

brian  **fm**
playing what we feel like

EMERGENCY BROADCAST SYSTEM

Who and What is Brian FM?

Certainly not a normal radio station

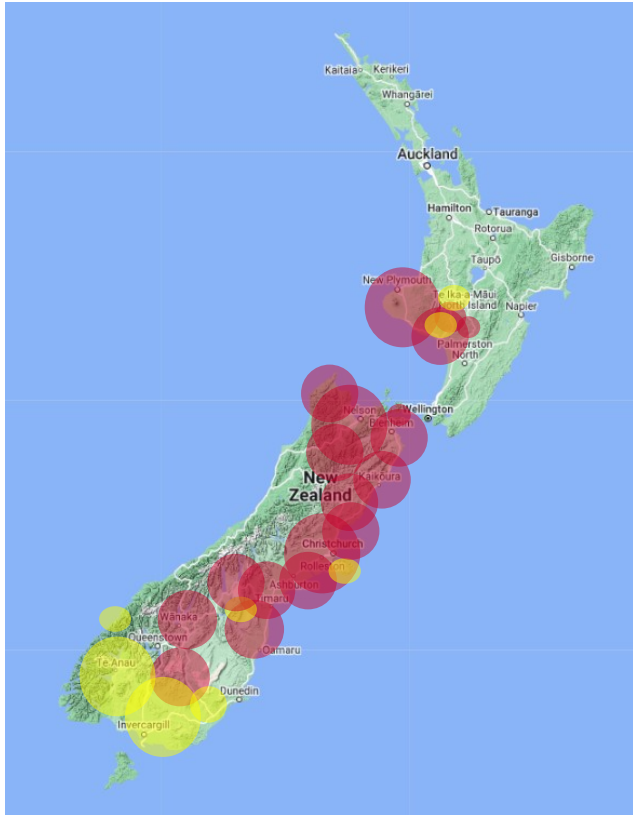
Brian FM has...

No commercials
No DJ's
We Play What We Feel Like
We have no requests

Privately owned, financed and operated
Not associated with any large network
Innovative and nimble
New Zealand's fastest growing radio station.
Expanding faster than any other radio brand thru strong local demand
Available to local communities in times of need

We exude an unrivaled community spirit

History



2014 – Blenheim and Whanganui

2015 – Picton, Seddon, Havelock, Raetihi, Taihape

2016 – Kaikoura & Okiwi Bay

2017 – Ashburton, Alex & Cromwell, Oamaru

2018 – Nelson / Tasman

2019 – Timaru

2020 – South Christchurch & Wanaka

2021 – North Christchurch & Mackenzie Country

2022 – New Plymouth / Taranaki, Hurunui
& Hanmer Springs

2023 – Southland, Balclutha, Mosgiel, Akaroa,
Otematata, Taumaranui, Para Para
Highway

