



Introducing WNY Incident Alerts, Inc.

Dear Chief and Members of the Department,

Western New York Incident Alerts, Inc. is a volunteer-operated 501(c)(3) nonprofit public-safety information organization. We know the words “fire wire,” “scanner page,” or “fire buff” can bring very different experiences to mind. That is exactly why we want to introduce ourselves before we ever meet at the scene of an incident.

Incident information is part of what we provide, but reporting incidents is only a small portion of what we do. Our larger mission is to use the audience’s natural curiosity, tools, volunteers, and relationships we have built to support the emergency services community through public education, recruitment and fundraising promotion, community outreach, recognition, philanthropy, and responsible public-safety communication.

We work to explain the fire service to the public, spotlight the people behind the calls, promote department events and recruitment efforts, preserve stories and traditions, build projects such as the Wall of Gratitude, and develop tools such as RAVEN. We also reinvest support back into the organization and community work rather than operating as a commercial “fire chasing” venture.

We understand that trust is earned. Our media volunteers are specifically instructed that WNYIA credentials are organization-issued identification only. They do not create unrestricted access to emergency scenes, and our volunteers must comply with incident command, law enforcement, fire/EMS personnel, public-information officers, established perimeters, and property owners.

We hope this packet gives your department a clearer picture of who we are and how we can work together. More importantly, we hope you will use us as a resource. Send us your recruitment campaigns, fundraisers, open houses, public notices, milestones, educational ideas, and stories worth telling. If our platform can help your department, we want to hear from you.

Respectfully,

Brian Dadswell

Founder & CEO, WNY Incident Alerts, Inc.

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THE WNY INCIDENT ALERTS NETWORK



Erie County
Fire Wire



Genesee County NY
Fire Wire



Wyoming County NY
Fire Wire



Orleans County
Fire Wire



Southern Tier
Fire Wire



Livingston County
Fire Wire



Alert 716:
Erie-Niagara County

WNY INCIDENT ALERTS, INC.

PO Box 58 | Corfu, NY 14036 | www.wnyincidentalerts.com



WHY WE ARE DIFFERENT

More Than Incident Alerts

Reporting incidents is part of our work. It is not the limit of our mission.

WE WANT EMERGENCY AGENCIES TO KNOW WHO WE ARE BEFORE WE EVER MEET AT THE SCENE OF AN INCIDENT.



PUBLIC EDUCATION

Firehouse Language and other content explain emergency terminology, tools, tactics and response concepts in plain language.

COMMUNITY OUTREACH

Our volunteers meet residents at public events, answer questions, recruit volunteers and represent the mission in person.

TECHNOLOGY

RAVEN gives residents another path to public-safety information without relying on a social-media algorithm alone.

AGENCY SUPPORT

We promote recruitment, fundraisers, open houses, public notices and community events.

RECOGNITION

The Signal, agency spotlights and the Wall of Gratitude tell the stories behind emergency response.

RESPONSIBLE COVERAGE

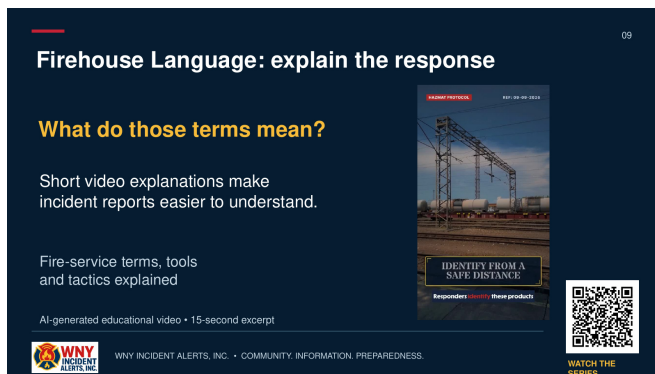
Our volunteers are trained to respect command, perimeters, privacy and agency expectations.



PUBLIC EDUCATION

Helping the Public Understand Emergency Services

We want residents to understand what your members are doing - not simply that your department was called.



WHY THIS MATTERS

A resident who understands why firefighters are setting up a tanker shuttle, drafting, stretching a line, requesting an additional alarm, or using a set of extrication tools is more likely to understand the complexity of the response - and the value of the agency providing it.

