

**Alabama Emergency Management Agency
Ready Alabama Campaign
ISSUES-PROGRAMS**

A. Narrative describing the issue:

The Alabama Emergency Management Agency in an effort with Governor Bob Riley's office have created a Preparedness campaign called Ready Alabama. The campaign encourages people to take responsibility for preparing their own homes and families to react to emergency situations, including tornadoes and hurricanes.

Source: Name of Individual & Position:

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B. Narrative describing the program:

Governor Bob Riley is featured in two spots offering specific suggestions for preparing your home and family in case of a hurricane. The second spot also features the Governor talking about how state agencies have prepared for emergency. The spots promote the state's beready.org website.

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

TITLE OF PROGRAM	DATE	TIME	DURATION
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TOTAL

TV and Radio
July 13-Oct 23, 2009