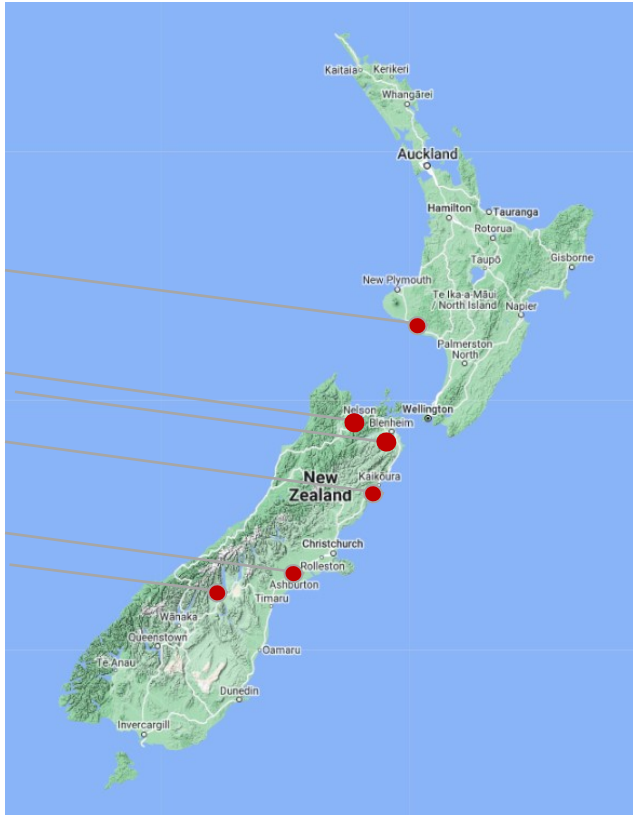
Brian FM's goal

To arm ALL OUR local Council CDEM teams
with an immediate Emergency Broadcast System



WHY?

History



Living In New Zealand is Paradise....
but comes with Natural Events that
our population must endure



In times of need
FAST DELIVERY OF CRITICAL INFORMATION
is a priority to the local community

Distributing localised information is not a simple task
Normal communication means like Cellphones & Internet
are often first disrupted in an emergency event

Radio is a common beacon to get information
for locals to make great decisions for their family and friends' safety





Our Award Winning innovative
Emergency Broadcast System

is a first in **NEW ZEALAND**

Co-operating with our local councils
to create an unparalleled emergency communication network



How Does The Emergency Broadcast System Work?

- Empowers the local CDEM officers
- Entrusting control – You can break into our normal program and broadcast critical information immediately
- Automatic notification of activation is sent to Brian FM
- We make contact – and offer ongoing assistance
- This system is not exclusive, once installed for us any broadcaster can join

Speed to communication is greatly increased for the initial emergency, then normal broadcasters and journalists and channels take over

2015

Brian FM & Marlborough District Council partner to launch
New Zealand's first
Emergency Broadcast System



Be informed = Be Safe

Gary Spence, Emergency Management Officer, in action, relaying civil defence updates via Brian FM radio station.

Marlborough is the first region in New Zealand to be able to break into FM radio to make emergency notifications directly to the listener, keeping our community safer.

Only Marlborough **brian fm**
proving what we feel like

Emergency Broadcast System Launch



2016

Whanganui District Council &
Brian FM partner to replicate
The Emergency Broadcast System

