

Bruce Thomas, Chief Meteorologist, Midland Radio Corporation

NON-COMPETITIVE DIVISION

Metcalfe County, KY Countywide NOAA Weather Radio Distribution Project

Metcalfe County: A rural County in the South-Central part of the Common Wealth of Kentucky with a population of just over 10,000 residents living in 4,592 households per the 2010 Census with nearly 25% of the residents living under the economic poverty line. The County Seat of Edmonton's County Maintenance Barn was the location of the mass distribution on May 9th, 2015. The Weather Radio chosen for this project per the open bidding process was the Midland Radio Corporation WR120EZ, Specific Area Messaging Encoding (S.A.M.E.), Public Alert Certified NOAA Weather Radio Receiver.

The May 9th, 2015 mass distribution to the residents of Metcalfe County caused a traffic jam through the county seat of Edmonton where the Midland WR120 weather radios were distributed to every household in the County, pre-programmed with AA batteries included as back-up power.

This project was facilitated by Emory Kidd Metcalfe County Emergency Manager and Amanda La Master with the Kentucky Emergency Management Office in Frankfort. A grant was applied for and received over an 18-month process to cover the entire cost of implementing a mass distribution of NOAA Weather Radio Receives and the installation of a county wide transmitter repeater for improved broadcast quality. The entire project was less than 20% of the total cost of implementing a county wide siren system.

This severe weather mitigation project is still ongoing in Metcalfe County and has greatly helped to inform residents of the approaching hazards that are daily life in rural Southern Kentucky.