

NATIONAL OCEANIC & ATMOSPHERIC ADMINISTRATION

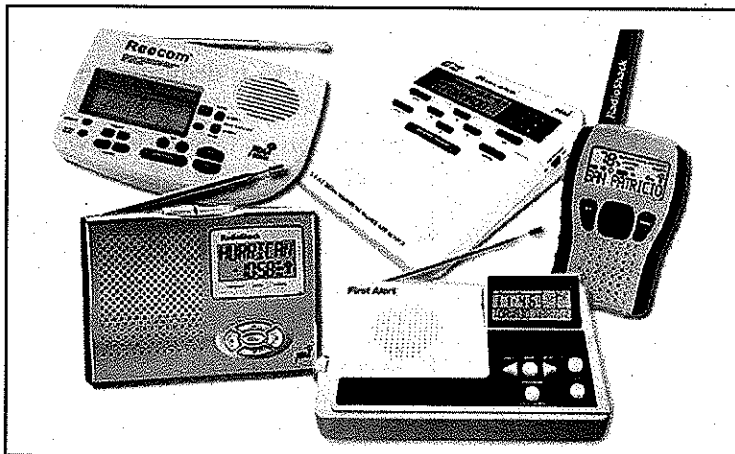
NOAA Weather Radio All Hazards: On Alert For All Emergencies

Saving lives is the focus of NOAA Weather Radio All Hazards by providing immediate broadcasts of severe weather warnings and civil emergency messages and giving those in harm's way critical lead time to respond and remain safe. Broadcasts of tornado warnings, flood warnings, AMBER Alerts for child abductions, chemical spill messages and many other notifications, in addition to routine weather observations and forecasts, make NOAA Weather Radio an essential item for every home, business and public area.

NOAA Weather Radio All Hazards, a component of the nation's Emergency Alert System, is comprised of a nationwide network of more than 970 transmitters directly linked with one of the 123 local offices of NOAA's National Weather Service, which issues weather warnings and relays civil emergency messages on behalf of law enforcement agencies. NOAA Weather Radio is provided as a public service by the National Oceanic and Atmospheric Administration, an agency of the U.S. Department of Commerce.

Features of NOAA Weather Radio

- **Tone Alarm:** Special tones precede the initial broadcast of all emergency announcements regarding immediate weather threats and civil emergency messages to gain a listener's attention. These tones will also activate radios that are on alert mode, yet silent. This feature is especially crucial when severe storms or other events occur at night when most people are sound asleep.
- **Size:** Units are small (about the size of a clock radio) and require little space on a nightstand or table. They travel easily (vacations, relocations) and will use the signal from a nearby transmitter.
- **Battery Backup:** Ensures continued service during a loss of electricity, which can disable the warning capabilities of television and the Internet.
- **Customization:** Most models featuring SAME (Specific Area Message Encoding) technology can be programmed to sound only select alerts for select areas—in essence, blocking undesired messages, especially those that apply outside the local area.
- **Accessories:** Many radios allow customization for an external antenna to improve reception; and for devices for the hearing or visually impaired, such as strobe lights, pagers, or bed shakers.



Selection of NOAA Weather Radio receivers available at electronic retailers.

Receivers carrying the **Public Alert** logo meet certain performance criteria including SAME and a battery backup.

(continued on other side)

(continued from first page)

Mark Trail Awards

The Mark Trail Awards, presented by NOAA's National Weather Service, honors individuals and organizations that use or provide NOAA Weather Radio All Hazards receivers or transmitters in effort to save lives and protect property.

The Mark Trail Awards are named for the nationally syndicated comic strip character that serves as the campaign symbol for the NOAA Weather Radio All Hazards program. Since 1995, Jack Elrod, writer and illustrator of Mark Trail, and King Features Syndicate have been strong advocates for publicizing severe weather safety through the use of the radios.

NOAA Weather Radio Success Stories

- Severe weather raking parts of Mississippi on April 6, 2005, prompted NOAA's National Weather Service to issue a tornado warning for Smith County. In the tornado's path was the Mize Attendance Center (a Kindergarten through 12th grade complex). Alan Gerard, warning coordination meteorologist with NOAA's National Weather Service in Jackson, Miss., said "the school principals received the tornado warning via NOAA Weather Radio. Once the warning was issued, they activated their emergency plan, which included getting all of the students on the upper level down into the lower level interior hallways." While the tornado tore off the building's roof and damaged the upper floor and windows, there were no injuries among the 650 students.
- An AMBER Alert issued in Texas following the kidnapping of a 14-year-old girl from Nevada in October 2002 was heard by a truck driver over NOAA Weather Radio All Hazards. The driver spotted the white pickup truck described in the alert and dialed 911. Officers from Atascosa County, Texas, responded and pulled over the pickup truck. The kidnapped child was found inside, in good condition, and the two suspects were placed in custody.
- A tornado warning heard over NOAA Weather Radio activated the severe weather plan of the Parsons Manufacturing plant near Roanoke, Ill., on July 13, 2004. Timely warning of an approaching severe thunderstorm and the tornado

GET THE INFORMATION
YOU NEED...24 HOURS A
DAY...GET A NOAA
WEATHER RADIO!



Mark Trail image courtesy of North America Syndicate, Inc., World Rights Reserved

it produced and the foresight of the plant owner in developing and implementing a severe weather plan gave workers extra minutes to take shelter before an F-4 tornado demolished the 250,000-square-foot plant. Not a single injury was suffered by any of the more than 140 employees. ☺

Visit the NOAA Weather Radio Web site:
<http://www.weather.gov/nwr>

About NOAA

NOAA is dedicated to enhancing economic security and national safety through the prediction and research of weather and climate-related events and information service delivery for transportation, and by providing environmental stewardship of our nation's coastal and marine resources. Through the emerging Global Earth Observation System of Systems (GEOSS), NOAA is working with its federal partners, more than 60 countries and the European Commission to develop a global monitoring network that is as integrated as the planet it observes, predicts and protects.