

# the PS7 REVIEW

Volume 1 · Issue 3 · October 2012

Federal Emergency Management Agency Region VII

Private Sector

## Leo Burnett, FEMA, Ad Council: Prepare the Day Before

According to new research from the Ad Council, most Americans regard disaster preparedness as very important, but many do not prepare because they don't think a disaster would ever happen to them. If today is just like any normal day, and tomorrow is going to be like today, then why prepare? But what if today were the day before a disaster?

Enter Leo Burnett, an ad agency that believes you connect best when you put a brand's *purpose* (in this case, *preparedness*) at the heart of everyday human needs, desires and behaviors. Leo Burnett's clients include *Coca-Cola* and *Hallmark*. Now they include FEMA, after unveiling a series of pro-bono public service announcements (PSAs) with the Ad Council.

The ads highlight the readiness message by juxtaposing imagery of past disasters -- the San Francisco Earthquake of 1989, Hurricane Irene and the Joplin Tornado -- with images of the ordinary, routine behaviors that took place the day before each disaster struck. The message is clear: The day before a disaster is just like any normal day. So prepare today for tomorrow.

"By emphasizing that the time to prepare is on an ordinary day like today, we hope people and communities will be safer if and when that fateful day comes," said Susan Credle, Leo Burnett's Chief Creative Officer.

Also a part of FEMA's Ready campaign, ESPN created a television PSA encouraging viewers to prepare for emergencies and disasters. Titled "Hero," the new ad calls on sports fans to build an emergency kit and develop a family plan so that they're prepared to act when confronted with a natural disaster or other emergency.

"Presented within the context of heroism in sports, we believe FEMA's message will resonate with our fans and inspire them to take action to be prepared - for themselves and, especially, for their families," said Aaron Taylor, vice president, marketing, ESPN.

In celebration of the launch, the new PSAs were featured at an emergency preparedness fair held during the season home opener of the San Francisco (CA) 49ers at Candlestick Park on September 16, 2012.

To view the ads, released as part of National Preparedness Month, go to: <http://www.multivu.com/mnr/57433-fema-and-ad-council-mark-ninth-national-preparedness-month-with-new-psas>.



PSAs from FEMA and the Ad Council, were created pro-bono by Leo Burnett, an ad agency that believes you succeed in marketing when you place a brand's purpose at the center of human behavior. FEMA photo.

# UNCF, FEMA Broaden EM Job Opportunities

FEMA and the United Negro College Fund (UNCF) Special Programs Corporation (UNCFSP) announced a new partnership to coordinate mutual engagement on job opportunities relating to emergency management preparedness, response and recovery activities. FEMA Administrator Craig Fugate and UNCFSP Interim President and Chief Executive Officer Michael J. Hester signed a Memorandum of Agreement this month and discussed ways that FEMA and UNCFSP, which has a constituency of over 300 minority institutions of higher education, can work to broaden opportunities in emergency management and ensure that disaster preparedness includes the community as a whole.

"A key to having a more resilient nation is inspiring a new generation of top-notch emergency managers and UNCFSP is leading this charge," said Fugate. "This agreement builds on FEMA's existing successful partnership with this organization and the institutions it serves. We look forward to working together so that every community is engaged in disaster preparedness, response and recovery."



UNCF awards more than 10,000 scholarships each year through more than 400 scholarship, internship, fellowship and institutional grants that support students at the undergraduate, graduate and doctoral levels. Photo UNCF.

