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PRESS RELEASE

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FOR IMMEDIATE RELEASE

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Portable Radio Critical To Being “Radio Ready”

(Santa Barbara, CA) – Santa Barbara County’s emergency managers are asking local residents to purchase a hand-crank portable radio for their home and work disaster kits.

James Caesar, Chair of the county’s Disaster Public Education and Awareness Committee, stated, “In Haiti and Joplin, Missouri, we saw a common theme. Residents received disaster information – where to go for shelter, help or food – from their local radio stations.” Caesar went on to say, “In Haiti relief efforts included flying in thousands of hand-crank radios for the residents to receive disaster relief information.”

According to Michael Harris, Santa Barbara County’s Emergency Operations Chief, “You need to receive information when there is no power. Remember that an earthquake, not just here in our county, but somewhere else, may disrupt our power supply for days.” Harris also said, “Here in Santa Barbara county we have a strong relationship with a dedicated media. Many of them have generators, so they can stay on the air and assist government officials with getting-out emergency public information.”

Hand-crank radios can be found at many local hardware and outdoor stores locally. On the web, the Santa Barbara Chapter of the American Red Cross also has hand-crank radios. You can find products online at www.redcrossstore.org .

In Santa Barbara County, emergency managers choose a monthly theme to remind people that they must be prepared for our next emergency and disaster. For the month of February, the Disaster Public Education & Awareness Committee is promoting the theme:

Purchase a Hand-Crank Radio

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