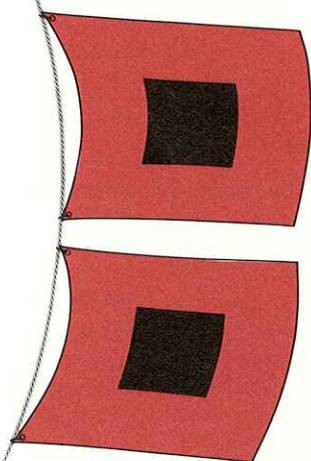


# **IDEAS** for Conducting a Hurricane Awareness Campaign.



National Conference on

## **HURRICANES & COASTAL STORMS**

Awareness — Evacuation — Mitigation

FEDERAL DISASTER ASSISTANCE ADMINISTRATION  
FLORIDA SEA GRANT PROGRAM  
FLORIDA DIVISION OF DISASTER PREPAREDNESS  
FLORIDA BUREAU OF COASTAL ZONE MANAGEMENT  
FLORIDA BUREAU OF BEACHES AND SHORES  
FLORIDA STATE UNIVERSITY

# **May, 1979**

## INTRODUCTION

This book of ideas is written to assist you in conducting a public awareness — or public education — campaign to reduce the loss of life on that ultimate date that a hurricane hits your community or state. It is written for you, whether you be a state official, local elected official, planner, educator, emergency service worker, newspaper, volunteer, involved citizen, or none of the above.

You may not have totally defined your own concern or interest with hurricanes. Or you may know exactly what type of campaign you wish to conduct. In any case, we hope you will find this booklet helpful.

This booklet deals largely with the public relations practices and procedures that are commonly utilized in any public educational effort, including a political campaign or a referendum. However, a number of additional sources were consulted. Our thanks to all of those who read the drafts and gave freely of their comments or provided materials.

We also solicit your ideas. If you are successful or unsuccessful in your hurricane awareness campaign efforts, we would like to hear from you. We recognize that this booklet is still "in the first draft stage," and it can be improved in future editions.

Also, please do not hesitate to ask our assistance in planning or conducting your campaign. We may be able to give you some technical advice over the phone or in an exchange of letters. And, in some cases, we may find it possible to provide on-site assistance with one or more experienced campaigners. For assistance, contact:

**R. H. Blair, Jr.**  
**Director, Public Information**  
**FDAA**  
**451 Seventh Street, S.W.**  
**Washington, D.C. 20410**  
**(202/634-6666)**

## THE PROCESS

Every campaign, whether a hurricane awareness campaign or a school bond referendum, will succeed or fail for one or more reasons. Factors will include the following: the actual need for the effort, whether real or imagined; when compared to other public demands or community priorities; the degree of broad-based community involvement; the manner in which the campaign is managed and executed; the reality of the demand for change in attitude and/or action expected from the audience; and numerous other factors.

However, there does not appear to be a magic formula or a specific recipe that you can follow to properly mix the wide variety of factors to assure the success of your campaign. We know that grass-roots involvement is important, but there have been cases in which successful campaigns have been conducted without the participation of a number of church, civic, professional, and political groups in the community. We know that the closer the campaign is conducted to a specific community, the better the chances of success. But that does not rule out a state-wide effort. We know that the cause must be right, but efforts aimed simply at saving lives have not always been successful. While it is better to seek some form of action by the targeted audience, merely providing basic information can be vital.

So, we suggest that you do not become overly concerned with the lack of a formula to guide your campaign. Nor, should you be frightened away from your aim by confusing scientific or psychological "evidence." You will, however, need as much common sense as possible. Therefore, we recommend that your campaign be guided by the concept that two or more heads are better than one. The more people and groups you involve in your effort, the better the chances of success. Pull into your group those individuals and organizations that have a needed specialty or expertise. But keep in mind that the broader the base of community participation, the greater the need for diplomacy in managing the group.

There is a definite mental process that goes into devising and conducting a campaign. Different authors give different titles to this process. However, no matter how you divide or identify the steps, the process is basically the same. You can make it a ten-step process by dividing it into ten separate parts, or you can make it a two-step process by combining the parts. For our purpose, we will consider four basic steps to the campaign: 1. Fact Finding; 2. Planning; 3. Implementation; and, 4. Evaluation.