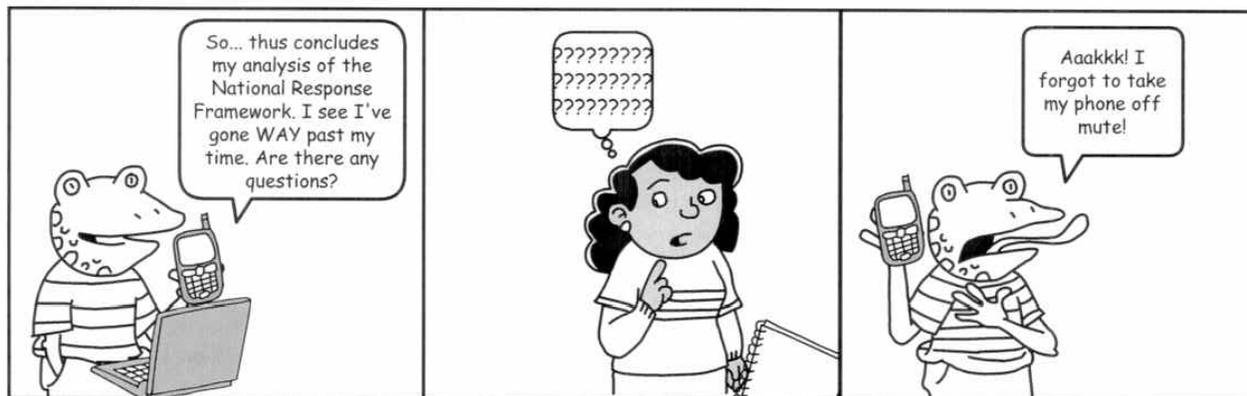
The new agreement between the organizations seeks to facilitate greater knowledge, individual participation and career opportunities in emergency management. Among the terms of the agreement, FEMA will participate in lectures, conferences and other events at minority institutions. UNCFSP will work with FEMA to distribute messaging, tools, training and other educational and organizational resources available to support community-based disaster preparedness efforts.

"The signed agreement with FEMA ensures that future opportunities in emergency management and disaster preparedness are available to HBCUs and their surrounding communities," said UNCFSP Interim President and CEO Michael J. Hester. "HBCUs have historically been anchors of their communities and will now serve as a natural partner to FEMA and its initiatives."

The two organizations, through FEMA's Emergency Management Institute and UNCFSP's minority serving institutions, have been engaged in emergency management training since 2008. The new agreement stipulates that officials of the two organizations will meet quarterly on the principles of engagement.

UNCFSP works to create connections between the diverse, high-performing workforce of the minority education community and private industry to address the nation's imperatives. The organization's minority education constituency includes Historically Black Colleges and Universities, Hispanic-Serving Institutions, Tribal Colleges and Universities, and other minority institutions.

Conference Call



# Private Sector Helps Get the Word Out in LA

Critical recovery information has reached more than 2.3 million Hurricane Isaac survivors in Louisiana via Private Sector pathways, including businesses and nonprofit groups, according to FEMA's Office of External Affairs.

FEMA has partnered with the Louisiana Business Emergency Operations Center, chambers of commerce and trade associations to share messaging such as how to register for federal disaster assistance in prominent locations. Examples include:

- The Outdoor Advertising Association of America displaying important registration information on electronic billboards;
- In Lafourche Parish, Water District #1 and South Coast Gas Co. included registration information with their bills, while Vision Communication posted that information on its community access channel, and
- Lodgenet Interactive Corporation flashing that same registration information on screens in 23,000 local hotel rooms.

"The private sector plays an essential role in a community's recovery," said Federal Coordinating Officer Mike Hall of FEMA. "Their partnership and collaboration with government agencies helps all of us carry out the mission of recovery in Louisiana."

Businesses have even asked their workers to spread the word, helping the registration message reach more Hurricane Isaac survivors.

FEMA's Private Sector and Community Relations specialists also teamed up to reach out to small, independent and owner-operated businesses, going door to door to learn about the challenges they face and to inform them of possible resources that may help them recover faster.

The major disaster declaration for Hurricane Isaac made federal assistance available to eligible survivors in **21** parishes: Ascension, Assumption, East Baton Rouge, East Feliciana, Iberville, Jefferson, Lafourche, Livingston, Orleans, Plaquemines, St. Bernard, St. Charles, St. Helena, St. James, St. John, St. Mary, St. Tammany, Tangipahoa, Terrebonne, Washington and West Feliciana.

