

# **YOUR PUBLIC INFORMATION CAMPAIGN**

This publication includes some of the materials you will need for news media during a community Public Information Campaign. You will find press releases that can be distributed to news outlets and Public Service Announcements written for radio stations. They can be revised to meet your local needs.

A successful Public Information Campaign also includes working with key community groups to get your message out -- and to build in advance the cooperative relationships you can depend on for an effective response when disaster strikes.

These key groups include public schools, businesses, civic and community groups, fire and police departments and local elected officials, as well as news media. The Chamber of Commerce and the area Council of Governments may want to join with you in sponsoring emergency preparedness activities in the community.

## **Partnering with Local Businesses**

Grocers, hardware store owners and other merchants may be invited to put hurricane preparedness messages on shopping bags, store windows or marquees outside their stores. They may want to work with you to set up displays inside their stores featuring key items shoppers need for a family emergency supply kit. Local merchants might be interested in sponsoring contests on hurricane preparedness in the schools, and donating prizes for kids.

## **How Schools and Teachers Can Help**

School districts and teachers may be interested in sponsoring projects involving hurricane preparedness. Children might design flyers or write papers on hurricanes and hurricane safety. Children's artwork based on these themes could be displayed in local malls, airports, libraries or public buildings.

## **Civic and Volunteer Groups**

Civic groups, clubs and organizations are always in need of speakers -- and hurricane preparedness is an excellent subject to suggest for their meetings. Local volunteer groups and civic organizations also may be interested in joining with the fire, police and emergency management organizations hosting weekend events on hurricane preparedness. Restaurants or fast-food chains may donate refreshments. Set up booths or tables featuring emergency preparedness publications at local events or fairs. To order publications, contact the Public Information Office of the Division of Emergency Management at (512) 424-2138.

## **TV, Radio and Newspapers**

News outlets provide crucial information on what the public can do to prepare as hurricanes and tropical storms form and move toward shore. Newspapers, radio and TV stations can be very helpful in educating the public before a disaster, and on recovery programs after disaster strikes.

Your first step is getting to know and build personal relationships with your local broadcasters, publishers, editors and reporters. They also can help you learn the ropes when it comes to dealing with state and national reporters during a disaster.

Use the materials in this publication and distribute them to news media during Hurricane Awareness Week.

Identify local experts who can do interviews and make presentations on hurricane preparedness. Make them available for:

- ◆ TV morning and weekend shows
- ◆ Radio talk shows
- ◆ Visits to editorial departments
- ◆ Interviews for newspaper feature stories
- ◆ Presentations at local civic groups and schools

To order publications on hurricanes and other severe weather events, contact the Public Information Office of the Governor's Division of Emergency Management at (512) 424-2138. Also see the GDEM Web site at <[www.txdps.state.tx.us/dem](http://www.txdps.state.tx.us/dem)>.