Strangely enough, while we can actually identify these four logical steps, we can also see that they are usually conducted simultaneously. So, while we may be doing some fact finding, we may be in the execution portion of the process of another segment of the campaign. However, to consider each step separately gives some structure and logic to the process.

## 1. FACT FINDING

During this step, you determine the problem. This part of the total process may be as simple or as complicated as you find necessary. It may involve studying a map and drawing some conclusions or assumptions on what portions of the community are vulnerable to a hurricane. It may be a little more complicated, if you seek expert advice on what portions of the community would be affected by a tidal surge accompanying a hurricane. The step becomes more involved when you conduct a public opinion survey to determine what attitudes exist in residents who should evacuate their beach-front homes when the hurricane warning flag starts flying.

You will probably find that the more information you gather, the more questions you have. Obviously, the more time and effort you spend in the fact finding step, the better foundation for a successful campaign. You must have complete and factual information on which to draw your conclusions and convince others to reach similar decisions.

For the purpose of triggering your thinking on some of the areas you wish to investigate, we reprint in the appendix the FDAA "A Public Official's and Citizen's Guide to Evaluate Local Hurricane Evacuation Plans" (Appendix-A).

## 2. PLANNING

The information you assemble will lead you or your committee to some decisions. You may find it is necessary to educate people to purchase flood insurance for their homes and businesses. Perhaps you will find it appropriate to attempt to motivate residents to evacuate quickly when warnings are issued. Or, maybe you will decide to campaign for strict land use ordinances to prevent future construction on the sandy barrier islands. Thus, from the problems you identified in the first step, you seek solutions in the second step.

Following are some of the questions you may wish to answer in this planning stage:

1. What are the problems associated with putting together an awareness campaign? Do they fit into categories? Are some problems more important than others? Can we make a list of all identifiable problems by category with a descending list of priorities?
2. How are we going to solve each specific problem? What realistic, attainable goals and objectives can be set for the campaign? What intermediary steps are necessary to reach the goals and objectives?
3. Who should we reach with our messages? Is it necessary to disseminate information to everyone in the state or city? Do we have specific messages for the poor, rich, elderly, school children, businessmen, people living on a certain block, minorities, political leaders, church leaders, others?
4. What medium will best reach each targeted group? Do we need a mix of media to reach the same group? Is it necessary and appropriate to use all of the following: newspapers, radio, television, billboards, town meetings, leaflets, brochures, loudspeakers, word-of-mouth? Should we use purchased advertising? Should we rely solely on free publicity?
5. When is the best time to disseminate our information? Should some messages go out to the public next week, while other messages can wait six months? Is one day of the week better than another day? What other community events are planned that might compete for the attention of our audience?
6. How much is this going to cost? How much should we budget for different parts of the campaign? How are we going to raise the money? Can we get financial support from civil defense, city or state government, businesses, voluntary contributions, a fund-raising drive? Can we cut corners by having volunteers provide manpower? Can parts of the cost be picked up by specific groups? Do we need to reduce our goals to fit our pocket book?
7. Who is going to do what? Do we have a friendly advertising or Public Relations man in the group? Do we have a member of the committee to act as treasurer? Who is going to be the main spokesperson? Do we need legal advice? Can we get the Boy Scouts to deliver brochures door-to-door? Will the Junior Chamber of Commerce take on a segment of the campaign? Will the Governor or Mayor lend their names to this effort?
8. Do we need to re-think this whole thing? Are we thinking realistically? Can we really attain our goals within the stated time frame? Should we devote all our energy and money to just a part or segment of the hurricane problem? Should we do more to protect property? Are we thinking big enough?
9. At the end of this campaign, what action do we want people to take? Do we want them to buy flood insurance? Do we want everyone to evacuate when a hurricane approaches? Is it enough that people become aware of the threat of hurricanes in this area? What's the bottom line?
10. How are we going to know if we succeed? Can we inject some form of measurement of results into this campaign? Do we need a public opinion survey?

### 3. IMPLEMENTATION

Once you have gathered all the necessary facts and figures, then performed all the appropriate planning, you are ready to implement the plan. This is sometimes called the communications step. It involves disseminating your message or messages. Being frank, factual and completely open with the public, your audience, is essential.

The typical awareness campaign has goals of communicating several sub-messages that when put together make an overall message. These sub-messages are directed to specific groups.

