



FEMA

W-07001

January 4, 2007

MEMORANDUM FOR: Write Your Own (WYO) Principal Coordinators and
NFIP Servicing Agent

FROM: WYO Clearinghouse

SUBJECT: FloodSmart – Radio Media Tour re. Winter Rainy Season

A FloodSmart Radio Media Tour took place today and consisted of 23 English interviews and 2 Spanish interviews with radio networks and stations across the country. David Maurstad conducted the interviews in English and Mayra Lopez-de-Victoria (FEMA) conducted the interviews in Spanish. The complete interview schedule is attached.

Key points highlighted in the interviews included general NFIP information, as well as:

- Winter flooding is a real risk for communities across the country. This served as a reminder that floods can occur any time, any where; local statistics with historical winter flooding information were provided for each market.
- Common misconceptions (such as homeowners policies generally don't cover flood; government assistance available when a disaster is federally declared and many people don't think they're at risk); and
- Proper flood protection is a necessity throughout the calendar year. Residents in high-, low-, and moderate-risk areas should know their risk, and consider protection. Costs are quite low [Preferred Risk Policies (PRPs) can start as low as \$112 a year and an average premium for a yearly flood insurance policy is around \$500].
- Ways people can prepare. Listeners were encouraged to call their agent to assess risk. They were also directed to call 1-800-427-2419 or visit FloodSmart.gov. General disaster preparation information was also provided (e.g., safety kits and emergency plans at home).

David and Mayra also recorded soundbites for use in a national audio b-roll release package to nine radio networks to be released today. Some of these include: AP, CNN, CNBC, CBS and USA radio networks.

These radio interviews began airing today (as some were live); the taped interviews will continue to be aired over the next few days.

Attachment

cc: Vendors, IBHS, FIPNC, Government Technical Representative
Suggested Routing: Claims

Radio Media Tour Interview Schedule - January 4, 2007				
David Maurstad & Mayra Lopez DeVictoria (Spanish)				
TIME	STATION	AFFILIATE/RANK	MARKET	FORMAT
1) 7:40-7:50am	KBFK-AM	ABC/CNN/ESPN	Sacramento, CA	Taped News/Talk
2) 7:50-8:00am	WIOD-AM	ABC	Miami, FL	Live News/Talk
3) 8:00-8:10am	Southern Urban Radio	N/A	Regional - Mississippi	Taped
4) 8:10-8:20am	WDUN-AM	ABC, MBS	Atlanta/Gainesville, GA	Live News/Talk
5) 8:20-8:30am	CNN Radio Network	CNN	National	Taped
6) 8:30-8:40am	WTKF-FM	NBC, Westwood One	Greenville-New Bern-Jacksonville, NC	Live News/Talk
7) 8:40-8:45am	Audioline Network	Syndicated	National	NBN feed
8) 8:45-8:50am	KVOR	ABC, CBS	Colorado Springs, CO	Live News/Talk
9) 8:50-9:00am	WKNY-AM	CBS, Jones Satellite Network	Poughkeepsie, NY	Taped News/Talk
10) 9:00-9:10am	WLW-AM	N/A	Cincinnati, OH	Taped News/Talk
11) 9:20-9:30am	KMED-AM	AP	Medford-Ashland, OR	Live Oldies
12) 9:30-9:38am	WSAT-AM	ABC	Charlotte, NC	Taped News/Talk
13) 9:38-9:44am	KXL-AM	CBS	Portland, OR	Live News/Talk
14) 9:44-9:50am	WNTQ-FM	N/A	Syracuse, NY	Taped News/Talk
15) 9:50-10:00am	KBNR*	N/A	McAllen-Brownsville, TX	Taped (Spanish)

16) 11:00-11:05am	WFLS-FM	N/A	Fredericksburg, VA	Taped News/Talk
17) 11:05-11:15am	South Carolina News	N/A	Regional - Columbia	Taped
18) 11:15-11:25am	CNN Radio Noticias	CNN - Spanish	National	Taped (Spanish)
19) 11:25-11:35am	KMZU-FM	NBC	Kansas City, MO	Taped News/Talk
20) 11:35-11:45am	Metro Networks*	N/A	Regional - Las Vegas, NV	Taped
21) 11:45-11:55am	WDIS-AM	N/A	Boston, MA	Taped News/Talk
22) 11:55-12:00pm	WSBA-AM	N/A	Harrisburg, PA	Taped News/Talk
23) 12:00-12:10pm	WFIN-AM	ABC, MBS, AP, ESPN	Toledo, OH	Taped News/Talk
24) 12:10-12:20pm	KDFO-FM	N/A	Bakersfield, CA	Taped News/Talk
25) 12:25-12:35pm	Metro Networks	N/A	Regional - Seattle, WA	Taped
26) 12:35-12:45pm	Florida Radio Network	Florida News Network	Regional - Florida	Taped
27) 12:45 - 12:55pm	KFLC-AM	Univision	Dallas, TX	Live (Spanish)
* Interview postponed - TBD				