Emergency Broadcast System Launch



2016 **Nov** **14th**

Everything Changed

Marlborough's Emergency Broadcast System was immediately deployed

With Critical Safety Information for the Region

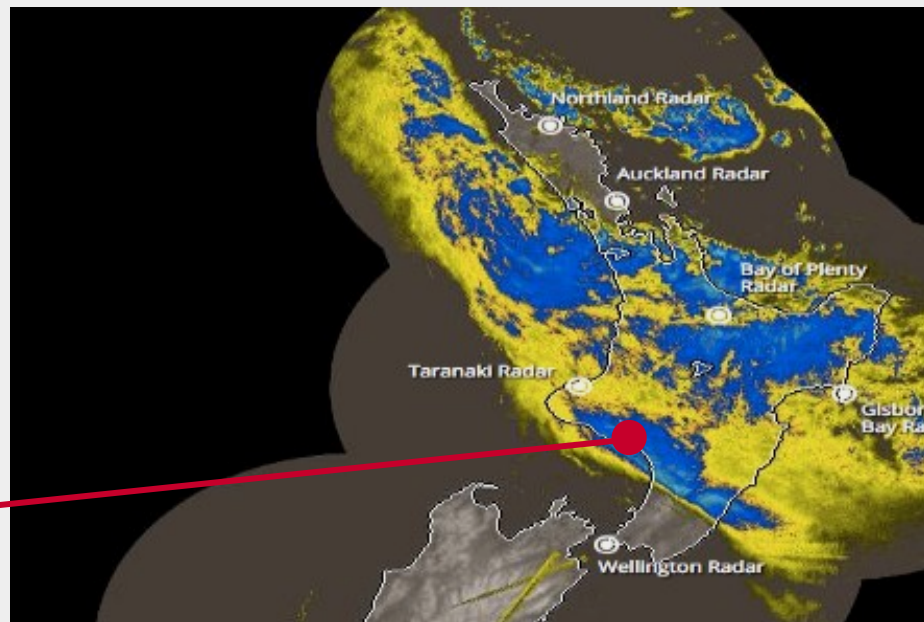


2017

April
5th

Whanganui
And Rangitikei district
Residents
Threatened
By floods

Whanganui / Rangitikei Floods



2019 Nelson Fires

Brian FM instantly adds Emergency messaging to our newly launched Nelson & Tasman station

Providing clear, fast and localized coverage, evacuations and emergency messaging for the regions vast Pigeon Valley fires.



The Nelson Tasman fires were a major challenge for the big media outlets to cover with no idea how bad it would get or how long they would last. Local media also played a crucial role too.

When it became clear the fires raging in Nelson and Tasman were no flash in the pan, national media organisations scrambled to get reporters and teams into the region.

The story led the 6 pm TV news each night and online outlets launched live blogs for the latest information - RNZ's ran for eight straight days - and streamed Civil Defence briefings live online and via Facebook.

Local media outlets like Stuff's Nelson Mail knew how big the story was straight away and so did local media outlets that don't specialise in news coverage - *Brian FM* may come from "a crappy little building downtown" - as its own promo insist - but even though it usually has no ads, no live DJs and no newsroom - it played up to date Civil Defence messages every hour.

2019 Mackenzie District

Brian FM partners with the Mackenzie District Council

Enabling local Emergency Broadcasts in times if need for the Mackenzie Region



A New Region



2020 Ruapehu Snowfalls

State Highway 1 Closed, power out across the Rangitikei and Ruapehu areas for multiple days
Messages broadcast to locals and stranded travelers

Rangitikei & Ruapehu



2021

July
17th

Evacuations,
River level warnings
and general safety messaging
deployed instantly

Marlborough Floods



2022 August 22

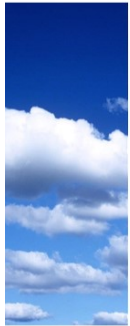
Hundreds Evacuated
Homes destroyed
Properties flooded
SH6 Closed Immediately
3948 additional road faults
SH6 Closing from Nov 1 – Dec 18

Nelson / Marlborough Floods

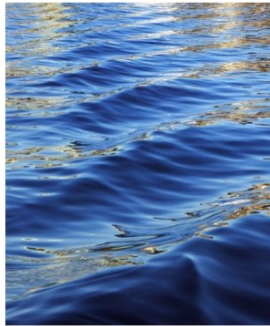


How valuable was this Emergency Broadcast System?