As an example, consider the following format involving an evacuation plan, with different groups receiving information stressing that portion of the plan of specific interest to each of them:

Target Groups	Message	Medium
<b>Group A</b> Residents of 3 blocks in poor section of North Beach	Evacuation route is across 5th Street Bridge	Speeches in main church in area, with a flyer showing map
<b>Group B</b> Residents of 4 blocks in wealthy section of South Beach	Evacuation route is across S. Beach Bridge	Door-to-door delivery of leaflet with map by Boy Scouts
<b>Group C</b> Residents of 8 block area of Middle Beach	Evacuation route is Causeway Rd.	Speech to Civic Assn., and door-to-door delivery of leaflet with map by Jaycees
<b>Group D</b> Businesses and motels in 8-block area of Middle Beach	Evacuation Route is Causeway Rd., with group informing tourists	Speech to Motel Assn., Chamber of Commerce, bulk delivery of leaflets by Jaycees

Once you know your target group, the intended message, and the method of disseminating the information, it is relatively easy to write and produce this communications. However, the communications process is a fragile one at best. The same word may mean different things to different people. If you assume the audience knows more than they actually do, confusion may develop, or if you refuse to assume anything and go into too much detail, the audience easily becomes bored or insulted.

#### Use of the Public Media

The extensive use of the general news media will result in *some* knowledge and information getting to a vast audience of citizens. The essentials of a preparedness posture can be related quickly. Naturally, for emergency and urgent instructions the agency must rely on this method of communication.

It is essential, therefore, that emergency management personnel be familiar with the most accepted methods to effectively get the necessary attention of editors, reporters, and broadcasters.



(See Appendix-B – How to Set Up Initial Contact with the Media)

(See Appendix-D – Sample News Releases and Radio-TV Announcements)

A well-founded public awareness campaign begins with a cadre of trained people, however small. Selection and preparation of the writers, presenters or speakers is thus the first task at the state, county or community level.

If possible, start with a professional writer who has learned some of the tricks of the trade. Although it may be helpful to pre-test the message by having several committee members read the manuscript, be mindful that each member of a committee is not a professional editor. Writing that is edited by a committee loses its crispness and usually becomes overly long.

Words alone are not enough. Sometimes the situations dictate drawings, maps, or other graphics. As an example, television is not just audio, but video too. A picture is often worth a thousand words, but only if it is the right picture. Here again you may need professional help from a local commercial artist, or perhaps a friendly advertising agency.

Printed material such as checklists, maps and storm preparation hints should be prepared for the *local* area.

Do not be afraid of duplicating or repeating a given message. The communications process is complicated; therefore, your communications effort must be multi-faceted. As an example, just because an item appears in the local newspapers does not mean that everyone who subscribes to the paper *read* it. Some people may not subscribe to the paper, but rely instead on obtaining their news from radio, or perhaps television. So repeat your message in different ways and in different places.

In the preceding example of communicating to Groups A through D, we showed how speeches and leaflets could be customized to meet specific needs in reaching small target groups. However, the messages to those specific groups need to be repeated; perhaps in an overall community map printed in the local newspaper.

Such preparedness items, if run in the local newspaper, can be reprinted on newsprint and distributed as a leaflet at very little cost to the agency. Often newspapers will do this as a public service or run it for the agency at cost. Perhaps such a community map can be distributed in the schools, with the children taking the maps and/or other leaflets home to their parents.

Radio and television announcements can call attention to the availability of the maps and other literature. Thus the message in each medium is helping to reinforce the messages from the other media.

### **Communication with Citizens Groups**

Here again the emphasis is on selecting and training the presenters or speakers who must communicate the preparedness message to segments of the population. The "right" person before an audience is a hundred times more effective than the "wrong" person.

Where does the "right" person come from? First, select from the professional staff those who *can* and *enjoy* making public presentations. Secondly, look outside. Many times retired professionals and persons from other walks of life are interested in helping on a volunteer basis as a public service.

Once the staff or volunteers are selected, begin training workshops with these people to work out the details of the various presentations. Determine the content and the materials to be used.

Wherever possible, use visual aids. Charts and slides can be prepared locally to illustrate local situations and history. Projection equipment for both film and slides is usually part of the local agencies' equipment or can be rented or borrowed.

