

To: Alabama TV 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 three TV spots. They are inspired by and speak directly to today's media savvy youth. In addition, the National Guard's ***Reflection of Honor*** campaign is still in rotation. These :30 and :15 spots feature real, young Guard members speaking from experience about the domestic mission and the pride that comes with being a Citizen-Soldier. All the spots you need for this rotation are included on the DVD mailed with this letter.

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 TV Spots Kill date: 12/31/09

Storm Chasers :30  
Guard Advantage :30  
A Reflection of Honor (specific to Alabama) :30  
A Reflection of Honor (specific to Alabama) :15  
Homecoming (Spanish) :30  
Guard Advantage (Spanish) :30