

**IAEM 2007 AWARDS PROGRAM  
OFFICIAL ENTRY FORM**

**Name of Person Submitting Entry:**  
Michelann Ooten, on behalf of Albert  
Ashwood

IAEM Member

Non-Member (An entry fee of \$75 is required for each entry by a non-member.)

**Title: Director**

**Name of Organization:**  
Oklahoma Department of Emergency  
Management

**Mailing Address of Organization:**  
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**Choose the Award Category for this Entry:**

Career Excellence Award

Academic Recognition Award

Public Awareness Award

**Check Division:**

Local Emergency Management Agency

State/Regional/National International Government, International,  
or Non-Profit Organization

Commercial or Other For-Profit Organization

Technology & Innovation Award

**Check Division:**

Local Emergency Management Agency

State/Regional/National International Government, International,  
or Non-Profit Organization

Commercial or Other For-Profit Organization

Partners in Preparedness Award

Business and Industry Award

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**Name of the Program/Activity: (or name of nominee if you are nominating someone for the Career Excellence Award or Academic Recognition Award)**

**McReady Oklahoma Family Preparedness Program**

**Brief Summary of the Program/Activity: (Maximum 100 words)**

**The McReady Oklahoma program provides preparedness information to a diverse audience and works to mitigate the effects of tornadoes and other severe weather. The message is delivered throughout the month of April within McDonald's restaurants statewide. There are seven primary elements to the program: in-store displays with preparedness literature; educational trayliners, bag stuffers and table tents at each McDonald's; media sponsorship to promote the program; opportunity for emergency managers to customize the program with weather radio programming and other local events; weather safety show at elementary schools; weather safety DVD; and a Web site, [www.mcready.org](http://www.mcready.org)**

**Details of the Program/Activity: (Answer each section.)**

1. Tell us why this program/activity was/is important, or explain why the individual deserves the award for which nomination is being made. (maximum 200 words)

**We can't prevent tornadoes and other severe weather but we can mitigate the effects of these storms. By routinely reminding citizens of the threats associated with, and the steps to take to stay safe during severe weather season, Oklahomans can survive. The McReady Oklahoma program focuses on family preparedness by making severe weather safety information available at McDonald's restaurants – a location frequented by many families. It also delivers the safety message via Ronald McDonald, Lineman Larry (OG&E Electric Service) and Rick Mitchell (television meteorologist) to students who take it home to their families. Partners work in tandem delivering this mitigation program, which only strengthens relationships for disaster times. McReady Oklahoma is well-timed with message delivery in April. The state's heaviest month for tornado outbreaks is May. McReady Oklahoma provides a highly visible program for local emergency managers to take and make their own. Emergency managers have held storm spotter events, secured local proclamations supporting McReady, gained publicity in local media and established invaluable relationships with McDonald's managers.**

**This was the fourth year for the statewide program. Each year it has expanded to include additional partners and activities. Already schools are requesting the McReady Weather Safety Show for April 2008.**

2. Number of staff, volunteers, and community members involved in program/activity. (maximum 200 words)

**McReady Oklahoma involves the work of more than 500 employees and volunteers representing nearly 20 partner organizations. The McReady Partners are: American Red Cross, R.D. Flanagan & Associates, Gov. Brad Henry's Office, KOCO Channel 5 in Oklahoma City, KOTV Channel 6 in Tulsa, McDonald's owner/operators, MOROCH, National Weather Service, OG&E Electric Services, Oklahoma Citizen Corps, Oklahoma Department of Emergency Management, Oklahoma Emergency Management Association, Oklahoma Office of Homeland Security, Oklahoma Floodplain Managers Association, The Oklahoman, The Salvation Army and Tulsa Mayor's Citizen Corps/Tulsa Partners, Inc. Nearly 300 local and state emergency managers participate in the program by setting up and keeping stocked the displays, maintaining the Web site and participating in the weather safety program at schools. Managers at the 160 Oklahoma McDonald's also play a role by working with emergency managers to hold local events.**

3. Tell us how staff, volunteers and community members were involved. (maximum 200 words)

**The Oklahoma Department of Emergency Management chairs the McReady Partners Committee which serves as a research and planning cell. A sub-committee of local and state emergency managers works to secure placement of the displays and distributes the brochures and booklets for placement on the displays. Local and state emergency managers work to keep the displays stocked throughout the month of April. In some cases it is CERT and other emergency management volunteers who handle this task. Emergency managers without a McDonald's in their jurisdiction set up and keep stocked the displays at city hall, the county courthouse, library and other public facilities. During the other months of the year, the displays are used at local fairs and other locations where they**

**continue to promote the all-hazards approach to emergency preparedness.**

4. Tell us how the tactical plans and budget were developed. (maximum 200 words)

**This grassroots effort began in Tulsa, Oklahoma. The Oklahoma Department of Emergency Management took the campaign statewide four years ago using agency funds to pay for the displays and the initial brochures supplied for the displays. The Family Preparedness Guides were printed by the first McReady sponsor, a statewide electric service provider. Since 2004, OEM and the McReady partners have identified additional products, activities for the campaign and worked to secure sponsors. The sponsors have provided donations of products, supplies and services. Many have also leveraged advertising dollars and donated space in printed media and broadcast time on radio and television to the McReady Program.**

**Financial Resources for the Program/Activity:**

To help judges evaluate both your efforts and the results, including the impact of your project, please estimate cash, grants and in-kind contributions that supported your program/activity. For consistency and comparison purposes, calculate values in U.S. dollars (go to [www.xe.com](http://www.xe.com) to use free on-line currency converter).

- a. Cash (actual financial contributions, donations, grants etc.) \$25,000
- b. In-Kind (value of materials, labor, etc., contributed to project)  
    \$143,187
- c. Total value of cash, grants, donations and in-kind resources (add a & b).  
    \$168,187.00

**Number of people affected by your program/activity: 4.8 million**

Is your program/activity ongoing?       Yes       No

**Tell us how the project has had an impact on your constituency or community.**  
(maximum 200 words)

**The McReady Oklahoma program has allowed the Oklahoma Department of Emergency Management and the other partners to take severe weather preparedness from a mundane one-week activity to a month-long campaign. The McReady program emphasizes the four phases of emergency management by teaming up many of the same organizations that work response and recovery to provide an important mitigation and preparedness initiative. In 2007 McReady Oklahoma was exposed to 4.8 million campaign customers (160 restaurants x 1,000 customers per day x 30 days = 4.8 million). The initiative is credited with placing more than 5,000 programmed weather radios in homes and businesses. The McReady displays provided a one-stop shop for important preparedness information in an environment visited heavily by families. The program provided an increased identity for emergency managers and the other partners. This year's campaign was especially well-timed in light of the three presidential major disaster declarations the state received between January and April. Oklahoma has received four additional declarations for tornadoes and flooding since April. As planning continues for McReady Oklahoma 2008, additional sponsors and organizations with in-kind donations are asking to be part of this highly successful program.**