

For Immediate Release
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**NYC EMERGENCY MANAGEMENT AND iHEARTMEDIA RADIO STATIONS
ENCOURAGE NEW YORKERS TO ‘TUNE IN’ TO NOTIFY NYC**

iHeart Radio Stations will highlight Notify NYC, the City’s free emergency communications program, during March and April through ads recorded by DJs from Power 105, KTU, Lite FM, and the Black Information Network

March 15, 2021 — Next time you tune in to your favorite radio station to hear your go-to karaoke song, take notes when the DJ shares tips on how to stay current on emergencies through a new advertising campaign for Notify NYC, the City’s emergency communications program. The New York City Emergency Management Department and iHeartMedia New York today launched an advertising campaign to encourage New Yorkers to stay informed about emergencies and service disruptions with free alerts and updates from Notify NYC.

The new campaign will reach iHeartRadio listeners and share how they can receive up-to-date notifications on weather updates, traffic delays, street closures, and more. The Notify NYC ads will include 15- and 30-second radio commercials recorded by DJs from Power 105, KTU, Lite FM, and the Black Information Network — including Angela Yee, Helen Little, and Carolina Bermudez — and play on-air from March 15 to April 11, 2021. The campaign also will inform listeners about Notify NYC through various digital platforms, editorials, videos, mobile phone applications and voiced endorsements.

“New Yorkers cannot wait for another major crisis to start thinking about emergency plans. When the emergency happens, that’s the time to be prepared and ready, and Notify NYC allows New Yorkers to be informed on all the emergencies or disruptions that can impact their lives,” said **NYC Emergency Management Commissioner Deanne Criswell**. “The collaboration with iHeartMedia will encourage listeners to also add Notify NYC as a source of information as they go about their day.”

“Today, being informed of an emergency in New York City isn’t an option; it’s a necessity,” said **on-air personality for 106.7 LITE FM Helen Little**. “If we’ve learned anything during these unique times is the importance of being fully informed in case of an emergency. Whether you’re a resident, employed here, or just visiting the city, Notify NYC alerts are tailored to your location and circumstance and present the opportunity for you to be in the know, in the right place, at the right time.”

Notify NYC is the City’s free, official source for information about emergency events and important City services. The service is available in 13 languages and American Sign Language (ASL). Since its citywide launch in 2009, Notify NYC has close to one million subscribers to date. New Yorkers can download the Notify NYC mobile application, which is available for free download from iTunes or Google Play. To learn more about the Notify NYC program or to sign



**Emergency
Management**

NEW YORK CITY EMERGENCY MANAGEMENT DEPARTMENT

NYC.gov/emergencymanagement

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up, visit NYC.gov/NotifyNYC, call 311 (212-639-9675 for Video Relay Service, or TTY: 212-504-4115), or follow @NotifyNYC on Twitter.

About iHeartMedia, Inc.

iHeartMedia New York owns and operates WAXQ-FM, WHTZ-FM, WKTU-FM, WLTW-FM, WOR-AM, WWPR-FM and WWRL-AM, and is part of iHeartMedia. iHeartMedia (NASDAQ: IHRT) is the number one audio company in the United States, reaching 9-out-of-10 Americans every month. With its quarter of a billion monthly listeners, the iHeartMedia Multiplatform Group has a greater reach than any other media company in the U.S. Its leadership position in audio extends across multiple platforms, including more than 860 live broadcast stations in over 160 markets nationwide.

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