

## ISSUES-PROGRAMS

### Alabama Army National Guard

#### **A. Narrative describing the issue:**

Highly-trained Army National Guard members are ready to respond to emergencies at a moment's notice. These first responders are crucial to our Nation's defense, protecting citizens during emergencies and helping communities recover from natural disasters. The "Be More" marketing campaign tells the Guard story with the goal of recruiting the Citizen-Soldiers necessary to protect our community.

Source: Name of Individual & Position:

Address & Phone:

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

#### **B. Narrative describing the program:**

The Army National Guard's "Be More" marketing campaign includes television and radio commercials that share the Guard's commitment to our community, and to providing our citizen-soldiers with the opportunities to lead, learn, and gain in-demand job skills-all while serving part-time, close to home, and receiving educational and financial benefits. Our first spots in this series are titled "Be First" and "Make a Difference." There is one of each for radio and TV and they are all :30 in length.

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

TITLE OF PROGRAM	DATE	TIME	DURATION
------------------	------	------	----------

TOTAL