive John Stoffa. "I am proud to be here today with Emergency Management staff to launch NotifyNC, which is the next generation emergency alerting system that will greatly enhance emergency response in Northampton County."

NotifyNC is a notification system that allows Northampton County officials to send email or text messages to cell phones, Blackberries, pagers and other enabled devices that have been registered. Using [www.NotifyNC.org](http://www.NotifyNC.org) the public can customize their subscriptions and choose the types of alerts that they wish to receive. Examples of alerts that may be sent out by the county include severe weather alerts, transportation delays, Amber Alerts and other public safety information. The public can now sign up for this service by visiting [www.NotifyNC.org](http://www.NotifyNC.org).

Alerts will be automatically sent to any device that the individual selects. Northampton County Director of Emergency Services, Robert Mateff, thinks that this new service will have a dramatic impact on his Division's attempts at keeping the public aware of any ongoing emergencies within the county. "NotifyNC will keep you and yours connected to critical information when you need it most—during an emergency." "Implementation of this public alerting system greatly enhances our efforts to prepare and protect the public," said Mateff.



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### Northampton County Emergency Management Services Announces Social Networking Initiative

Nazareth, May 15, 2009 — Northampton County Emergency Management Services announced today they are now on Facebook and Twitter. The social networking initiative has been designed to reach a broader network and raise awareness throughout the county. Social networking sites will be used to provide weekly emergency preparedness tips, broadcast advisories and important informational updates.

Links to the pages can be found at [www.NC911.org](http://www.NC911.org). Director for Northampton County Emergency Management Services, Robert Mateff, noted "It is important for us to take advantage of the opportunity to reach so many people." "Social networking is another avenue we can use to enhance the public's awareness and emphasize the importance of being prepared for emergencies."

Mateff also encouraged the public to register at [www.NotifyNC.org](http://www.NotifyNC.org) for official emergency alerts and informational updates or visit Northampton County's Division of Emergency Management Services website at [www.NC911.org](http://www.NC911.org).

- You can follow us on Twitter at <http://twitter.com/NorthamptonEM>
- You can friend us on Facebook at <http://www.facebook.com/pages/Nazareth-PA/Northampton-County-Emergency-Management-Services/95688940038?ref=nf>

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