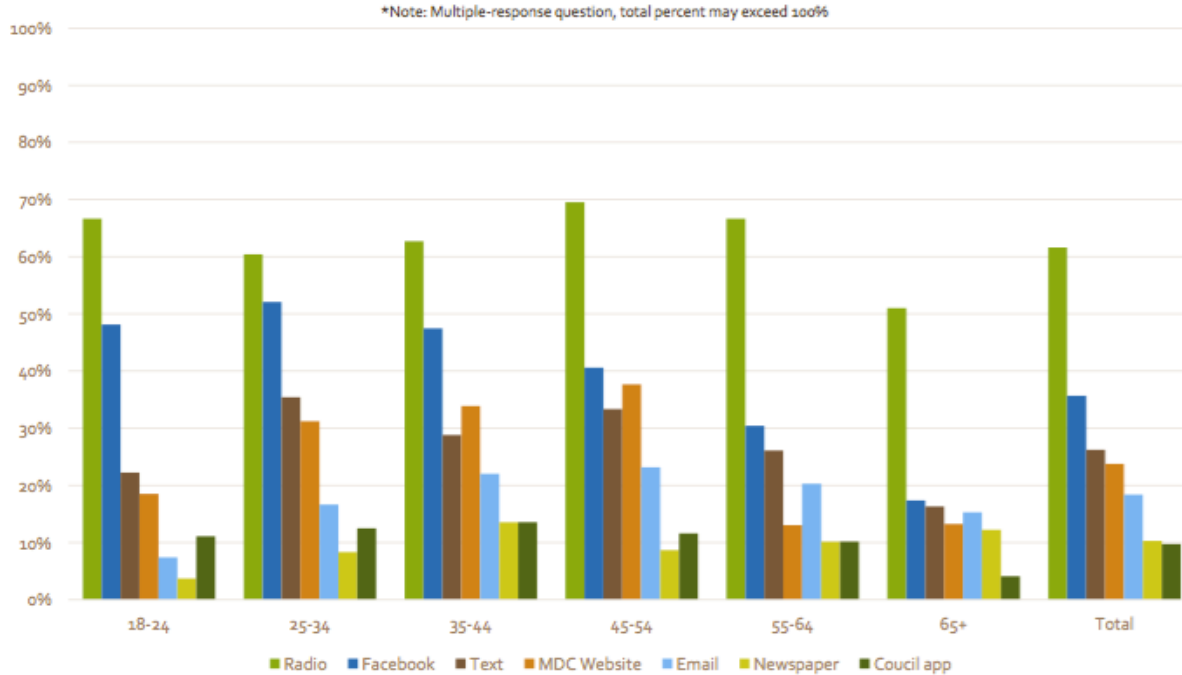
Marlborough District Council commissioned an independent communication survey for the district



Marlborough
District Council -
Communication Survey



Marlborough District Council's Independent Survey shows **Radio** as the Preferred way of communicating **CRITICAL** information

