**Opening Shot:**

Video begins with the Title of the Video on a light gray background.

**Timing:**

5 to 8 seconds including any fade in and fade out should be sufficient to show the title.

**First Scene**

Fade in on the new Home Page with some light music in the background.

**Timing:**

3 seconds, then the voice over begins.

**Voice Over**

“*Welcome to a discussion of the benefits of Ready Rating Membership.”*

**Next Scene**

Cut to the signup page and show someone clicking the membership box

*“Since its inception, the free Ready Rating Program has helped thousands of businesses, schools and organizations of all kinds become better prepared for different types of emergencies from severe weather to workplace violence and the challenges sometimes caused by a dependency on technology.’*

**Next Scene**

Move slowly across the top of the Home Page letting each Tab expand.

*“Membership brings many benefits, many of which can be accessed directly from the Ready Rating website. Some of these include (Please to coordinate the Tab expansion with these statements)*

* *Access to two well regarded assessments designed to help measure the completeness and maturity of your emergency program. Known as the* ***ReadyGo*** *and* ***ReadyAdvance,*** *these no-cost assessments can help pinpoint areas in emergency programs that need attention, while also providing specific advice on how to proceed with improvements in the form of a* ***Next Steps Report****.*
* *The Occupational Safety and Health Administration (OSHA) has mandated that every organization have an emergency action plan (EAP). In fact, operations with ten or more staff members must have written plan that are available for review by all employees.   
    
  Ready Rating Members also have access to two fully customizable* ***Emergency Action Plan*** *templates that can be assembled online and the template downloaded for further customization to fit your specific organization’s needs. In their core configurations, each of these two plans –* ***EAPGo*** *and* ***EAPAdvance*** *actually exceed the six requirements specified by OSHA for an emergency action plan.*
* *Ready Rating members have unrestricted access to a large and ever growing* ***Resource Center*** *of checklists, videos, presentations, and other emergency planning tools. In fact, many of these resources are accessible from the* ***Next Steps Report*** *generated by completing either of the Ready Rating Assessments.*
* *Measuring progress is a key requirement of any successful program. Ready Rating is no exception, and to that end, has instituted the* ***Ready Rating Star System****.   
    
  Based on a 4-STAR rating scale, members can earn and retain star levels by taking simple steps such as joining the program, completing an assessment, customizing an EAP, and following some of the recommendations in the* ***Next Steps Report*** *which will allow you to show improvement as measured by your assessment score over time.*
* *Member Organizations are awarded the right to use the* ***Ready Rating Member Seal*** *– a clear indicator to your staff, clients and community that your organization is committed to promoting health and safety in its workplace and facilities.*
* *Membership brings additional benefits such as discounts at the Red Cross store where the materials such as first aid kits, training materials, and other emergency preparedness products can be purchased. Members also receive four* ***Ready Rating Newsletters****, with informative and timely articles on emergency preparedness and the Red Cross.*

**Next Scene**

Back to the Home page

*As you can see, membership has its benefits, so if you have not yet joined the Ready Rating Program, consider doing so now. Simply go to the JOIN button on the Home Page at* [*www.readyrating.org*](http://www.readyrating.org) *to get started.*

*If you are already a Member, why not speak to other organizations you interact with about becoming members? Remember, the more organizations are prepared for emergencies, the safer the entire community.*

*To learn more please visit the Ready Rating website and thank you for your interest in this program.*

**Next Scene**

**Fade out**.