



To: Alabama Radio Stations
Fr: Sharon Tinsley, President
Re: 2011-2012 US Coast Guard PEP Campaign “Born Ready” Features New Spots
Dt: November 11, 2011

The United States Coast Guard is back in the ABA PEP campaign with new “Born Ready” spots that feature real soldiers – no actors!

“The Ride” talks about the CGs’ environmental mission on coastlines and inter-coastal waterways. “The Workout” features a female voice talking about the physical challenges and rewarding opportunities in the Coast Guard. “Reserve” is a male voice talking about the fact that he is an electric company lineman most of the time but, the country needs him just as much in his role in the CG Reserve.

In Alabama, “Reserve” spots are most important – especially from Birmingham south to our coast. So, please be sure it’s in your rotation!

Born Ready spots:	
“The Ride”	:30
“The Ride”	:60
“The Workout”	:30
“The Workout”	:60
“The Workout” Spanish	:60
“Reserve”	:30
“Reserve”	:60

Air Dates:
November 16, 2011 to April 20, 2012

To show our appreciation of your participation in the PEP program, the ABA is providing FREE Traffic Directors Guild of America membership for all ABA member station employees for 2012! Contact the ABA to get information on setting up your account:

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