



Ready Virginia Radio Advertisement: The Leonards - Three Steps to Preparedness

Between sound effects, a 30-something male narrates the action.

SFX: [Flash flood, heavy rain, water rushing, getting louder and faster]

SFX: [Kid yells, “Mommy!”]

ANNCR: Right now the Leonard family is caught in a flash flood.

SFX: [Mom yells out, “Ben?!?”]

ANNCR: A million things are running through Mrs. Leonard’s mind right now—like how is she going to get a hold of her daughter Katie at school, what’s going to happen to her house, is there time to grab enough clothes, food & water for her family, and where are they going to sleep tonight?

The truth is most people are like the Leonard family. Research shows the majority of Virginians are not prepared for a major weather event or emergency, and haven’t taken the time to make a supply kit or family plan.

SFX: [Mom yells, “Ben, where are you?” – Sounds abruptly stop]

The power to protect your family is in your hands. Just go to readyvirginia.gov. This website will show you how to create an emergency supply kit, how to make an emergency family plan with a specific meeting place & important phone numbers, and how to stay informed if an emergency occurs.

SFX: [Rain and water sounds come back]

ANNCR: There’s no time to pause when a flash flood hits. Get prepared today with readyvirginia.gov.