



FEMA

Fact Sheet

Federal Emergency Management Agency

PUBLIC-PRIVATE OUTREACH DURING RESPONSE & RECOVERY EFFORTS

Rhode Island and Massachusetts (DR-1894 & 1895):

As of May 28, 2010

Private Sector Specialists in Massachusetts and Rhode Island are working with the private sector community to broaden the reach of disaster recovery information to individuals impacted by flooding in both New England states. Outreach initiatives include:

- Coordination with the Boston Red Sox to display FEMA disaster registration information on the score board at its remaining home games. The Red Sox Stadium seating capacity for Fenway Park in 2010 is 37,402 for night games, and 36,974 for day games.
- Support from New England Sports Network to run disaster information as a crawl on-air during coverage of sporting events. An average NESN game broadcast reaches 226,000 households in the Boston DMA; and 55,000 households in the Providence DMA.
- Assistance from the Rhode Island Emergency Management Agency in outreach to the major utility provider (National Grid) requesting they add a sentence at the bottom of utility bills to make customers aware of the registration information for FEMA. This reached more than 450,000 Rhode Island residents.



(Red Sox Stadium Billboard with FEMA message)



(Clear Channel Advertising billboard in Massachusetts)

- Collaboration with Clear Channel Advertising and Lamar Outdoor Advertising who offered to post FEMA registration information on high traffic billboards in Massachusetts and Rhode Island. Clear Channel billboards in Massachusetts reached an estimated 198,00 drivers per day. Lamar Outdoor billboards in Rhode Island reached more than 300,000 people over the age of 18 per day.
- Coordination with Rhode Island Emergency Management Agency and the Rhode Island Public Transit Authority to display FEMA registration information in seven languages on 150 buses.



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Tennessee (DR-1909):

As of May 28, 2010

Private Sector Specialists in recently declared Tennessee are on the ground supporting state outreach efforts by engaging the private sector community in numerous ways, to include:

- Coordination with the NFL and National Football League Players Association to push disaster messaging to the public. Tennessee Titans players and coach shot PSAs to encourage individuals affected by the flood to register for disaster assistance. FEMA has the PSAs posted on the multimedia section of www.FEMA.gov. The Titans have FEMA disaster information posted in the Community section of their website (www.titansonline.com).
- Collaboration with the local Chamber of Commerce, music industry, and entertainment arena to disseminate recovery information. 25 local Chamber of Commerce disseminated disaster information to businesses and their tens of thousands of employees in the affected region. Gaylord Entertainment, which owns The Grand Ole Opry, posted disaster recovery information on its website for employees. The Nashville Songwriters Association (NSA) also shared disaster recovery information to its members in need.



(Tennessee Titans cleaning homes in Nashville)

2010 Nashville Flood Information

After the Flood: Resources for the Vanderbilt Community

Vanderbilt University and Medical Center are back to business, however, many of our employees are deeply affected by the flood. This site is a central information resource for employees affected by the flood.

Latest Updates:

- Macy's offers a 20% discount to flood victims until November 30, 2010. Ask any local Macy's sales representative for enrollment information. See all discounts
- Pet owners: Register pets lost in flood with tashelliefinders.com, Nashville Humane Association (615-352-1010), Metro Animal Care & Control (615-862-7928), and LostAPet.org.
- Today, May 20, is last day to apply for emergency food stamp and cash assistance through DHS
- ReBuild Clinics open May 22 to provide one-on-one help to flood victims. Call 662-6778
- Free cab rides available May 20-21. Call 615-423-3118, 615-496-4629 or 615-597-4781
- Free dry cleaning for flood victims from FRSTeam Middle Tennessee. Call 615-708-5156 or 615-708-5031
- Sunday, May 23, last day for free drop off at convenience centers

Relief Resources

- Apply for Federal Aid
- Clean Up and Repair Your Home
- Vanderbilt Helping Vanderbilt: Flood Assistance Network
- Metro Flood Website
- Disaster Assistance Centers
- Contact VU Flood Coordination Center

(Vanderbilt University Flood Relief Webpage)

- Working with colleges and universities to get disaster information out to faculty and students affected by the recent flood. Vanderbilt University, one of the largest private employers based in TN, created a Flood Relief webpage to highlight available resources in the community to assist affected individuals. Belmont University, who has over 5,400+ students, created a Flood Relief webpage that connected directly to www.FEMA.gov and www.DisasterAssistance.gov.

Contact Us:

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