



When disaster strikes, radio is always on and always there.
Why isn't it on your cell phone?

St. John Church School, Southern Maryland, 2010, Credit: thebaynet.com

Earlier this year, Washington was paralyzed by a fierce snow and ice storm. Many residents were without power, telephone and Internet service.

But radio was there.

Families lucky enough to own battery-powered radios had one of the only sources of information during the days when the entire city was incapacitated.

But if every cell phone had been equipped with a radio receiver, it would have been a different story.

Cell phones can be made "radio ready" with equipment that costs less than a dollar and weighs less than a tic tac.

Radio's ability to stay "on air" even in times of extreme crisis make it the perfect complement to cell phones.

Let's keep America safe: ensure your cell phone is radio ready!

Radio. Always on. Always there.

