



STATE OF WISCONSIN
DEPARTMENT OF MILITARY AFFAIRS
DIVISION OF EMERGENCY MANAGEMENT

Michael Hinman
Administrator

Scott Walker
Governor

For more information contact: Tod Pritchard, WEM, (608) 242-3324

For Immediate Release

April 11, 2011

“Ready Radio Days”

*TV stations across Wisconsin urge viewers to
buy Emergency Weather Radios for tornado season*

(MADISON) Sunday night’s outbreak of tornadoes across Wisconsin reminds us of the power and danger of severe weather.

Television stations across the state are teaming up with ReadyWisconsin, the National Weather Service, Midland Radios, and major retailers with one message: buy an emergency weather radio, it can save your life.

The campaign, “Ready Radio Days,” gives Wisconsin residents the opportunity to buy an emergency radio at a discounted price and have that radio programmed at the same time. That programming allows the radio to filter out distant weather warnings and receive specific alerts for specific counties. Residents will also be invited to bring in emergency weather radios they already own and have them programmed.

“Emergency weather radios save lives,” says Tod Pritchard, Wisconsin Emergency Preparedness Coordinator. “The early warning of possible danger gives you and your family time to act and stay safe.”

“We’ve seen in recent years across the country, and now here in Wisconsin, that weather radios save lives,” says Jeff Last from the Green Bay office of the National Weather Service. “They should be as common in homes as smoke alarms are.”

Here is a list of television stations involved in the Ready Radio Days campaign:

WEAU-Eau Claire
Wednesday April 13
3:00 pm – 7:00 pm
Walgreens at 1819 South Hastings Way

WLUK-Green Bay
Thursday, April 14
9:00 am – 8:00 pm
Mills Fleet Farm at 2460 Main Street

WKBT-La Crosse, WSAW-Wausau, WISC-Madison and WISN-Milwaukee will also participate in the program but have not set a date for their events.

For more information on this program, please contact ReadyWisconsin by emailing Emergency Preparedness Coordinator Tod Pritchard at: tod.pritchard@wisconsin.gov.