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NEWS RELEASE

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Contact: Sgt. Sean Barnwell, Branson Police Department, 334-3300

City institutes emergency notification system

System can dial 50,000 numbers per hour

The city of Branson has contracted with Emergency Communications Network, Inc, of Ormond Beach, Florida, to provide its "CodeRED" high-speed telephone emergency notification services.

The CodeRED system gives city officials the ability to deliver pre-recorded emergency telephone messages to all or targeted areas of the city in case of an emergency situation that requires immediate action. Examples of times when the CodeRED system could be used include tornado or flood warnings; utility outages, evacuations, missing persons, hostage situations; chemical or sewage spills and other emergency incidents where rapid accurate notification is essential for life safety.

The system, which is set up in the Communications Center of the Branson Police Department, is capable of dialing 50,000 phone numbers per hour. It delivers the city's emergency recorded message to a live person or an answering machine, making three attempts to connect to the number.

Every resident and business in the city limits of Branson that has a land line telephone with a listed number is automatically in the system, according to Sgt. Sean Barnwell of the Branson Police Department.

Residents who have unlisted numbers, who have changed their phone number or address within the last year and who use a cell phone as their primary home phone must go to the city of Branson's website, www.bransonmo.gov, and click on the CodeRED link where they can register. Also, if citizens want to be notified through text messages or e-mails, they must sign up on the city website.

People who do not have web access can contact the Branson Fire Department at 337-8580 weekdays between 8.m. and 4:30 p.m. After business hours, contact the police department at 334-3300. Those wanting in the system must live in the Branson city limits.

“CodeRED is another tool we can use to keep our community safe,” said Barnwell. “Citizens can also be assured that this system will only be used for emergency purposes.”