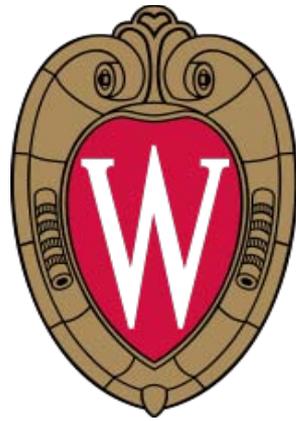




*Are You Ready?*



THE UNIVERSITY  
*of*  
WISCONSIN  
MADISON

59%-No Preparedness Message



Mission:  
Increase awareness through  
campaigns with a specific  
“Call To Action”



Winter Awareness Campaign



[http://readywisconsin.wi.gov/winter/Ke  
nseth.asp](http://readywisconsin.wi.gov/winter/Ke<br/>nseth.asp)

# READY WISCONSIN

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Are you



- ✓ Get a Kit
- ✓ Make a Plan
- ✓ Be Informed

Home | About ReadyWI | Get A Kit - | Make A Plan - | Be Informed - | ReadyResources - | STEP | STEP Survey

### Connect with Us

- Facebook
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ReadyWisconsin  
**ReadyWisconsin**  
Reply - **Favorite**

**ReadyWisconsin** Have you seen the latest ReadyWisconsin video series: Survivor Stories? WI folks tell us about their storm experiences: <http://ow.ly/4w4cm> about 1 hour ago

Join the conversation

### Get Involved



### The AidMatrix Network



## READY WISCONSIN Trivia Challenge!

How prepared are you?  
Click here to answer today's trivia question for a chance to win a prize!



Tornado/Severe Weather Awareness Week



Trivia Challenge - Tornado Awareness



Tornado Survivor Stories



Flood Safety Awareness

### Ready Wisconsin Headlines

- Fire Danger-Daily Updates
- Smokey's Rules for Debris Burning
- Tornado/Severe Weather Press Release
- Tornado/Severe Storm Awareness Information for Schools
- STEP Survey
- April 14th Tornado/Severe Weather drill schedule
- Sesame Street helps kids get ready!
- It Could Happen to You

Learn more at [FloodSmart.gov/winter](http://FloodSmart.gov/winter)

Play



GET PROTECTED: COSTS



1-888-379-9531

[FloodSmart.gov/winter](http://FloodSmart.gov/winter)



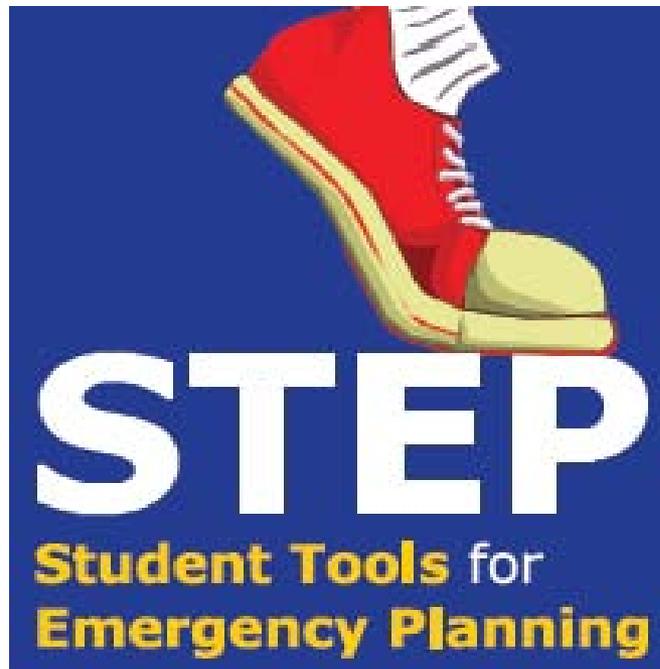
facebook®

twitter



Results:

905 Radio and TV Ads  
11 Radio and TV Interviews  
14,161 Web Visitors  
33,934 Page Views





<http://www.youtube.com/watch?v=hRjcyIlg7Ytc>



March-Flood Awareness



Buy Flood Insurance



Trivia Contest



April 11-15



**TORNADO  
SURVIVOR  
STORIES!**

**Wisconsin  
Residents Share  
Their Experiences**

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"Without our emergency radio we'd be dead."

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stay covered with free\* severe weather text alerts

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HOME NEWS WEATHER SPORTS COMMUNITY VIDEO WHAT'S ON CONSUMER HEALTH LIFESTYLE CLASSIFIEDS ABOUT US

Live Neighborhood Network | Closings/Cancellations | INTERACTIVE | WeatherCall | Personal Forecast | Bus Stop Forecast | 4 Day Guarantee | Report Storms

FLOOD WARNING in



27 STORM TRACK ADVANCED TOOLS

## ARE YOU READY WISCONSIN FOR TORNADOS?

Cancellations & Delays: 0 now posted. [Click here for locations.](#)



MADISON, WI  
Temperature: 47  
Humidity: 60%  
Wind: E @ 8 mph  
Sky: Clear

Today and tomorrow will be outstanding with abundant sunshine and highs in the 60s. By Wednesday night, however, a cold front will move across the state and bring much cooler air into the region. Showers will start early Wednesday morning and will continue throughout the state through Saturday. There is a chance

Animate View

27 DOPPLER RADAR

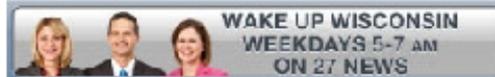
INTERACTIVE RADAR

7-DAY FORECAST

VIDEO FORECAST

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- Politics [Government shutdown averted](#)
- Wake Up [I can Brucewitz update](#)



### 27 STORM TRACK

- Weather Text Alerts
- Email Alerts
- Get Weather Call
- Send Weather Photo
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- Get Desktop Weather
- Facebook
- Twitter

### 27 STORM TRACK DEVELOPING WEATHER COVERAGE

Today, 6:26 am Beautiful sunrise

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### Tornado Survival Stories

Meet Larry and Rita Krznarich from Park Falls.

"We survived a tornado and our emergency weather radio saved our lives"



[Click here to watch their story](#)

[Click here to see WQOW-TV Eau Claire cover Larry and Rita's survival story.](#)

---

**Are you a severe weather survivor?** Ask your friends and neighbors, they may have a tale of the tornado that ripped through their community. Or a story of a severe storm that brought down trees, knocked out power and pelted them with hail. In Wisconsin, we are all weather survivors.

This is a great time to listen to the cautionary tales of the people who survived close encounters with twisters thanks to early warning from their Emergency Weather Radios.

---

Meet the Salerno Family of Kenosha.



[Click here to watch their story](#)

[Click here to see news story on the Salerno Family video](#)



Ready Radio Days



# READY WISCONSIN





# READY WISCONSIN



# *READY WISCONSIN*





## **Ready Radio Partners**

WEAU – Eau Claire

WKBT – La Crosse

WSAW – Wausau

WISC – Madison

WLUK – Green Bay

WITI – Milwaukee



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