Education can reduce rumors, explain scene activity, strengthen public trust, and even turn curiosity about Emergency Services into interest in volunteering.

FIREHOUSE LANGUAGE

Short-form videos translate the terminology, tools, tactics and scene operations into plain language.

THE SIGNAL

Longer-form stories give us room to talk about agencies, dispatch centers, volunteers, training and recruitment.

EMERGENCY AWARENESS

Weather, hazards, road incidents and major emergencies are paired with context residents can use.

RECRUITMENT THROUGH EDUCATION

Showing what agencies actually do can turn public curiosity into respect - and potentially a future application.

WE DO NOT JUST WANT THE PUBLIC TO KNOW THAT YOU WERE CALLED. WE WANT THEM TO UNDERSTAND WHAT YOU DO AND WHY IT MATTERS.

OUTREACH + PHILANTHROPY

Community Outreach & Giving Back

Our mission has to exist in the community, not only on a screen.



THE WALL OF GRATITUDE

The Wall of Gratitude is a collection of emergency-service patches from agencies across the region that will be compiled and sent to Kinsale, Ireland, in thanks for its memorialization of the 343 firefighters lost on September 11, 2001.

The patches are a tangible thank-you to Kinsale Fire Rescue and the family connected to the memorial gardens. Community members can also leave messages of gratitude, remembrance or support; every message becomes part of the project record.



LEAVE A MESSAGE

wnyincidentalerts.com/wall

Donations help gather, prepare and send the collection so it can reach Kinsale as planned.

SEND A PATCH OR NOTE • P.O. Box 58, Corfu, NY 14036

LEAVE A MESSAGE • wnyincidentalerts.com/wall/



ERIE COUNTY FAIR PARTNERSHIP

Our first Erie County Fair appearance in the Firemen's Building gave WNYIA a place to explain the mission, introduce RAVEN, recruit volunteers, support the Wall of Gratitude, and meet the Emergency Services community face to face. Volunteers contributed well over 100 hours to the effort. After the fair, WNYIA donated \$500 to the Erie County Volunteer Firemen's Association.

Other ways we give back

- Promote agency fundraisers and community events at no cost .
- Use our pages to support volunteer recruitment and public-awareness campaigns.
- Create recognition projects that preserve history and honor service.
- Reinvest donations, sponsorships, merchandise proceeds and volunteer effort into mission-driven work.

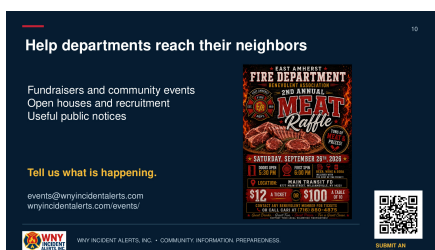


A RESOURCE FOR AGENCIES

How We Can Help Your Agency

If your department has something worth putting in front of the public, send it to us.

RECRUITMENT • FUNDRAISERS • EVENTS • FEATURES • PUBLIC NOTICES



SEND US:

- Recruitment campaigns and membership drives
- Fundraisers, raffles, breakfasts, dinners and community events
- Open houses, public-safety education events and demonstrations
- Agency anniversaries, milestones and member recognition
- Public notices and safety messages
- Ideas for department or volunteer features in The Signal

EVENT SUBMISSIONS

Agencies can submit events through wnyincidentalerts.com/events/ or contact us directly.

NO NEED TO WAIT FOR A CALL

Our relationship with an emergency agency should not begin and end at an incident scene.

FEATURES & STORIES

Tell us what makes your department unique - volunteers, traditions, challenges, recruitment and service.

TELL US WHAT YOU NEED

If your department wants help in another way, reach out. We would rather hear the idea and see what we can do.



SUBMIT OR PROMOTE AN EVENT

wnyincidentalerts.com/events/ • events@wnyincidentalerts.com

Fire Departments, Police and EMS Agencies only please



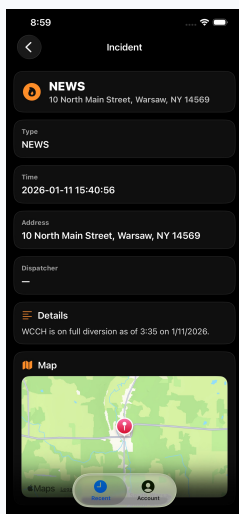
BEYOND SOCIAL MEDIA

RAVEN + The Signal

Tools for direct alerts, deeper stories, recognition and community context.

