

The Red Cross Needs Your Help!

As most of you are aware, Your WBA has a valued “WBA Saves The Day” partnership with the Red Cross. For the past 11 years, as a result of this partnership, stations have agreed to provide one day of public service programming within three days of a major disaster when Wisconsin disaster relief operations have exceeded \$50,000. You have stepped up to the plate many times during the past eleven years, and the Red Cross has been most grateful for your support.

However, the Red Cross is currently in dire need of funding and they are asking for your help in getting the word out there to your viewers and listeners. The Red Cross has already responded to more than 60 large-scale disasters in 2008, all **WITHOUT MONEY** in its National Disaster Relief Fund. They have launched a nationwide fundraising campaign to raise an initial \$100 million, \$2 million in Wisconsin alone, to help victims of recent disasters meet their immediate needs for food, shelter, counseling and other critical services.

You can make contact with YOUR LOCAL chapter for interviews, etc. (if you need assistance with contact information, contact the WBA and we will assist you). Additional resources are also available at www.redcross.org under Media and Video Assets including professional Radio & Television PSA's with full :30 and donut versions, Live-read Copy, Live-read Copy, Web-banner mAds, etc. Any support you can provide to the Red Cross as a whole, as well as your local chapters, in getting the word out would be most appreciated.