**Opening Shot:**

Video begins with the Title of the Video on a light gray background. For simplicity we could use the Title Page of the PPT that Lisa designed. This would ensure we have the Ready Rating logo showing as well.

**Timing:**

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

**First Scene**

The new **Home Page** comes into view with some light music in the background.

**Timing:**

3 seconds, then the voice over begins.

**Voice Over**

“*Hello and thanks for your interest in the Ready Rating Program.*

*This video will take you on a short tour of the Ready Rating website. Along the way we will show you how ~~to:~~ Your organization can become a member*

* *One way is to Take one of the two preparedness assessments*
* *Another, Access our Emergency Action Plan Tool*
* *And thirdly, take advantage of the other resources and benefits to which Ready Rating Members are entitled”* (slight pause).

*“Let’s begin by becoming a Program Member.”*

*“Since its’ beginning , thousands of organizations – of all types including businesses, , Schools and organization of all kinds have joined the program and received valuable feedback on their level of preparedness.*

*Many of these organizations have taken advantage of the Emergency Planning tools available to members and thousands of people have reviewed the information contained in the Resource Center. Members also receive a 10% discount at the Red Cross store and the ability to use the Ready Rating Member Seal, so display and let others know about your organization’s commitment to preparedness.*

*“From the home page, there are two ways we can begin the membership process.”*

*“You can simply move over to the JOIN tab on the toolbar and click through ~~to~~ the sign up page. Or you can click on the repeating set of images flashing across your screen. These images contain three questions that are designed to put the important role of emergency preparedness in a very practical context.”*

*Click on any of these images and answer the questions which will automatically appear.”*

*~~“Together, these three questions form a mini assessment that is designed to~~*

*Having completed the mini assessment you will be directed to the membership page where you can provide your Member information and accept Ready Rating Membership Agreement.”*

*Once you have signed your organization up as a Ready Rating Member, your organization will have full access to all parts of the program including the Ready Rating Assessment center.*

***~~A choice of two evaluative assessments~~****~~.~~*

**Next Scene**

***Launch Ready Go***

*Organized into five sections, either of these assessment will give you objective feedback on the strengths and weaknesses of your current emergency plan.  
  
The shorter of the two titled* ***Ready ~~Rating~~ Go*** *is designed for organizations that are new to emergency planning. It consists of 25 questions that will help you evaluate some of the strengths and weaknesses of your current program. Many people complete this assessment in fifteen to thirty minutes.   
  
The larg~~er~~ assessment,* ***~~Ready Rating Advance~~*** *consists of 60 questions takes most people forty five minutes to an hour to complete and* *is targeted at organizations that have been involved in emergency planning for a longer period and as such, have programs that are a bit more sophisticated.   
  
Both of these assessments were developed with the assistance of the Red Cross’ Scientific Advisory Council and represent an amalgamation of standards and best practices.*

**Next Scene**

* Cut to the Next Steps Report briefly.

*Taking either one of the assessments entitles you to a* ***Next Steps Report*** *that will highlight some ‘Best Practices’ as they relate to each area of the five areas of the assessment.*

**Next Scene**

*Launch the EAP and show mouse clicking on a couple of items*

* ***~~A Customizable Emergency Action Plan. ()~~*** *The Occupational Safety and Health Administration, commonly referred to as OSHA has mandated that every non-governmental organization should have an emergency action plan or EAP that covers at least six key topics. In fact, if there are more than ten people in your organization you are required to have a written EAP.  
    
  Ready Rating Members have access to two customizable templates that meet and exceed the minimum OSHA requirements and ~~they~~ are both fully customizable to fit your organization.*

**Next Scene**

*Cut to the Ready Rating Dashboard*

*You can learn more about these plans by going to*

**Next Scene**

*Cut to the Resource Center*

* ***Resource Center****A third valuable area of the Ready Rating Program is the* ***Resource Center****. Here you will find an ever-growing set of checklists, templates and other tools – all designed to help you improve your organization level of preparedness for disaster and other emergencies.*

*NOTE: Focus on the Resource Center menu list and specifically, the Hazard Vulnerability Worksheet as this discussion is taking place.*

*In fact, many of these resources are accessible right from the* ***Next Steps Report*** *that is generated every time you take -- or update your assessment.*

**Next Scene**

*SHOW the RR LOGO with STARS (if available – not sure the design is done for this yet)*

* ***~~Earning Stars~~****While the information you obtain from the various Ready Rating tools has enormous value, having a clear indication of progress is also important. This is why Ready Rating has created its STAR RATING SYSTEM.  
    
  Members earn stars for taking positive actions such as* 
  + *Joining the Program*
  + *Completing either one of the Assessment*
  + *Customizing an Emergency Action Plan*
  + *And demonstrating a commitment to ongoing improvement by updating your assessments as you complete the various recommendations contained in the Next Steps Report.*

*Remember, some of your stars expire if you do not return to the Assessments and update your Assessment and improve your score. Do this at least annually, but it is easier if you track it on your assessments as each improvement to your preparedness is made.*

**Closing Shot: Return to the Home Page**

We have only touched on some of the features of the Ready Rating website in this short video.

Our recommendation is for you to spend some time exploring the different areas and the features on this site.

- JOIN the PROGRAM,

-TAKE an ASSESSMENT,

- COMPLETE AN EAP,

- and FOLLOW THE RECOMMENDATIONS OF THE **NEXT STEPS REPORTS**.

Take these actions and you will not only collect stars, but you will help ensure the health and safety of your staff and customers and community. – **FADE OUT**