



Lauderdale County Mississippi

A case study on how a county improves emergency communication to first responders, schools, businesses and citizens with ALERT FM.

Lauderdale County is located in central-eastern Mississippi, right on the Alabama state line. This county is a center of culture, art, and history in the Deep South. It is 704 square miles and has approximately 77,000 citizens. There are 28 schools, 20 fire departments and 4 hospitals in the county.

PROBLEMS

Lauderdale County needed a user friendly and reliable mass notification system that could be used to communicate before, during, and after catastrophic events with first responders, schools, businesses, and citizens. The county needed a system that could quickly disseminate information to citizens in a crisis situation.

- Lauderdale County is prone to severe weather and needed a system could issue severe weather warnings across the county within seconds. A way to provide early warning which could potentially save lives.
- Lauderdale County emergency management personnel needed a way to notify school principals of severe weather and other emergency information. A telephone tree was the traditional means of this communication, but the county wanted a way of contacting all the schools at one time.

SOLUTION

After researching various mass notification systems, Lauderdale County purchased ALERT FM. This FM radio-based personal alert and messaging system allows Lauderdale County emergency managers to send specific messages directly to first responders, schools, businesses, or citizens.

Messages can be sent to specific geographies, such as the entire county or zip code, or a specific organizational group, such as schools, fire departments, hospitals, or emergency management personnel.

The reliability and redundancy of the ALERT FM lies in the use of GSSNet, its digital network of existing FM radio transmitters throughout Lauderdale County. GSSNet's overlapping radio signals ensures that there is always a signal that can be received even during the most critical situations.

The county's purchase of ALERT FM included the system license as well as ALERT FM receivers which were placed throughout the county in schools, hospitals, nursing homes, and county offices.

“ALERT FM gives us the ability to distribute real-time notifications, not only to warn our citizen of emergencies, but also to brief them after a crisis with information such as evacuation instructions, traffic alerts and school closings”

- Director David Sharpe

Lauderdale County Emergency Management Agency