

**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:

Yasamie Richardson  
Public Information Manager  
Alabama Emergency Management Agency  
Office: 205-280-2275  
Fax: 205-280-2490  
Website: [ema.alabama.gov](http://ema.alabama.gov)  
[yasamie.richardson@ema.alabama.gov](mailto:yasamie.richardson@ema.alabama.gov)

**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. Both spots promote the state’s [beready.org](http://beready.org) website.

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

TITLE OF PROGRAM	DATE	TIME	DURATION

TOTAL  
Radio June 16 Sept 19, 2008