Interesting films on nearly every facet of storm awareness, preparedness and recovery, as well as footage and slides of actual storms for general mind-conditioning, are available. Most states and many counties have libraries for film loan or rental. NOAA has an extensive film catalog listing films available for both staff training and public awareness programs.

(See APPENDIX-C – Selecting Citizens Groups)

#### 4. EVALUATION

How well did you do? This is the tough part. You can have a long list of appearances on radio and television, a book of speeches, and a pile of newspaper clippings, but you may have failed in attaining your goals and objectives. Evaluating the effectiveness of your public awareness campaign is not easy, but it is essential.

Was anybody listening? You may have sent out numerous messages, but that does not mean that anyone received the messages. You may or may not have motivated your intended audiences to listen, and if they didn't listen, there is little chance that they were motivated to act in the desired fashion.

Since we are dealing to a large extent with opinions and attitudes, it is desirable to measure those opinions and attitudes. Ideally, as part of the first step, Fact Finding, you were able to learn some things about the opinions and attitudes in your community towards hurricanes. If a formal survey was conducted, you would now want to conduct a second survey to determine what changes took place in the minds of the people in your community as a direct result of your public awareness campaign.

Depending upon the goals and objectives you set for the campaign, following are a few sample questions you might ask yourself: Will more people be willing to evacuate the danger areas? Do people know how to evacuate? Do they know when to evacuate? Will the people who stay behind be prepared to weather the storm? Are people more or less aware of hurricanes? Will more people purchase flood insurance? Will construction standards and zoning codes be improved because of the campaign.

Some of these questions can be answered by simple measurements. For instance, the increase in the sale of flood insurance policies is a mathematical answer. Either you obtain an improved zoning code or you don't. However, it is not always easy to exactly trace the cause of an action. The increase in flood insurance sales may be attributed to a national advertising campaign, and the city fathers may have been planning to improve the zoning code even before your campaign.

Therefore, it may be advisable to recruit professional help to scientifically attempt to measure the results of the campaign. This can be an expensive undertaking. However, perhaps costs can be cut by obtaining the aid of some sociology or psychology students from a local college.

No matter how you conduct your evaluation, it should be as complete and factual as possible because the evaluation will lead to important decisions. You must decide the overall effectiveness of the campaign, but even more important is to accurately evaluate the effectiveness of the various parts of the campaign. Some parts of the campaign, since everything may not be accomplished simultaneously, can be altered as a result of the evaluation. The evaluation may point the way to going back and correcting some minor errors which will greatly improve the effectiveness of the entire campaign.

If we are considering running a similar campaign the following year, the evaluation of this year's campaign actually becomes the first step, Fact Finding, of the next campaign effort. Thus, we see that these four steps of a campaign actually form an endless circle of fact finding, planning, implementation, evaluation, and then around again.



## APPENDIX-A

A Public Official's and Citizens

GUIDE TO EVALUATING LOCAL HURRICANE  
EVACUATION PLANS

### Introduction

It is human nature to assume hurricanes are disasters which strike somewhere else.

Yet, the reality is any community along or near the Gulf of Mexico or Atlantic Ocean is a potential hurricane target. Other parts of the United States are subject to loss and damage from other types of coastal storms.

After every hurricane or severe coastal storm there is always a recurring theme: If only we had done more to prepare in advance . . .

Therefore, you might find useful this self-survey which is intended to encourage coastal communities to evaluate their own hurricane evacuation plans.

It was prepared by the Federal Disaster Assistance Administration, in consultation with Dr. Neil Frank, Director, National Hurricane Center in Miami, and Bryce J. Torrence, National Director, Disaster Services, The American Red Cross.

Hopefully, this self-survey will assist you to evaluate and strengthen the ability of your community to defend itself against a hurricane or other major coastal storm.

Credits . . .

Many, but not all of the following questions are based on material provided in advisory brochures prepared in 1977 and 1978 by the Disaster Preparedness Divisions of the States of North Carolina and Florida to assist their local officials to plan for evacuation in the event of a hurricane or other coastal storm.

