

# Terrorist Attack Survival Kit CD



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## MEMORANDUM

TO: Clients and supporters

FROM: Kelly Perdew, Founder, President and Spokesperson  
American Family Protection, Inc. (AFP)

SUBJECT: Terrorist Attack Survival Kit (TASK) CD-ROM Executive Overview

- 1. Purpose:** To provide an executive overview of the vision and makeup of the TASK CD.
- 2. Vision:** (AFP) is a newly formed company committed to National Security and our pledge is to continuously bring forward the latest and most accurate information available for families to LEARN, PLAN and SURVIVE *the next terrorist attack*. After years of development, today (AFP) is extremely proud to introduce The TASK CD, which is the first in a line of new products being developed to teach the world how to individually WIN the war on Terror.
- 3. Background:** Throughout the 20<sup>th</sup> and 21<sup>st</sup> centuries the United States has proven to be the dominant military force in the world. Some keys to success have been the training, planning and battlefield execution of the American soldier as well as the cutting edge weapon systems developed by our National Defense Department.  
  
Due to the fact that no other nation has developed or trained on systems that can match ours, today's battlefield has been virtually eliminated. Time and again the training, equipment and execution of the American soldier have been tested and each time whether on Land, Sea or Air they've proven to be dominant.  
  
As result Terrorism has dramatically increased in recent years. Organized groups recruit, plan and carry-out meaningless attacks in public areas such as malls, transportation centers and the workplace. Their objective: to destroy America's morale and weaken her spirit, through anxiety and fear. Today's terrorist takes every precaution to minimize their internal casualties while maximizing criminal acts on innocent people, often women and children. Even worse today's terrorist are turning to Weapons of Mass Destruction or (WMD's) to inflict greater damage and fear
- 4. Development:** American Family Protection, Inc. (AFP) has contracted Innovative Technology Application, Inc. (ITA) to produce US Government approved information and training about Terrorism and Weapons of Mass Destruction. The information included is the same provided to our uniformed services members and Government employees. This single disc CD is easily accessed, easy to understood and ready to be used by families to prepare for the future. After decades of research, testing and approval by The United States Government, the (AFP) TASK CD is available for \$29.99, plus applicable shipping and handling.



Since 1995 ITA, a classified American defense contractor located on the Washington DC beltway, has provided over 130 CD-ROM or interactive software products with in-person training for the armed forces and the Federal Government. Majority of the products were CDs and contained an average of 4 hours of training and testing on WMD's, including nuclear, biological, chemical, or radiological information. AFP has licensed key segments of the Government approved products from ITA's repository and contracted ITA to produce it in a simplified CD format designed for individuals and families to understand, utilize and learn about WMD's, as well as help families prepare personalized survival kits. Additionally, ITA worked for the past 7 years under direct contract with the US Department of State and performed Crisis Management Training at every US embassy in the world, creating scenarios and exercising the terrorist attack reaction plan with the staff of US embassies. The ITA experts involved with that effort have reviewed the TASK CD for accuracy and serve in an advisory capacity to AFP. The result of these extensive measures is today's TASK CD.

The TASK CD is delivered with confidence to the end-user that the information provided is government-approved. AFP has combined the material so that the average adult user can easily understand and implement. As well AFP also improves some government-approved knowledge, gathered through public domains and combined on The TASK CD in an effort to provide the absolute best information available to consumers today.

**5. Makeup:** The TASK CD is an engaging and interactive multimedia CD program designed with easy to follow instructions, coordinated with visually rich graphics. The main menu has over a half-dozen sub-categories that allows user to easily navigate the topics and tools of their choice.

The (AFP) CD runs approximately 4 hours, but a basic menu allows families to select smaller blocks of information at a time. Main topics are delivered through images, text and audio:

1. Overview: WMD and Terrorism Characteristics
2. Overall differences between Explosives, Chemical and Biological Agents, as well as Radioactive and or Nuclear Material
3. Modes of dissemination
4. WMD attack indicators
5. Medical impact on humans
6. Decontamination processes
7. Medical treatments
8. Detection devices and identification equipment

Bonus information available on The TASK CD include: a printable script for hard copy backup; a clip-art library with images for student use in school reports; checklists of suggested supplies, Security, General Home Family, Household, Air Travel, and Hostage situations; detailed library of prominent DoD detection equipment and activity; forms for Personal Data, Emergency Action Plan; Guidance from the Department of Defense for military service travelers; and a hyperlink index to jump to key WMD sites directly from the (AFP) CD.