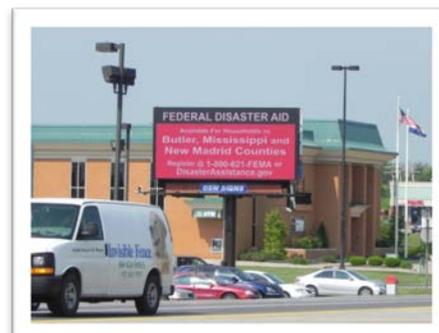
In Mississippi, nearly **\$21** million in federal aid has been approved to help those affected. The Mississippi Emergency Management Agency (MEMA) and FEMA provide the following snapshot of the disaster recovery effort as of Oct. 17:

- Nearly **6,200** households have received FEMA grants that assist with housing and personal property loss.
- More than **\$12.3** million has been approved for housing grants, including short-term rental assistance, home repair and replacement costs.
- More than **\$2.3** million has been approved to cover other essential disaster-related needs, such as medical and dental expenses and lost personal possessions.
- More than **\$6.4** million in low-interest disaster loans from the U.S. Small Business Administration to assist homeowners, renters and businesses with the cost of repairing or replacing damaged structures and personal contents.
- Nearly **19,800** home inspections have been completed.
- There were more than **10,200** visits to **16** disaster recovery centers by people affected by the disaster.
- Nearly **24,900** survivors in designated counties have contacted FEMA for help or information.



Picayune, Miss., Sep. 20, 2012, FEMA Applicant Program Specialist, Mike McComas, left, explains application process to a Hurricane Isaac Survivor.

FEMA photo.



Outdoor advertising, like this billboard, helps inform disaster survivors how to apply for federal disaster assistance.

FEMA photo.

# FEMA Corps Expands Career Opportunities for Young Adults

On Sept. 28, 2012, two-hundred thirty young adults from across the nation were sworn in as members of FEMA Corps at an induction ceremony in Vinton, Iowa, providing a boost to the nation's ability to assist disaster survivors, while expanding career opportunities for young people.

FEMA Corps (<http://www.fema.gov/fema-corps>) is an innovative partnership between two federal agencies that combines the disaster expertise of the Federal Emergency Management Agency (FEMA) with the service leadership of the Corporation for National and Community Service (CNCS) and AmeriCorps.

Following a record-breaking year for federally declared disasters in 2011, FEMA Corps was created to enhance the nation's disaster response and recovery capacity, increase the reliability of the disaster workforce, and provide a pathway for young people to enter the emergency management profession.

Established as a new unit within the existing AmeriCorps National Civilian Community Corps (NCCC), FEMA Corps engages young adults ages 18 to 24 to provide ten months of service on disaster response and recovery projects.



Two-hundred thirty young adults from across the nation were sworn in as members of FEMA Corps at an induction ceremony in Vinton, Iowa. FEMA photo.

The two-hundred and thirty FEMA Corps members inducted in Vinton campus join a similar-sized class sworn in two weeks ago in Vicksburg, Miss. In all, 430 FEMA Corps members will gain experience and support our nation's emergency response efforts, including deployments in support of FEMA's regional office in Kansas City, Missouri. FEMA Corps members working in FEMA Region VII previously supported Habitat for Humanity projects in the Iowa Valley. FEMA Corps members share the AmeriCorps pledge which, in part, states: "I will get things done for America, to make our people safer, smarter and healthier. I will bring Americans together to strengthen our communities... Faced with adversity, I will persevere. I will carry this commitment with me this year and beyond."

U.S. Senator Tom Harkin, FEMA Deputy Administrator Richard Serino, and CNCS CEO Wendy Spencer, participated in the induction ceremony at the AmeriCorps NCCC campus in Vinton to thank members for their commitment and challenge them for the important work ahead.

"In August of 2008, I had the honor of addressing the very first class of NCCC members at what was then the brand-new Vinton campus," said Harkin, who chairs the Senate appropriations panel that funds AmeriCorps and was integral in bringing NCCC to Iowa.