### SURVEY

#### I. BASIC AUTHORITY

1. Does the county or other local jurisdiction have a disaster-preparedness ordinance or other legal authority for local officials to direct evacuation of low-lying areas in the event of a hurricane?
2. Has the county executed an agreement or other written understanding with the American Red Cross setting forth the responsibilities of the ARC for shelters and other disaster-related activities?
3. Who is the overall director/leader for each shelter, whether Red Cross volunteers, local Civil Defense volunteers, city personnel, etc.?
4. Are the ordinances, regulations and/or plans of the county or other local government consistent with the state disaster-preparedness plan?
5. Is there a coordinated and integrated regional or area-wide evacuation and shelter plan? Have necessary inter-governmental agreements for assistance in hurricane evacuation and shelter been executed?

\*In some states, such authority may be delegated by state law to a state agency.

#### II. PRE-DISASTER MITIGATION

1. Are zoning requirements and limitations consistent with anticipated storm surge?
2. Are building standards and codes in areas vulnerable to hurricanes adequate to withstand the effects of high wind and storm surge? Are these standards and codes enforced?

3. Is state and/or local mobile home tie-down legislation adequate? Is the legislation enforced?

4. Have communities vulnerable to flooding and storm surge qualified for flood insurance by adopting required flood-plain management ordinances?

5. Are designated evacuation shelters above storm-surge levels or outside storm-surge areas?

6. Has special consideration in the development of evacuation plans been given to the needs of the aged, the handicapped and for families living in mobile homes?

7. Have key local agencies developed supplementary plans for their own operations in the case of an evacuation and are these plans integrated and consistent with the overall evacuation plan?

8. Are notification rosters of each agency for use to warn of an approaching hurricane current and complete?

9. Are citizens being educated adequately on how to prepare for and what steps to take in the event of a hurricane?

10. If vertical evacuation into high-rise buildings is anticipated, have the selected structures been checked as to soundness of construction to withstand hurricane-force wind and storm surge? In the case of private structures, have agreements been executed with building owners?

11. Have provisions been made for cots, blankets, food and sanitary facilities in the event that disaster victims may need to be kept in high-rise structures for an extended period until flood waters subside?

12. Have evacuation route maps been published in the local newspapers or widely distributed to citizens?

13. Are there any local or state plans for disclosing the extent and existence of natural hazards to the public, especially prospective new property owners?

#### III. POLICY DEVELOPMENT

1. Have the leading governmental officials developed a "control group" or committee as the organization to exercise overall direction and control of hurricane evacuation operations, including decisions to institute county-wide or area-wide increased readiness conditions when a hurricane threatens?
2. Have "lines of succession" been developed for key officials in the event some officials become casualties or are otherwise unavailable?
3. Has a "support group" or committee headed by the city/county civil defense coordinator been organized with sufficient responsibility, authority and resources to provide personnel and materials for the implementation of pre-planned actions (as well as actions directed by the control group), to provide coordination and direction to personnel engaged in operations and to provide information, data and recommendations to the control group?
4. Has a line of succession been established for personnel in the support group?

#### IV. OPERATIONS

1. How will officials of concerned agencies and citizens of effected areas be alerted on a timely basis in the event of an approaching hurricane?
2. Are warning systems for citizens adequate and are citizens advised of the meaning of a warning by a siren?
3. Have evacuation plans been keyed to hurricane forecasting? Upon what condition will evacuation be implemented, by whom, and with what authority? What priorities have been established?
4. Which sectors of population will be directed to which shelters?

5. How will the elderly and handicapped be handled?
6. Are key communication facilities above flood level, have their emergency roles been defined, have they been "exercised" and do backup facilities exist for use in the event primary facilities are not operating?
7. What coordination has been effected with commercial radio and television stations?
8. How will amateur-radio resources be employed to assist in evacuation before the hurricane strikes?
9. What traffic analysis have been made to be sure that evacuation routes can handle anticipated traffic volume?
10. Do all shelters have adequate sanitary facilities and drinking water as well as available cots and blankets?
11. What alternate evacuation plans are available in the event that key evacuation routes are blocked by debris or stalled vehicles?
12. How often is the hurricane evacuation plan "exercised"?
13. Have amphibious vehicles been acquired and are they periodically checked and maintained?



