

READY Public Service Advertising (PSAs) and Additional Material

Ready PSAs, produced and distributed by the Ad Council, are available to be shared with your members, employees, and stakeholders. Include *Ready* print ads in your organization's publications or community newsletters, post them in your break room, or include them in any existing stakeholder communications. You can also encourage your local newspapers, television and radio stations to run the PSAs during National Preparedness Month (NPM) in September. Remember to reach out to your local media outlets as soon as possible this summer to ensure the spots can be played during NPM.



Ready offers a number of PSA campaigns divided into the following categories:

“World Upside Down”

- Television, radio, web, and outdoor PSAs utilizing the metaphor that a disaster can turn your world and your family's life “upside down”
- Encourages Americans to prepare and directs audiences to visit Ready.gov where they can find tools and resources to prepare

“Consequences”

- These PSAs available in Spanish and English utilizing television, radio, web, and outdoor mediums to promote the idea that preparing today will help reduce the consequences of a disaster tomorrow.
- Released in September 2010 as part of National Preparedness Month, “Consequences” PSAs direct Spanish speaking audiences to Listo.gov where they can find tools and resources to help their communities prepare for disasters, and English speaking audiences to Ready.gov.

The Weather Channel® Partnership

- The Weather Channel® (TWC) joined *Ready* with a series of PSAs featuring TWC's on-camera meteorologist Jim Cantore and a real family who lost their home to a natural disaster.
- In these television advertisements Cantore encourages all Americans to follow the *Ready* Campaign's three simple steps to be prepared for emergencies.

Ready Business PSAs

- Developed in partnership with the Red Cross, these Business PSAs were released to coincide with the start of Hurricane Season 2011.
- The campaign promotes the idea that by taking steps ahead of time, many small- to medium-sized businesses can be better prepared to survive and recover after an emergency and directs audiences to Ready.gov/Business.

To download or order copies of the radio, print, Internet or outdoor PSAs, visit the Ad Council's PSA Central Website at <http://psacentral.adcouncil.org/psacentral>, register for free, and then view campaigns under Emergency Preparedness.

To download broadcast television PSAs, visit www.adcouncil.tv and click Emergency Preparedness <http://www.adcouncil.tv/view/#/campaign/emergency-preparedness/>.

Ready brochures and pamphlets are also available free of charge in limited supply. There are materials for *Ready America*, *Ready Business*, *Ready Kids*, and also brochures for pet owners, older Americans and Americans with Access and Functional Needs, including people with disabilities. To order *Ready* materials, please see the order form on page 52.

In the event that you need a quantity of materials that exceeds what can be ordered for free, *Ready* provides a couple of options. All the brochures can be downloaded from the *Ready* website at <http://www.ready.gov/research-publications>. Additionally, if you would like to have the brochures professionally printed at your own expense, *Ready* can send you the source files.



Having brochures professionally printed at your own expense will allow you the option to localize the brochures by placing your local emergency contact information on the back cover.

*** **Important Note:** Please allow **four to six weeks** for the shipping of these materials. To receive materials more quickly, you can select express mail at your own expense, and will need to provide your UPS or FedEx number on the order form. ***

All available materials are provided free of charge.