

**Alabama Emergency Management Agency
and Alabama Homeland Security
Ready Alabama Campaign
ISSUES-PROGRAMS**

A. Narrative describing the issue:

The Alabama Emergency Management Agency and Alabama Homeland Security 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 titled Be Ready 1 and Be Ready 2. The Governor offers specific suggestions for preparing your home and family in case of a tornado or hurricane. The second spot also features the Governor talking about how state agencies have prepared for emergency situations and how individuals should take responsibility for preparing their own homes and families. A third spot titled “Emergency Kit” reminds viewers that not all emergencies are of a crisis nature but that you should still consider how to keep yourself safe at all times. All three spots promote the state’s beready.org website.

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

| <u>TITLE OF PROGRAM</u> | <u>DATE</u> | <u>TIME</u> | <u>DURATION</u> |
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TOTAL
TV June 16 Sept 19, 2008