

Sierra Madre Community Radio

Tune to 1630-AM...listen on any AM radio!

We're on the air 24/7, keeping you informed about your community.

This new *local* radio station will broadcast the latest information about community happenings in Sierra Madre. The Art Fair, Wisteria Day, a Pancake Breakfast, Huck Finn Day, holiday festivities, service club events, senior activities....you'll hear all about them at 1630-AM!

To have your community event announced on 1630-AM, or to be a volunteer announcer for the station, send an e-mail to radio@cityofsierramadre.com.

In an emergency, 1630-AM is your source for official information.

1630-AM will broadcast important **public safety information**, direct from Sierra Madre's *Emergency Operations Center*. If there's a fire, flood, earthquake, windstorm or other emergency, tune to 1630-AM to hear up-to-the-minute public safety bulletins. Even if your electricity is off, or your cable TV, internet, cell phone, or regular telephone fails, 1630-AM will be <u>on the air providing</u> you with the information you need.

1630-AM is best received on a car radio. Set one of your car radio's 'preset buttons' to 1630-AM, and listen as you drive through town. You can also hear it on any radio in your home or on a portable radio. Keep a battery-operated radio in your "emergency kit", and put a sticker on it so you'll remember where to tune in an emergency.

TIPS FOR TUNING IN 1630-AM...

1630-AM can be heard in all of Sierra Madre, and in many surrounding areas of Pasadena, Arcadia, and Monrovia. Any radio can be used, although it's best received on a car radio. When listening on an indoor radio, it may be necessary to rotate the radio until the signal is clear with a minimum of noise. In some cases, moving the radio so it's near a window will improve reception. Static and noise on indoor radios is usually caused by other electrical devices. Light dimmers, computers, and TVs are the most common sources of static and noise. Moving the radio away from these devices will often improve reception. If possible, turn off lights that are controlled with a dimmer.

Because the Sierra Madre Canyon area is at high risk from fire, flood, mudslides, etc., every effort has been made to ensure adequate reception in this area. (Note that in the event of a fire or other emergency, the radio station will operate in a special "Emergency Mode" which will improve coverage in all areas and especially in the canyon.)