

Emergency Mobile Alert test campaign guide

Background

Emergency Mobile Alerts are messages about emergencies sent by authorised emergency agencies to capable mobile phones. The alerts are designed to keep people safe and are broadcast to all capable phones from targeted cell towers. They can be targeted to areas affected by serious hazards and will only be sent when there is a serious threat to life, health or property, and, in some cases, for test purposes.

Since the system was launched in November 2017, a test has been held annually to ensure the Emergency Mobile Alert system works well. The test allow us to evaluate the system, cell towers and your phone's ability to receive the alert.

The previous nationwide tests were sent to cell towers all over New Zealand and we expect approximately four million phones were capable of receiving the alert – twice as many as the previous test.

The date for the test is publicised in a national advertising campaign so everyone knows what to expect.

The date for the test this year is Sunday 24 November, between 6pm and 7pm.

2019 Campaign

Audience

- All New Zealanders with a mobile phone
- Health sector – we're working with the Ministry of Health and DHBs to ensure hospitals, rest homes, etc, are aware of the test.
- Visitor sector – we're working with MBIE, Customs, Hospitality associations to ensure tourists are aware of the test.

Key Messages

- Emergency Mobile Alerts are messages about emergencies sent by authorised emergency agencies to capable mobile phones.
- You can find out if your mobile phone is capable of receiving the messages by checking the list on our website <https://getready.govt.nz/capable-phones>
- Your phone may not be capable even if it is on the list if it has not been set up to receive cell broadcast (eg some parallel imported phones)
- Find out more about EMA at www.getready.govt.nz/ema
- A nationwide test is being held to test the Emergency Mobile Alert system on Sunday 24 November between 6pm and 7pm.
- Alerts are targeted to people in affected areas, sent by cell broadcast to capable phones.
- Because emergency mobile alert is sent by cell-broadcast, there is no option to opt out of receiving the test or alerts.
- Emergency Mobile Alert is one way of receiving information about emergencies, it will never be used in isolation.

- A form will be available on the Civil Defence website for people to provide feedback on the test.
- It's important to know the different ways you can stay informed during an emergency.
 - Radio: If the power goes out, a solar or battery powered radio (or your car radio) can help you keep up to date with the latest news. In an emergency, tune to these stations: Radio New Zealand, The Hits, NewstalkZB, MoreFM
 - Online - For local updates, check your council's website, as well as your local Civil Defence Emergency Management Group website and social media. National updates will be available on the Ministry of Civil Defence & Emergency Management's website and @civildefence Twitter channel.
 - Neighbours – Get to know your neighbours so you can help each other while civil defence and emergency services are busy helping people who need them most. Get involved in your community and get to know your neighbours before an emergency happens.

What we're doing

Advertising

We will run an advertising campaign from 17-24 November on TV, radio and online that makes the best use of our budget and reaches the widest audience. We will be using our existing advertising campaign creative, with updated date.

- TV – TVNZ, TV3, Bravo, Prime, SKY, Māori TV
- Radio – Breeze, Edge, More, Mai, Live, Sound, Rock, Magic, Tarana, George
- Online – You Tube
- Ethnic media – advertising with ethnic media outlets, eg Sky Kiwi, Chinese New Zealand Herald
- Social media – we will advertise the nationwide test on Facebook and Instagram through promoted posts

Social media

Throughout November we will use our social media channels – NZ Civil Defence on Facebook and NZ Get Thru on Twitter – to raise awareness of the test and remind people of the different ways to stay informed in an emergency.

Media

We're be working with key media to raise awareness of the test and remind the public of the different ways to stay informed, including through interviews with our Director and Minister. We will emphasise that we expect over 4 million phones to be capable of receiving the test alert, in a real emergency

Partner agencies

Our partner agencies (you) will play a key part in raising awareness of the test. We're encouraging them to share our resources on their existing channels to reach the widest audience possible.

What you can do

Share our campaign

We encourage you to share our campaign material using your existing channels.

- Video – play our TV commercial videos on your websites, on TV screens in waiting areas, etc
- Radio – play our radio recordings on your call centre lines
- Online – share our social media posts or use our resources to create your own

Use our resource

We've updated and developed a range of resources for you to use to raise awareness of the test and remind people of the different ways to stay informed in an emergency. For example, you could:

- Download factsheets for staff
- Use factsheet content for intranets
- Put up posters in meeting rooms, public areas, etc
- Include the banners on your website
- Update your social media cover photos
- Create your own social media posts
- Encourage staff to use the email signature

Download our resources at

https://drive.google.com/drive/folders/1d3MTbvP1KmYA0Czn7buuwXuVnwm_nqYt?usp=sharing

Resources

Resource	Format	Size
Facebook Cover Photo	Social Media	828px x 315px
Twitter Cover Photo	Social Media	1500px x 500px
MCDEM Website Banner	Digital	520px x 350px
Get Ready Website Banner	Digital	656px x 369px
Email Signature	Digital	650px x 100px
Facebook Post - Promoted	Social Media	1200px x 900px
Twitter Post	Social Media	1024px x 512px
Poster	Print	A1 - A5
Fact Sheets	Print	A4
Vertical Web Banner	Digital	160px x 600px
TV commercials	Digital	30 seconds
Radio recordings	Digital	
Videos		10 second