

To: Alabama Radio Stations
Fr: Sharon Tinsley, President
Dt: April 14, 2009
Re: NEW Army National Guard PEP Spots

Dear General Managers and Traffic Directors,

The demand for Army National Guard support here at home remains high. The hours of service Guard members have spent performing rescue and recovery and other duties increased by almost 60% in 2008. This year the Alabama Army National Guard will help our communities deal with floods, fires, hurricanes, tornadoes and other emergency situations. No one serves our hometowns like the men and women of the Alabama Army National Guard.

This year, the National Guard is launching ***Real Life***, a new campaign consisting of five radio spots. They are inspired by and speak directly to today's media savvy youth. Four of the spots highlight the National Guard's domestic mission as well as the benefits and experience that come with being a Citizen-Soldier. The fifth spot is directed at parents, teachers and counselors and addresses some of the concerns these influencers typically have.

With your help, the men and women in the Alabama Army National Guard will continue to serve your hometowns and our nation. Thank you for airing the enclosed spots. We appreciate any time that PEP spots air on your stations but would especially appreciate any effort to get more of them on between 6am and midnight.

2009 National Guard Radio Spots

Kill date: 12/31/09

Storm Chasers :60

Destination :60

Parent Talk :60

Dorm :30

Over Coffee :30

Parent Talk (Spanish) :60

Dorm (Spanish) :30