



FEMA

W-06050

August 1, 2006

MEMORANDUM TO: Write Your Own (WYO) Principal Coordinators
National Flood Insurance Program Servicing Agent

FROM: *David I. Maurstad*
David I. Maurstad
Federal Insurance Administrator
National Flood Insurance Program
Mitigation Division

SUBJECT: Television Public Service Announcement (PSA)

I am pleased to inform you that the National Flood Insurance Program is about to launch a new television PSA, titled, "Listen." (PSA's are designed to inform and educate the general public about certain issues. They differ from commercials, which typically convey a sales message.)

Aimed specifically at those communities in the hurricane belt and filmed entirely on location in New Orleans, the PSA features local musicians playing an instrumental version of the song "Where or When." Scenes of Jackson Square, Bourbon Street, Preservation Hall, and the Mississippi River roll along to the music and are intertwined with the tragic and uplifting scenes of flood devastation and reconstruction.

"Listen" will be packaged and distributed to television station public service directors in approximately 60 markets totaling over 580 broadcast and local cable TV outlets in the Northeastern, Mid-Atlantic, and Southeastern regions of the United States. In order to pique the interest of local public service directors, who can choose to air the PSA to alert viewers to their risk of flood damage, the FloodSmart Team has designed an engaging tactic using a "sandbag" to package the PSA components.

Enclosed is a list of markets where "Listen" will be shipped. Distribution to television stations takes place the first week of August. To preview the spot you may contact Mr. Chris Matas of the FloodSmart Team by email at Chris.Matas@jwt.com. He will then provide you with the website link where you may download the spot.

Thank you for your ongoing support of the National Flood Insurance Program.

Attachment

cc: Vendors, IBHS, FIPNC, Government Technical Representative
Suggested Routing: Marketing, Training

Target States and Markets

Texas

Brownsville
Corpus Christi
Galveston
Houston
Beaumont

Louisiana

Lake Charles
Lafayette
Baton Rouge
New Orleans

Mississippi

Gulfport
Biloxi

Alabama

Mobile

West Virginia

Huntington
Clarksburg

New Jersey

Newark

New York

New York City
Albany
Buffalo

Connecticut

Hartford
Ipswich

Rhode Island

Newport

Massachusetts

Boston
Lynn
Swampscott
Revere

Maine

Brunswick

Virginia

Richmond
Newport News

South Carolina

Columbia
Charleston

Georgia

Savannah
Atlanta
Augusta

North Carolina

Raleigh/Durham
Greensboro
Charlotte
New Bern
Jacksonville
Wilmington

Maryland

Washington/Baltimore

Pennsylvania

Philadelphia
Pittsburgh

Florida

Pensacola
Fort Walton
Destin
Panama City
Tampa/St. Petersburg
Fort Meyers
Sarasota
Miami
Fort Lauderdale
West Palm Beach
Fort Pierce
Vero Beach
Orlando
Daytona Beach
Jacksonville
Tallahassee
Gainesville

Delaware

Dover