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MEDIA RELEASE

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Branson Recognized as a “Storm Ready Community”

BRANSON, Mo – The National Weather Service (NWS) in Springfield, Missouri has once again designated the City of Branson as a “Storm Ready Community.” The NWS gives this designation to communities like Branson based on their ability to operate a 24-hour warning point, resources to disseminate various forms of weather warnings, community preparedness programs and record keeping.

The Branson Fire Department’s emergency management division manages this partnership with the NWS. The City is able to receive weather warnings through the 911 Emergency Communications Center, All-Hazards Weather Alert Radios, Amateur Radio, local broadcast media and the BransonALERTS system. Additionally, the emergency management division monitors several weather stations placed across the city, subscription radar services, river gauges to monitor flooding and web cameras.

“We have worked diligently to build and maintain assets to monitor all modes of weather to be able to disseminate the information to the public,” said Branson Fire Chief Ted Martin. “In a community as dynamic as Branson, it is important that we are able to receive the best information possible and be able to share it with the public quickly, especially for outdoor events at the RecPlex, the schools and outdoor attractions,” added Martin.

The fire department encourages all residents to be prepared and stay informed during weather events by using weather radios, signing up for BransonALERTS, watching live broadcast media, using smart phone apps and listening for the Outdoor Warning Sirens. Branson residents and businesses can sign up for instant weather warnings and other messages from the City by signing up for the BransonALERTS system, from the City’s web site, www.bransonmo.gov.

The fire department also encourages residents and guests to know where to go during severe weather. They should find shelter as low and as interior as possible placing as many walls between them and the storm as possible.

Branson first earned the designation of a “Storm Ready Community” in 2006 and has maintained the partnership to date.

For more information about Storm Ready Preparedness, visit the NWS’s website at www.weather.gov or the fire department at www.bransonmo.gov.

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