"That spring and summer," Sen. Harkin continued, "Iowa had been hit by relentless downpours, floods of biblical proportions, and disastrous tornadoes. To have that influx of NCCC members, at that time of dire need, was truly a Godsend. Serving others and giving back to our communities are some of the most important things we can do as American citizens. I commend each member of this new class today and I thank them for their service."

"Today's inductees are pioneers," Serino said, "combining the exceptional record of citizen service at AmeriCorps NCCC with FEMA's specialized mission of supporting survivors with their recovery after a disaster. I commend and thank every member of the inaugural class of FEMA Corps for their dedication to helping communities in need."

# Safeguard Iowa Encourages Family Preparedness

Iowa's Governor proclaims each September as Family Preparedness Month. To help get the message out this year, Safeguard Iowa Partnership (SIP) joined Iowa Homeland Security & Emergency Management (HSEMD), Iowa Emergency Management Association (IEMA) and Target in encouraging Iowans to become better prepared for the next emergency or disaster.

Because this year's theme was "Pledge to Prepare," Safeguard Iowa Partnership, HSEMD and IEMA asked Iowans to pledge to take simple actions that would make them more ready to face adverse situations. These actions could be as easy as setting up weather alerts on a mobile phone, assembling an emergency supply kit for a pet, or holding a family meeting to discuss what members should do during an emergency both inside and outside the home.

"Preparedness Month is essential to Iowa because it reminds everyone to take the extra steps to organize themselves, their families, their businesses and their communities for times of trouble," said Safeguard Iowa Partnership's Executive Director Jami Haberl. "By participating in Pledge to Prepare, Iowans take the necessary steps to become better equipped to deal with an emergency and when disaster strikes."

In addition to the evident benefits of being better organized, participants were eligible to win prizes by either submitting a preparedness video or taking the online pledge. The grand prize winner, Michele Schmidt of Thornton, stated, "The most important thing to me is my family. It's my job as a mother to keep everyone safe and be prepared for the unexpected. That's why I made a video showing how I was utilizing Family Preparedness Month to become better prepared by adding items for my daughter to our existing emergency kit. If anything were to happen to us, she would be taken care of and be surrounded by her favorite things."

The Safeguard Iowa Partnership is a 501(c)3 nonprofit involving government, private-sector, higher education and nonprofit organizations. Its mission is to strengthen the capacity of Iowa to prevent, prepare for, respond to and recover from disasters through public-private collaboration. For more information, log on to [SAFEGUARDIOWA.ORG](http://SAFEGUARDIOWA.ORG).

(Article from Safeguard Iowa Project)