## APPENDIX-B

### HOW TO SET UP INITIAL CONTACT WITH THE MEDIA

- (1) Put together a media list that can be compiled from source information, such as your State Media Directory, local phone directory or Gebbie Press. These directories give you the names, addresses and telephone numbers of your local print, radio and TV outlets.
- (2) Send out press releases to the major and secondary outlets. The release should include current information, such as time, date, location, speakers and participants if it is an awareness meeting. You should also include the name of the contact person in your office who will be responsible for Public Information, along with the telephone number and address. (See attached sample news releases — Appendix D).
  - (a) whenever possible, follow up your first press release with a phone call to introduce yourself. Often the Public Affairs Director or producer (news) of a radio or TV station will be interested in doing a long-range feature on the development of this program, and will follow the project from its inception. Begin your working relationship at this point. Do the same with newspaper editors and reporters.
- (3) If possible, record a 10, 30 and 60 second radio spot and send it to your local radio station, along with the written script. A written script and a hurricane slide should accompany the recorded material for TV stations (See attached sample Radio/TV script).
- (4) Be aware of deadlines for the local newspapers and magazines you will be working with, as well as time schedules for newscasts on radio and TV.
- (5) Remember the press and electronic media *look* for news and information, and a possible feature story. It is *your* job to provide them with the data and specifics for *your* meeting.
- (6) Whoever is going to be the spokesperson for the meeting should be brought "up to speed" on all procedures so that when they are interviewed by the press they will be able to speak with clarity and confidence on all aspects of hurricane preparation. A reporter's job is to ask relevant questions pertaining to his or her audience; therefore, *your* spokesperson should be aware of *the* audience he is speaking to.
- (7) Make a referral list for the interviewee, including (the most important points to be brought out in the interview (i.e. why a meeting is being held, local evacuation plans, evacuation sites, hurricane preparedness) and have your spokesperson key in on those points. You can also furnish the reporter with an information sheet so that they will be directed toward those areas.
- (8) If possible, contact a clipping service to obtain a record of articles printed.
- (9) Follow up by sending "thank you" notes to those members of the press who were helpful. It makes it easier the next time around.

## APPENDIX-C

### SELECTING CITIZENS GROUPS

#### THE AUDIENCE:

Public awareness campaigns are best conducted in group sessions limited to areas of specific interests.

In storm awareness programs, audiences in communities or neighborhoods should be sought from those facing the same dangers and affected by the same plans and preparations. Emphasis in those meetings should be on the specific plans for that area.

#### SPECIFIC AUDIENCES

Break down by . . .

Small Town  
Section of the County  
Neighborhood Citizens Associations  
Official Fire Districts, School Districts or  
Election Precincts

#### GENERAL AUDIENCES

For general awareness and preparations develop speaker, film and slide presentations for:

Service Clubs —

Rotary, Lions, Kiwanis, Optimists, Civitan, Toastmasters  
Sertoma (Womens), League Of Women Voters

Business and Professional Groups

American Association of University Women, Business and Professional Women, Boards of Realtors, Chambers of Commerce, Business Sororities, Secretaries' Associations, Medical and Dental Associations

Social Organizations

National Association of Retired Persons, National Association of Retired Teachers, Retired Government Employees, German-American Clubs, Italian-American Clubs, English Speaking Union, Alliance Francaise, Sorority Alumnae groups, Hispanic-American Societies, Sailing and Yacht Clubs, and others similar.

Youth Service Organizations

Boys Scouts of America, Girl Scouts of America, Campfire Girls, YMCAs and YWCAs, B'nai Brith Youth and others similar.

Fraternal Organizations

Elks, (BPOE), Moose Lodge, and similar organizations.

Church Groups

Public and Private Schools

(A program of public awareness especially designed for young school-age citizens.)

Military Oriented Organizations

American Legion, Veterans of Foreign Wars, Disabled American Veterans, Air Force Association, Navy League, Reserve Officers Association, Marine Corps League, Civil Air Patrol and others similar.

Maritime Organizations

U.S. Coast Guard Auxiliary

U.S. Power Squadron

Other sailing and boating associations and organizations.

## APPENDIX D-1

### SAMPLE NEWS RELEASE

The City of Blank  
Blank County Municipal Building  
401 Boulevard B  
Blank, Florida 33210

Contact: (Jane Doe)  
Telephone No. (xxx-xxx-xxxx)  
June xx, 19xx

### FOR IMMEDIATE RELEASE

Hurricane Season begins in June and runs through November. It is human nature to assume hurricanes are disasters that will strike somewhere else. The reality is that any community along the coastline is a potential target. After every hurricane there is always the recurring theme . . . "If we only had done more to prepare in advance."

