

To: Alabama Radio and Television Executives
Fr: Sharon Tinsley, President
Re: **Governor Bob Riley's** 2009 *Be Ready* Campaign for Hurricane Preparedness
Dt: July 7, 2009

Governor Bob Riley and the Alabama EMA have generously agreed to participate in the VERY important ABA Public Education Partnership (PEP program) again this year. For a second consecutive hurricane season, the Governor is encouraging Alabamians to take responsibility for preparing their homes and families and reminding them that our state government has done what it can to prepare to assist in a potential emergency.

There are two thirty second spots for both radio and TV. Please begin airing these as quickly as possible (our contract begins 7/13) and continue until Friday, October 23, 2009. If you have any questions, please contact Cindi McGee at the ABA office at cmcgee@al-ba.com or 800-211-5189.

