

Call Letters: _____

Date: _____

ISSUES-PROGRAMS

A. Narrative describing the issue:

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.

Source: Name of Individual & Position:

Address & Phone:

Megann Fayhee
LM&O Advertising
2000 N. 14th Street, Suite 800
Arlington, VA 22201
703-797-7134

B. Narrative describing the program:

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. There are Spanish language versions of two of the spots.

C. Program Information: (list date/time/duration or attach affidavits)

<u>TITLE OF PROGRAM</u>	<u>DATE</u>	<u>TIME</u>	<u>DURATION</u>
-------------------------	-------------	-------------	-----------------

TOTAL

Radio April – Dec, 2009