This year the (County/City Planner) along with knowledgeable representatives in the field of Hurricane Preparedness and Awareness will hold a conference on June xx, 19xx at the County/Municipal Building.

There will be presentations and informal discussion groups on local disaster response planning, public participation, and what the resident should do to avoid the potential loss of life, home and personal property. Along with pamphlets and brochures every attendee will receive a Hurricane Survival Checklist for their home and office. One of the key issues is the subject of evacuation for the elderly here in (xx Beach) and (Key Cayne). There will be a round table discussion at 10:00 A.M. to discuss this problem in depth.

Note to Media: All media are invited to attend. A press room will be available. Accredited representatives may arrange interviews with participants and local officials. For more information, contact Jane Doe at xxx-xxx-xxxx.

## APPENDIX D-2

### SAMPLE NEWS RELEASE

The City of Blank  
Blank County Municipal Building  
401 Biscayne Boulevard  
Blank, Florida 33221

Contact: Jane Doe  
Telephone No. xxx-xxx-xxxx  
June xx, 19xx

### FOR IMMEDIATE RELEASE

On June xx, the City of Blank will hold its first Hurricane Awareness and Preparedness Meeting. The meeting will be held at the Blank County/Municipal Building on Cayne Boulevard.

City Officials, planners, developers, and representatives from the National Weather Service will be speaking on the various aspects of hurricane awareness, safety, preparation, evacuation techniques, and the specific evacuation plan for Dade County.

There will be a presentation on "How to Prepare for a Major Hurricane or Coastal Storm."

A special two-hour discussion will begin at (10:00 A.M.) to review the evacuation procedure for the elderly citizens in Blank Beach and Key Cayne.

*Note to Editors: All media are invited to attend, and arrangements can be made for interviews with the participants and local officials.*

## APPENDIX D-3

### SAMPLE NEWS RELEASE

The City of Blank  
Blank County/Municipal Building  
401 Cayne Boulevard  
Blank, Florida 33221

Contact: Jane Doe  
Telephone No. xxx-xxx-xxxx  
June xx, 19xx

### FOR IMMEDIATE RELEASE

This year the Blank County/City Planning Office along with various local civic organizations are planning the first series on hurricane awareness meetings in South Florida.

Local, city and state officials, along with experts in the field of hurricane awareness and preparation will be speaking all over the state, with specific information geared to the locality.

The first meeting will be held in Blank County at the Municipal Building on June xx at xx A.M.

On June xx, at the Beach High School at xx P.M.

The Parkside Association in Naples will hold their meeting at the Blank High School Gymnasium on June xx, at xx P.M.

On June xx, the Kiwanis Club in Perrine will be having a day-long seminar-workshop on Hurricane Awareness and Preparation that will begin at xx P.M.

On June xx at xxx Air Force Base there will be a meeting for the residents of the base. That meeting will begin at Noon.

Additional meetings are being arranged as we will keep you informed of location, dates and times.

These meetings, workshops and seminars will be discussing local disaster response planning, community participation and what the individual resident should do to avoid the potential loss of life, home and property.

*Note to Editors: All media are invited to attend. Interviews can be arranged with participants and local officials.*

*For more information, call Jane Doe at xxx-xxx-xxxx.*

## APPENDIX D-4

### SAMPLE NEWS RELEASE

Parkside Association  
200 Seagrape Ave.  
Blank, Conn. zxzxx

Date: zxzxxzxzxx  
Contact: Jane Doe  
Phone: xxx-xxx-xxxx

### FOR IMMEDIATE RELEASE

(or FOR SUNDAY NEWSPAPERS AND NEWSCASTS)

Blank, Conn. . . This year the (Parkside Association of Blank) will sponsor a Hurricane Awareness Meeting for the residents of (the Blank area).

The meeting will be held on (Jxxx 44th at the Murray School Gym). The meeting will begin at (K 00 P.M.).

Experts in the field of hurricane awareness and dangers will be speaking on local disaster response planning, community participation and what the resident should do to avoid the potential loss of life, home and property.

Along with pamphlets and brochures every attendee will receive a Hurricane Survival Checklist for their home and office. One of the key issues to be discussed is the manner in which the community as a whole can work together in preparing the safest and most efficient program of storm awareness and preparation for our community.

