

Memorandum of Understanding

*Ministry of Civil Defence & Emergency Management
and
Television New Zealand Limited
and
Canwest TVWorks Limited*

**For the provision of television broadcast support before
and during Civil Defence emergencies.**



14 December, 2006

Memorandum of Understanding Between
Ministry of Civil Defence & Emergency Management (MCDEM)
and
Television New Zealand (TVNZ)
and
Canwest TVWorks Limited (TV3)

1. Introduction

This agreement reflects the common commitment of the Parties to the protection of people living in New Zealand in the period leading up to, and during, civil defence emergency events. It records the mutual understanding of the Parties in relation to the management of the broadcasting of information in an emergency.

The Parties to this agreement are independent and no principal/agent relationship, partnership or contract is created by this document, nor does it create an employment relationship of any kind.

Review of the agreement is to be undertaken annually in June, or at any other time requested by any Party giving three months notice to the other Parties.

This agreement details procedures for the broadcast of emergency announcements requested by Civil Defence Managers from the television stations identified in Part 10. The memorandum does not revoke or replace, or otherwise affect any existing or future agreements made between Civil Defence Emergency Management Groups and specific broadcasters.

2. Purpose

The Parties agree that television is a vital channel for the dissemination of warnings and timely information to the public before and during an emergency.

The purpose of this agreement is to define the respective requirements of MCDEM and TVNZ and TV3 to ensure that television is a reliable and guaranteed channel of communication for official warnings and emergency information messages. The Parties require clear guidelines around their roles so that ongoing workable arrangements may be put in place.

3. Roles

Under the National Civil Defence Emergency Management Plan (the Plan), and the accompanying *Guide to the National CDEM Plan*, MCDEM and TVNZ are required to develop and maintain arrangements to ensure the effective and consistent broadcast of warnings and emergency information.

Television New Zealand (TVNZ) is classified as a “lifeline utility” under the Civil Defence and Emergency Management Act (the Act), which means that it has a duty to take all necessary steps to ensure that it has the capability to function during an emergency.

While TV3 is not specifically named as a lifeline utility under the Act, this agreement acknowledges the vital role that it has in the broadcast of announcements before and during a state of emergency.

4. Emergency information covered by this MOU

The Parties accept that television broadcasters will endeavour to, and are entitled to, continue their normal broadcasts, or mount special broadcasts in the event of an emergency.

This memorandum covers the broadcast of formal emergency announcements requested by Civil Defence Managers and this may be with or without a declaration of a state of Emergency. Civil Defence Managers authorised to make a request for broadcast include:

- Regional CDEM Group Controllers
- The Director of Civil Defence Emergency Management
- The National Controller (acting under the delegated authority of the Director)

A request for broadcast/termination of broadcast must be verified by broadcasters with the MCDEM Public Information Manager before a message is broadcast. The Public Information Manager is available and on call at all times to verify broadcast requests.

This agreement does not cover the handling of press releases, news stories or bulletins, interviews or advertising. It is concerned solely with requests for the broadcast of formal emergency announcements from an authorised Civil Defence Manager.

5. Request for Broadcast - Contents

Each request for the broadcast of an emergency announcement will specify:

- The name of the Civil Defence Manager making the request and the contact number of the National Duty Officer at MCDEM that can be contacted for confirmation/verification of the request.

- That the request is an official “Request for the Broadcast of an Emergency Announcement” and should be broadcast under the terms of this memorandum.
- The nature and potential harm posed by the threat as well as relevant public safety information.
- The broadcast priority level (Priority One or Priority Two).
- Targeted areas for broadcast (National or Regional).
- The period of the broadcast (if known).

A “Request for the Broadcast of an Emergency Announcement” template is attached as Appendix A.

6. Broadcast Priorities

Priority 1: **An event of life-threatening or national significance** (eg *An imminent tsunami*)

First broadcast required immediately following verification of request, repeated at least every 15 minutes, until a notice of termination is received. Each individual broadcast may be preceded by the Civil Defence Sting¹ siren alert and the Civil Defence Logo. This memorandum constitutes permission under the Civil Defence Emergency Management Regulations 2003 to use the Civil Defence logo for this purpose.

Priority 2: **An event of regional significance** (eg *A serious flood*)

First broadcast required within 1 hour of verification, repeated at least every hour until a notice of termination is received. Each individual broadcast may be preceded by the Civil Defence ‘Sting’ siren alert, and the Civil Defence Logo. This memorandum constitutes permission under the Civil Defence Emergency Management Regulations 2003 to use the Civil Defence logo for this purpose.

7. Broadcast Target Areas

National: To be broadcast on Channel ONE, TV3 and on the TVNZ website tvnz.co.nz; for threats with potential national impact or urgent regional threats that warrant national broadcast because of urgency, uncertainty of the exact area of impact or other reasons assessed by a Civil Defence Manager.