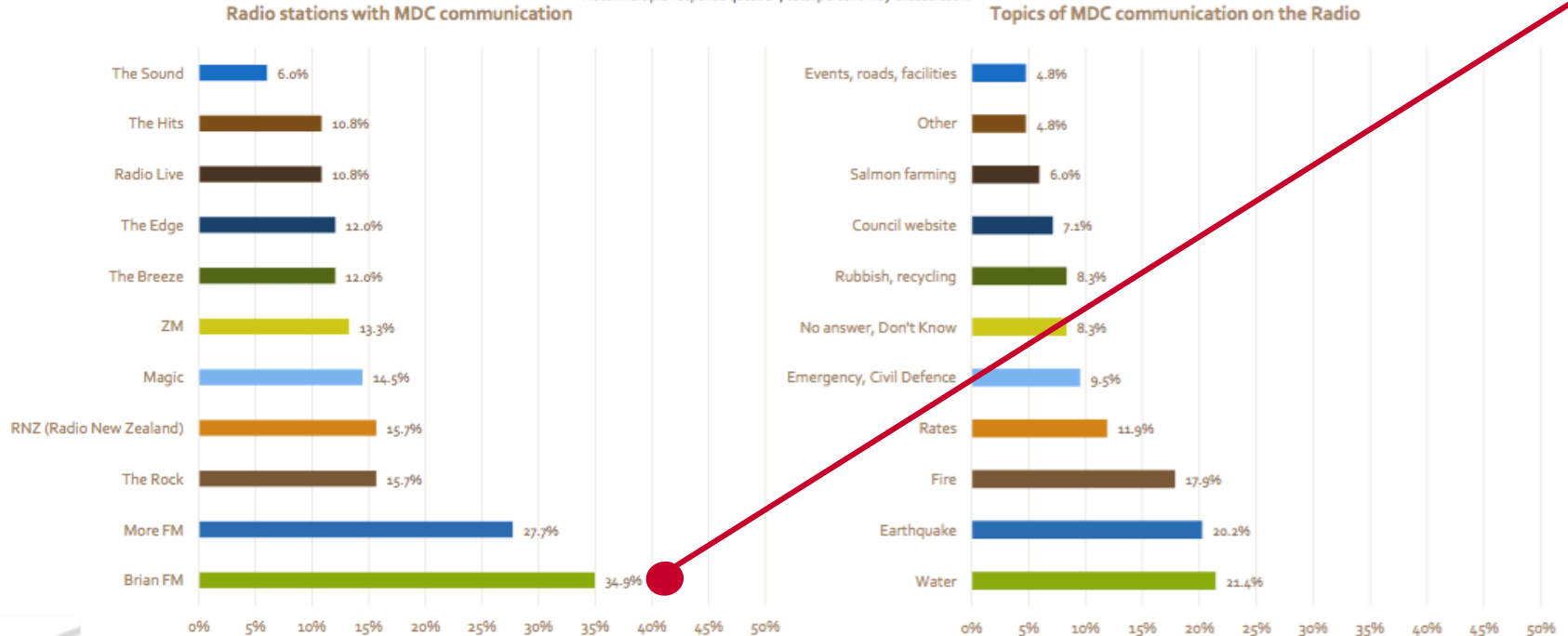


| Area | Top method of communication |
|--------------------|-----------------------------|
| Havelock | 'Radio' |
| Awatere | 'Radio' |
| Western Wairau | 'Radio' |
| Renwick | 'Radio' |
| Marlborough Sounds | 'Radio' |
| Picton | 'Radio' |
| Blenheim vicinity | 'Radio' |
| Blenheim | 'Radio' |

Marlborough District Council's Prominent Information Source

MDC Recall on the Radio

*Note: Multiple-response question, total percent may exceed 100%



Inaugural Winner

Partners from Marlborough & Whanganui District Councils Accepting the award.
Glyn, Catherine & Cass



EMPA Emergency Communications Award

Brian FM , Marlborough & Whanganui Councils Win the first Emergency Media and Public Affairs Award.

- An innovation award at the inaugural Emergency Media and Public Affairs Conference
- Awarded to Brian FM for creating New Zealand's First Emergency Broadcast System

Our Development is not finished yet

How Robust Is Your Communication Strategy?

GET READY

Emergencies occur at the most inconvenient times

As consumer attention to media splinters across multiples, communication on every platform available for local information distribution is critical

National Radio
Local Radio
Social Media
Mobile Alerts
Local Press
TV
Council Websites
.....

Build and maintain your local databases

Make the connections now that will make you a star in an emergency

What's your strategy to get critical information fast and equally to all outlets simultaneously?

More FM, The Rock, The Hits, Iwi stations, ZMFM, Newstalk ZB,
Radio New Zealand, Community Stations, everyone.

TV Broadcast media

Social media

Mobile Alerts

Residents Email database

Council Web Presence

And others...


Every comms channel has its own audience,
that varies in importance by region, and thru various stages the **4 R's** ...

The 4 R's


Reduction
Readiness
Response
Recovery



RONG



The 5 R's
Reduction
Readiness
Response
Radio
Recovery



The 5 R's
Reduction
Readiness
Response
Radio
Recovery

Response & Radio

Distribution of Emergency info in the initial stage is critical

Proven to be 3 days

Power off

Internet down

Cell down

Logistical barriers for other media

Radio is there in car, home, workplace
at remote listening locations often other media can't reach

We can save lives and communities
Get the messages out – Don't over think it.

During **Recovery** other planforms come into play more

The Critical Messaging 5 W's

Get your initial messages out there – Don't over think it - Keep it simple

- **What we know**
- **What we don't know**
- **What we are doing**
- **What we want you to do**
- **When?**

Radio is a critical tool in your communication toolbox that can help save lives and communities

Brian FM is simply a local music radio station, until emergencies happen, then our deep sense of local community surfaces.

**We are proud to be one of New Zealand's
most accessible Local Emergency Broadcasters**

www.brianfm.com
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