

Norfolk Insider

City of Norfolk, NE

www.ci.norfolk.ne.us

February 11, 2010

"Notification Call"

An emergency like the Protient fire in December occurs but this time you receive a text about it immediately on your phone that says who needs to evacuate. A new communication system set up at the City of Norfolk Police Department allows news and information to be sent either through email or text to anyone who signs up.

"This system gives us a way to contact people immediately about emergencies. We depend on our radio stations and other news sources and this would be another way to quickly provide people with information," said Norfolk Police Chief Bill Mizner.

Pictures of missing children or accident site information could quickly be sent out to those who have signed up for the service. Potentially, other non-emergency news could also be sent like community service announcements.

To sign up, individuals go to www.nixle.com and type in Norfolk, Nebraska in the box asking for city information. Click "Go" and then type in a user name and a password, your name, an email address and phone that alerts should be sent to. Click "Subscribe" and you will receive a test notification. The site will then ask for your address so that specific news for your area only can be sent to you.

The service is free and the only cost would be for the user who is paying his cell phone company for each text that he or she receives.

"The International Association of Chief of Police gave the company an award for technology innovation. We feel it's a service that serves people by informing them wherever they are even if they don't have access to a news source," Chief Mizner said.