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PRESS RELEASE

Are you “Radio Ready”?

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FOR IMMEDIATE DISTRIBUTION

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Editor’s Note: The OEM Facebook site (<https://www.facebook.com/SBCountyOEM>) contains videos in both English and Spanish regarding disaster preparedness, including Radio Ready. Use of the videos is allowed with appropriate credit.

Hand crank radios can be found online at <http://www.redcross.org/ca/santa-barbara> and scroll down to the store.

The Radio Ready logo’s hyperlink is to

<http://countyofsb.org/uploadedFiles/ceo/oes/radio%20ready%20english.pdf>.

(Santa Barbara, CA) – This past week the northeastern United States was battered by one of the largest winter storms in recent history. As a result, an estimated 655,000 people lost electrical power. Days later, an estimated 270,000 still remain without power. During or after a major emergency, emergency managers work with local media to provide important information to the residents impacted or at risk. Shelter information, first aid sites, evacuation areas and emergency feeding sites are just some of the examples of information provided in cooperation with local media partners.

According to Michael Harris, Chief of Emergency Management, “Having a hand crank radio is essential for residents to have in order to receive critical life-safety information during an emergency and power loss.” Harris went on to state, “Emergency managers have established communication systems that involve satellite systems and out-of-state conference call bridges in order to maintain communications with local media. Residents having a hand crank radio and being “Radio Ready” is vital in order to receive important information during emergencies.”

Your hand crank radio should have the following features:

- AM and FM Bands;
- National Weather Service Band;
- A Flashlight component; and,
- The ability to charge a cell phone.

Many local stores and the American Red Cross have a wide selection of hand crank radios that have these features. Having a radio that doesn't require batteries also means that you'll always have a radio that's ready to go.

Local emergency managers, civic leaders and concerned members of the public, will be using the following email tag line for the remainder of February as a way to remind local residents that they need to be "Radio Ready":



Are You "Radio Ready"?
Have a family communications plan!

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