

Bay Area UASI

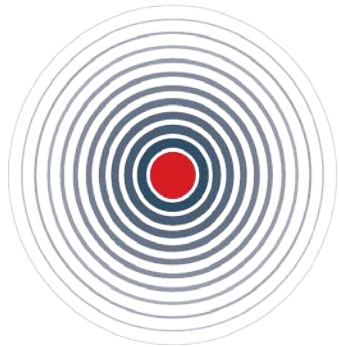
Alert the Bay Program Update

September 9, 2021





Program Update



ALERTtheBay.org
Stay **ALERT**. Stay **INFORMED**.





Project Background

- Launched 10-Day Pilot Campaign in October 2020
- Relaunched June 1, 2021 – July 11, 2021
- Digital ads on Facebook and Twitter
- 15 second audio spots and digital banners on streaming audio platforms such as Spotify, Pandora, iHeartRadio and podcasts



DIGITAL ADS

If there was an emergency in your neighborhood, how would you find out?

Stay ALERT. Stay INFORMED.

Sign up today at ALERTtheBay.org

Earthquakes, wildfires, and other disasters happen.

Stay ALERT. Stay INFORMED.

Sign up today at ALERTtheBay.org

Know what to do during an emergency.

Stay ALERT. Stay INFORMED.

Sign up today at ALERTtheBay.org

Sign up for alerts where you and your loved ones live, work, and play.

Stay ALERT. Stay INFORMED.

Sign up today at ALERTtheBay.org

Emergencies happen.

Stay ALERT. Stay INFORMED.

Sign up today at ALERTtheBay.org

Emergency alerts from where you work or live.

Stay ALERT. Stay INFORMED.

Sign up today at ALERTtheBay.org

Sign up today for the alerts you need. Where you or your loved ones live and play.

Stay ALERT. Stay INFORMED.

Sign up today at ALERTtheBay.org



SOCIAL MEDIA

← Bay Area Joint Information System - Home

Emergencies happen. Stay ALERT. Stay INFORMED.

Sign up today at **ALERTtheBay.org**

Bay Area Joint Information System
Local Service

Like

Message

Home Posts Reviews Photos About Com

About Suggest Edits

<http://www.ALERTtheBay.org/>

Send Message

Local Service

See All >

Page Transparency

Bay Area Joint Information System
@BayAreaJIS

Public Information, Networking

📍 San Francisco Bay Area ALERTtheBay.org

📅 Joined March 2021

0 Following 0 Followers

Not followed by anyone you're following

[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)

Who to follow

Elif follows

Zucchini Summer
@zuchinisummer

I blog about a little bit of everything (#teaching , #budgeting , #humor, #reading) and sometimes I curse at vile politicians on twitter 🙄 (sorry, Mom).

Elif follows

MPW PLAZA® Pouf Boutique
@MPWPlaza

Buy Direct ~ Couture Poufs crafted exclusively by MPWplaza® - This is Not



TIMELINE

DATE	ACTIVITY
10/2021	Launched Pilot Campaign
06/01/2021	Relaunch Phase I Regional Campaign
06/01/2021-06/30/2021	Run ads on social media and streaming audio sites
01/01/2022	Begin Phase II Local Customized Ad Campaigns
01/31/2023	Summary Report



NEXT STEPS

- Phase I – Completed 7/11/2021
- Phase II – Launch in 2022

For questions contact:

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Thank you