¹ The Civil Defence ‘Sting’ alert is a distinctive audio signal to alert the public to the broadcast of an urgent safety message relating to a major emergency. Refer to www.civildefence.govt.nz

8. Termination of Emergency Announcements

Any request for the broadcast of an emergency announcement will be closed by an official "Request to Terminate the Broadcast of an Emergency Announcement", forwarded in the same manner as the initiating request for broadcast.

A request for termination of a broadcast must be verified with the MCDEM Public Information Manager before the broadcast is terminated. The Public Information Manager is available and on call at all times to verify broadcast termination requests.

A "Request to Terminate the Broadcast of an Emergency Announcement" is attached as Appendix B.

9. Ministry of Civil Defence and Emergency Management responsibilities:

MCDEM agrees to accept the following responsibilities in relation to this memorandum:

- Ensure that guidelines are drawn up (in both detailed and summary formats) that allow broadcasters to act immediately in response to the arrival of requests for broadcasts. In particular, the guidelines will be produced in a wall poster format for display in studios. These will be dated, updated and/or replaced as necessary and provided for distribution. The guidelines will also be available online at www.civildefence.govt.nz
- Provide copies of the Civil Defence siren 'Sting' and Logo to broadcasters, on the proviso that if played, (at the discretion of the broadcaster) it is to be played only in conjunction with the broadcast of an official emergency message and under no other circumstances.
- Establish agreed methods for delivery of requests for broadcast (eg phone, email, fax, voice).
- Provide accurate and timely information and update or terminate announcements as soon as practicable.
- Maintain a list containing the contact particulars of the Parties to this memorandum.
- Ensure that Civil Defence Managers are informed of the contents of this agreement and of their duty to notify MCDEM of all requests for broadcast/termination of broadcast, in advance of that request being made to broadcasters.
- Provide 'Request for Broadcast' and 'Request for Termination of Broadcast' templates to Civil Defence Managers.
- Audit the success of the arrangements established by this agreement through testing, exercising and real event applications. Make arrangements to obtain and keep recordings of broadcasts related to emergencies, including but not restricted to the broadcast of alerts and warnings.
- Maintain these arrangements and convene meetings to review them.

10. Broadcasters' responsibilities

TVNZ and TV3 agree to accept the following responsibilities in relation to this agreement:

- Broadcast verified requests for broadcast on the following national networks
 - TV ONE
 - TV3
 - tvnz.co.nz

- Maintain arrangements to receive and action requests for broadcast at all hours on the above networks.
- Make every reasonable attempt to broadcast verified requests for broadcast within the timeframe requested and in the format laid out in the request.
- Provide MCDEM with up-to-date contact details for the dissemination of requests for broadcast.
- Attempt to verify with the MCDEM Public Information Manager information related to a civil defence emergency but not included in a current Broadcast Request, prior to broadcast.

Communications about this memorandum only, should be sent to:

For MCDEM:	For TVNZ:	For TV3:
Name: Allen Walley Position: Senior Communications Advisor Email: allen.walley@dia.govt.nz Phone: 04 495 9472	Name: Eric Searancke Position: Business Manager, News and Current Affairs Email: eric.searancke@tvnz.co.nz Phone: 09 916 7849	Name: John Allen Position: Director of Technology, CanWest MediaWorks Email: jallen@mediaworks.co.nz Phone: 09 366 5992

Any change of contact details should be notified in writing (including email).

Executed as a Memorandum of Understanding.

Signed on behalf of MCDEM by:	Signed on behalf of TVNZ by:	Signed on behalf of TV3 by:
Signature: _____	Signature: _____	Signature: _____
Name: John Hamilton	Name: Rick Ellis	Name: Rick Friesen
Position: Director	Position: Chief Executive	Position: Chief Operating Officer
Witnessed by:	Witnessed by:	Witnessed by:
Signature: _____	Signature: _____	Signature: _____
Name:	Name:	Name:
Position:	Position:	Position:
Date: 14 December 2006	Date: 14 December 2006	Date: 14 December 2006

EMERGENCY ANNOUNCEMENT

This is an official announcement for ... insert affected area) **issued by ...** (insert name of authority) **concerning ...** (insert type of emergency).

Brief Summary (May be used in this form by television), followed by more detailed release with details to be presented in a ready-to-read form, including:

1. Nature of the threat (what has happened)
2. When it happened.
3. Where it happened and what areas are under threat.
4. What has been done to date.
5. What is proposed to be done.
6. Public safety instructions/messages/directions.)

This Emergency Announcement was issued by**(name authority)**. Stay tuned to this station for further information.

**REQUEST TO TERMINATE THE BROADCAST OF AN
EMERGENCY ANNOUNCEMENT**

Add time/date

This is an official request to terminate the broadcast of the Emergency Announcement issued in accordance with the Memoranda of Understanding between the Ministry of Civil Defence and Emergency Management and radio and television broadcasters.

(Details)

This request for Termination of an Emergency Announcement is authorised by ... **(name of Civil Defence Manager)**.

Before broadcast, this message must be verified by the **MCDEM Public Information Manager** on ...