



To: Alabama TV Executives
Fr: Sharon Tinsley, President
Re: **Governor Bob Riley's** Be Ready Campaign for Preparedness
Dt: June 10, 2008

Governor Bob Riley has initiated a campaign to encourage Alabamians to take responsibility for preparing their homes and families for emergencies. The Alabama Emergency Management Agency and Homeland Security have partnered to sponsor a PEP campaign which features the Governor in two of three TV spots.

The first two, titled Be Ready 1 and Be Ready 2 feature the Governor talking about specific ways to prepare and reminding people that state government is prepared but you should be responsible for your own family to the degree that you can. A third spot titled "Emergency Kit" reminds viewers that not all emergencies are of a crisis nature and that you should even have a kit in your car.

Please begin airing these spots as quickly as possible (our contract begins 6/16) and continue until Friday, September 19, 2008. This campaign is currently contracted for three months. We hope to get an extension in the fall. If you have any questions, please contact Cindi McGee at the ABA office at cmcgee@al-ba.com or 800-211-5189.

THANKS FOR RUNNING OUR SPOTS!

