

Citizens can now receive emergency messages via Nixle

Written by

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City of Lawton/Comanche County Emergency Management (CCEM) announced today it will utilize a new mass notification system that allows officials to send emergency information directly to residents via text and/or email.

Nixle is a FREE service that allows public safety officials to create and publish messages for subscribed residents instantly via cell phone text message and/or email. There is NO spam and no hidden cost. Standard text messaging rates do apply. Notifications can also be accessed online at Nixle's web site at www.nixle.com.

The types of emergencies and notifications Nixle can be used for include, but are not limited to, the following;

- * Weather watches, advisories and warnings
- * Evacuations
- * Fire in your area that could put you at risk;
- * Bomb threats;
- * Hostage situations;
- * Drinking water contamination or boil water notice;
- * Missing persons;
- * For any emergency reason deemed necessary by city/county officials.

"Technology must be utilized by municipal agencies to help keep citizens informed. Citizens are utilizing technology, whether on their phone or computer, and they want to know what's happening. Now we can inform them directly on their phone or computer within seconds," stated Larry Mitchell, city manager for the City of Lawton.

The messages can be sent specifically to residents registered within a ¼ mile radius, giving them the opportunity to receive trustworthy information relevant only to their neighborhood. Residents decide from which local agencies they want to receive information. Subscribers can also choose the way in which alerts are received, whether it is by email, text message, or over the web.

Nixle builds on the foundations of other public-to-public communication services, such as Twitter, Facebook, and MySpace, but adds a key component: security. When citizens receive

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information from our agency via Nixle, they know it can be trusted.

“We want communications with our citizens to be timely, effective, and trusted. Nixle gives emergency management a SECURE, easy-to-use, and cost effective way to share emergency information with residents,” added Clint Wagstaff, emergency manager for the City of Lawton & Comanche County.

Residents of Comanche County can immediately begin receiving emergency information via text message, email, and web by registering at www.nixle.com .

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