RAVEN

Direct public-safety information without relying only on the social feed.



Residents can choose counties and departments, receive notifications, and open incident details and maps in one place.



EXPLORE RAVEN

wnyincidentalerts.com/raven

THE SIGNAL

Some stories deserve more than a post.



Our full-color newsletter features emergency agencies, dispatch centers, volunteers, public education, remembrance and community recognition.



READ THE SIGNAL

newsletter.wnyincidentalerts.com

THE SAME NETWORK THAT CAN CARRY AN INCIDENT UPDATE CAN ALSO CARRY YOUR RECRUITMENT MESSAGE, FUNDRAISER, EMERGENCY-AGENCY FEATURE OR PUBLIC-SAFETY CAMPAIGN.



MEDIA VOLUNTEERS

Professional Identification. Clear Limits. Respect for Command.

Our credential is designed to identify affiliation - not create authority.

	WESTERN NEW YORK INCIDENT ALERTS VOLUNTEER-OPERATED 501(c)(3)	MEDIA
ADD PHOTO VOLUNTEER	AUTHORIZED VOLUNTEER VOLUNTEER NAME VOLUNTEER MEDIA ASSIGNED PAGE(S) Western New York Incident Alerts MEDIA ID: WNY-0001 ISSUED: MM/DD/YYYY EXPIRES: MM/DD/YYYY	
wnyincidentalerts.com		VALID ONLY THROUGH EXPIRATION DATE

	VOLUNTEER MEDIA CREDENTIAL WESTERN NEW YORK INCIDENT ALERTS
This credential identifies the bearer as an authorized volunteer media representative of Western New York Incident Alerts and the affiliated page(s) shown on the front. NOT GOVERNMENT OR PUBLIC-SAFETY IDENTIFICATION. It grants no access to restricted areas or private property. The bearer must obey incident command, law enforcement, fire/EMS personnel, public-information officers, and property owners.	
AUTHORIZED SIGNATURE	CREDENTIAL STATUS / IF FOUND wnyincidentalerts.com
Property of Western New York Incident Alerts • PO Box 58, Corfu, NY 14036 • Return if expired or revoked	

Credential sample shown for identification purposes.

WHAT THE CREDENTIAL DOES

Identifies the bearer as an authorized WNYIA volunteer assigned to the page(s) shown and provides a way to verify affiliation.

ON-SCENE EXPECTATIONS

Volunteers must comply immediately with incident command, law enforcement, Emergency Services personnel, PIOs, roadblocks, perimeters and property owners.

WHAT IT DOES NOT DO

It is not government or public-safety identification and does not grant access to restricted areas, private property, apparatus lanes, staging or patient-care areas.

WE WANT YOUR PROCEDURE

Emergency agencies are encouraged to tell us their preferred media check-in, staging or PIO procedure before an incident occurs.

WE ARE NOT ASKING FOR PERMISSION TO CROSS A LINE. WE ARE ASKING TO UNDERSTAND WHERE YOUR LINE IS - AND HOW YOU WANT US TO WORK AROUND IT.



WORK WITH US

Let's Build the Relationship Before the Next Incident

The strongest relationship begins with a conversation - not with a camera at a working fire.

WE WANT EMERGENCY AGENCIES TO KNOW WHO WE ARE BEFORE WE EVER MEET AT THE SCENE OF AN INCIDENT.

Reporting incidents will always be part of what we do. But it is only one piece of a much larger mission: helping Western New York stay informed, understand Emergency Services, recognize the people who serve, and support the emergency agencies that protect our communities.

TELL US YOUR EXPECTATIONS

Share your preferred scene procedure, media contact, PIO process, or agency-specific concerns.

SHARE YOUR STORIES

Nominate a volunteer, dispatcher, emergency agency, milestone, historical feature or project for The Signal or our social pages.

SEND US YOUR EVENTS

We want to help promote fundraisers, open houses, recruitment events and public-safety programs.

USE OUR REACH

If you need the public to hear an important message, ask. Our audience can be used for more than incident traffic.

START THE CONVERSATION

admin@wnyincidentalerts.com

wnyincidentalerts.com

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