

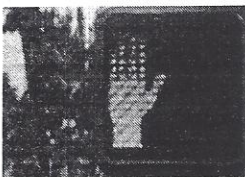
WVH-TV PSA

Campaign Name: Emergency Preparedness The Emergency Preparedness ("Ready") campaign empowers individuals, families, small businesses and communities to prepare for emergencies, including both natural and man-made disasters. Everyone must play a role in emergency preparedness. There are things that can be done to prepare for the unexpected. Just as we take steps to prepare for many of our everyday activities, there are simple steps everyone can take in order to be prepared for emergencies. This campaign includes assets targeted to the general population, Hispanic Americans, small business owners and parents of school-aged children that drive to Ready.gov for the tools and resources to prepare.

Sponsor Name: U.S. Department of Homeland Security, Federal Emergency Management Agency (FEMA)

Campaign Name: Emergency Preparedness

Format: HD/DVCPRO100
File Size: 339.13 MB
Length: :15
Language: English
Expiration Date: 11/20/2015
AD-ID: CNHL0153000H
Target Audience: All Adults 18+



Wireless Alerts Can Save Lives - Spanish HD



Campaign Name: Emergency Preparedness

Format: HD/DVCPRO100
File Size: 549.63 MB
Length: :30
Language: English
Expiration Date: 11/20/2015
AD-ID: CNHL0154000H
Target Audience: All Adults 18+

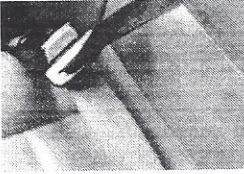


Wireless Alerts Can Save Lives - Spanish HD



Campaign Name: Emergency Preparedness

Format: HD/DVCPRO100
File Size: 338.22 MB
Length: :15
Language: English
Expiration Date: 11/20/2015
AD-ID: CNHL0155000H
Target Audience: All Adults 18+



Wireless Alerts Can Save Lives HD



Campaign Name: Emergency Preparedness

Format: HD/DVCPRO100

File Size: 549.63 MB

Length: :30

Language: English

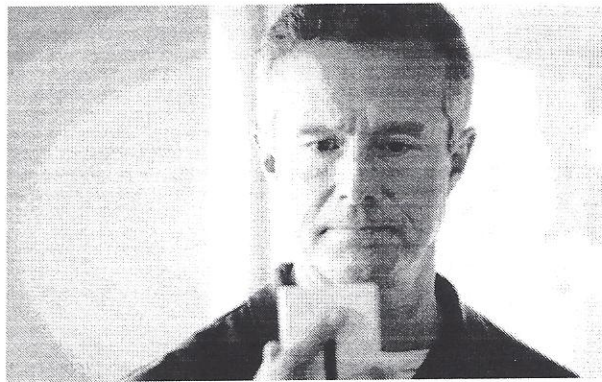
Expiration Date: 11/20/2015

AD-ID: CNHL0152000H

Target Audience: All Adults 18+

Emergency Preparedness

FCC Extends Waiver to Air FEMA PSAs Containing WEA Sound



Preview and Download the PSAs at PSACentral.org:



Wireless Emergency Alerts (WEA) are free messages that inform the public of imminent extreme weather, AMBER alerts, or Presidential alerts. As the nation prepares for severe weather conditions this summer, the PSAs remind viewers to recognize these messages on their mobile devices and take life-saving action when disaster strikes. These spots are cleared by the FCC through [November 2015](#) and will not trigger the Emergency Alert System (EAS). [Learn More>](#)