

The Source

RADIO NEWSLETTER
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Island beach resort Brigantine Beach, New Jersey, opts for a new Emergency Advisory AM Radio Station to assist with hurricane preparations, evacuations and other quick-changing road and weather conditions. It will double as a community bulletin board during non-emergency times. Captain Jeff Doran of the Police Department offers an assessment.



1. Why did you decide to get a low-power radio system?

"The City of Brigantine Beach is an island beach resort located just north of Atlantic City, N.J. There is only one way on and one way off of our island. We have a population of approximately 15,000 year-round residents that swells to well over 30,000 during the summer tourist months. The City needed some method to get quick-changing road and weather information to our visitors. Also, the ability to broadcast 'community bulletin board' type information during "nice" weather was very attractive. Our vulnerability to coastal storms and hurricanes makes it necessary to provide quick access to evacuation and preparation information."

2. Why did you choose ISS' ALERT AM System?

"We did our research on the Internet, and the city was impressed with the amount of product information that was available from the comfort of our offices, directly from the ISS web site. The willingness of ISS to send sales representatives to our city hall for in-person consultation was a big plus."

3. How was funding for the system arranged?

"The City purchased the system through capital improvement funding."

4. How will the system be used and managed, for example, what types of messages, how is the public made aware of the station, etc.

"Generally, and in non-emergency situations, the system is used to broadcast community bulletin board and local tourism information. During emergencies, road conditions and weather alerts are broadcast. Tidal-flood warnings are also issued using the system. The system is advertised in the local newspapers. The use of one sign on the road leading into town alerts the public to the existence of the system. The City hopes to install several signs throughout the island and co-locate them with Coastal Storm Evacuation Signs."

5. What advice do you have for emergency managers in other communities who might be considering such a system?

"Choose a location that is central to your coverage area. Make sure there are no nearby obstructions to the antenna. The range of the 10-watt system is not much more than 2 miles, in our case; and, of course, [depending on your topography] your mileage may vary."

6. What was your experience working with ISS? Anything unexpected or out of the ordinary?

"The service and attention we have received from ISS and its associates has been excellent."