*Note to Editors: All media are invited to attend, and a press area will be set up so that interviews can be arranged with participants and speakers. For further arrangements call Jane Doe at (xxx) xxx-xxxx in Blank.*



## APPENDIX D-5

### SAMPLE RADIO SPOT:

TV (add Hurricane slide) 60 SECONDS

- 000-005: Fade in Hurricane Sound Effects
- 005: Fade down sound effects and bring up Annr V/O
- ANNR: The blank coast of blank has been fortunate in the last blank years . . . Everyone has assumed that the Hurricanes and Coastal storms will bypass them and strike the other coast . . . Unfortunately, the reality is that any community along the coast is subject to a severe hurricane or other coastal storm, and the only way to prevent loss of life, home and property is to be . . . Aware and PREPARED . . . Don't find yourself sitting in a vacant lot that used to be your home saying . . . "If we only had done more to prepare in advance . . ."
- 015: Bring up Hurricane Sound Effects
- 016: Fade Down Sound Effects — Bring up Annr V/O
- ANNR: Hurricane season begins in June and runs through November . . . Are you aware of the procedure to follow when a hurricane warning is issued?
- Has your community been informed of the evacuation plan and what evacuation sites have been designated for your area? . . . Do you know the safest route out? . . . Do you have a Hurricane Survival Checklist at your home and office? . . . Are you and your family prepared?
- 020: Sound Effects up and out.
- ANNR: On Jxxx 44th the city of Blank will hold its first Hurricane Awareness Meeting . . . It will be at the Blank County/Municipal Building from \_\_\_\_\_ to \_\_\_\_\_. Local officials along with experts in the field will be speaking on the subject of Hurricane safety, preparation and evacuation procedures. A special round-table discussion will be held on the subject of the elderly here in Blank and on Doubleblank Key.
- 050: Fade in Sound Effects under Annr V/O
- ANNR: We invite you to attend and participate in this one-day meeting . . . For more information, you can contact \_\_\_\_\_ at this station.
- 055: Hurricane Sound Effects Up and Out . . .

## APPENDIX D-6

### SAMPLE RADIO SPOT

TV (add Hurricane slide) :30 Seconds

- 000-005: Fade in Hurricane Sound Effects
- 005: Fade down effects — bring up Annr V/O
- ANNR: Hurricane season begins in June and runs through November . . . Are you aware of the procedure to follow when a *Hurricane Warning* is issued for your area?
- Has your community been informed of the evacuation plan and evacuation sites? . . . Do you know the safest route out? Do you have a Hurricane Survival Checklist in your home and office? . . . Are you and your family *Prepared?* . . .
- 015: Sound effects down and out
- ANNR: On Jxxx xxth the City of Blank will be holding its first Hurricane Awareness Meeting . . . It will be at the Blank Municipal Building from \_\_\_\_\_ to \_\_\_\_\_. Blank City and local officials along with experts will be speaking on the subjects of Hurricane Safety, Evacuation Procedures, and Storm Preparation . . . A special round-table discussion will be held on the subject of the elderly here in Blank and Doubleblank Key.
- 026: Sound effects up and Under . . . Annr V/O
- ANNR: We invite you to participate in this one-day meeting. For more information contact \_\_\_\_\_ at this station.
- 029: Sound effects up and OUT

## APPENDIX D-7

### SAMPLE RADIO SPOT

TV (add Hurricane slide) :10 Seconds

- 000-001: Fade in Hurricane Sound Effects
- 001: Fade down sound effects and bring up Annr V/O
- ANNR: On Juxx 44th the City of Blank will hold its first Hurricane Awareness Meeting. It will be held at the Blank Municipal Building from \_\_\_\_\_ to \_\_\_\_\_. City and local officials along with experts in the field will be speaking on the subjects of Hurricane Safety, Preparation and Evacuation Procedures . . . A special round-table discussion on the subject of the elderly here in Blank and Doubleblank Key will be held at xx A.M.
- We invite you to attend and participate in this meeting . . . For additional information contact \_\_\_\_\_ at this station . . .
- 009: Sound effects . . . up and under . . . Annr V/O
- ANNR: Are you prepared? . . .
- Sound Effects UP and OUT