---

## Social Media Can Help Save Lives in a Disaster

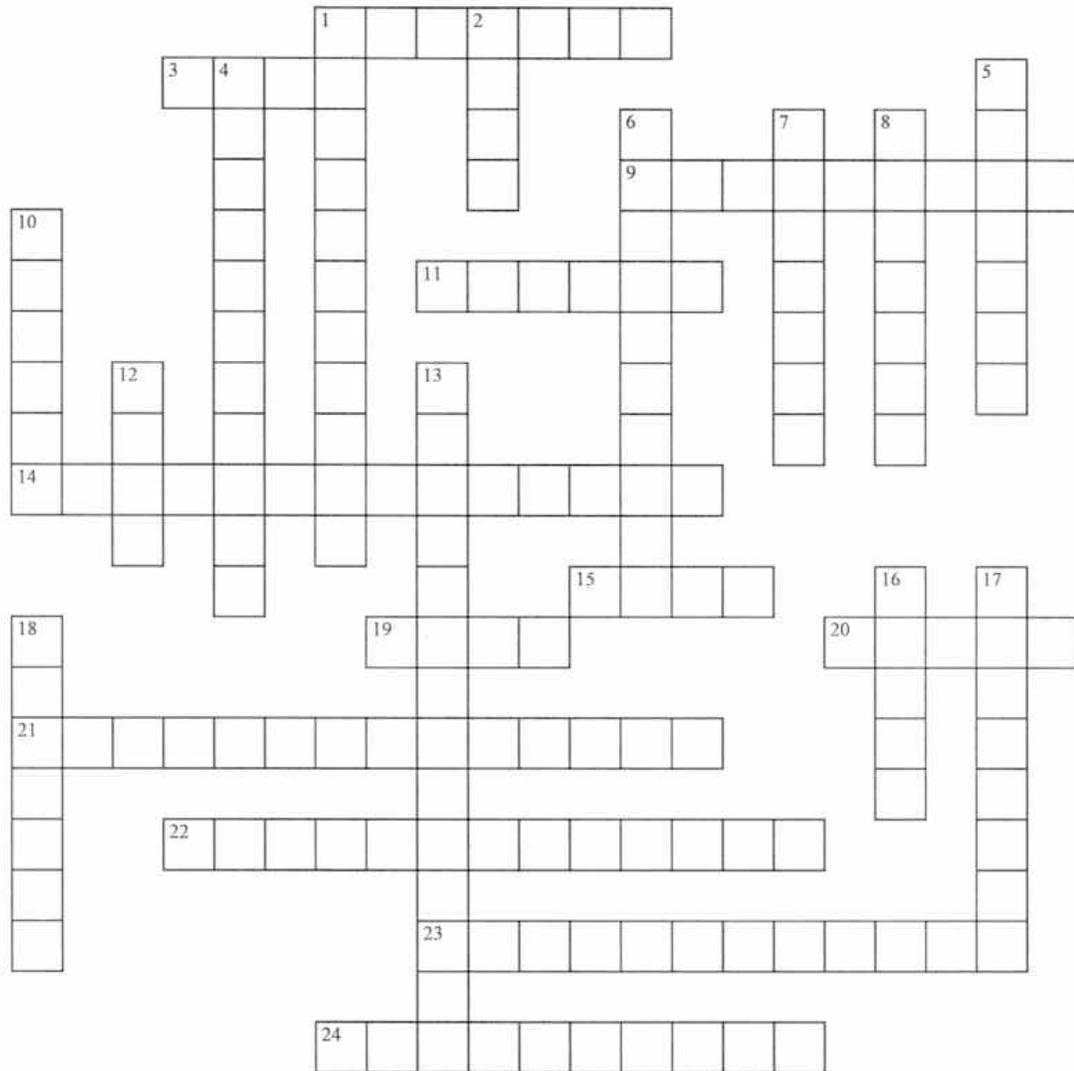
Social media **IS** now a critical component of emergency management! Join the conversation **BEFORE** a crisis.

Even if you don't use Twitter or Facebook now, knowing how to could save your life during an emergency. Here's why and how to start using this important resource:

- **WHY?** Social media delivers messages to groups faster than any other means.
- **WHY?** The Internet, like text messaging, may work when your cell phone connection is weak (few bars).
- **HOW?** Go to [www.twitter.com/femaregion7](http://www.twitter.com/femaregion7) to see and monitor important information from FEMA Region VII and its partners.
- **HOW?** Check out whose messages we're "following" (monitoring). These include state emergency management agencies, local emergency managers and other federal agencies that provide disaster support.
- **HOW?** Now, **1.** Take 5 minutes and join Twitter ([www.twitter.com](http://www.twitter.com)) and create your own handle/username. **2.** When you sign in, type [@FEMARegion7](https://twitter.com/FEMARegion7) in the search box at the top of the screen. **3.** When you see our page, click the "Follow" button at the top, right side of the page. **4.** Click "Home" on the top of the page to see Tweets/messages as they're posted by [@FEMARegion7](https://twitter.com/FEMARegion7) (as well as other, similar users/"handles"). **5.** If you're interested, type up to 140 characters, including spaces, into the "compose new Tweet" box on the "home" page and hit "Tweet" to send it out for everyone to see. **6.** Click on the words [@FEMARegion7](https://twitter.com/FEMARegion7) at any time to see our home page. Once here, you may check out who we're "following," again. We suggest "following" agencies and organizations (including some local ones) that may post vital information during crises.

# Private Sector

## Crossword



KEY: ACROSS – 1. prepare 3. data 9. emergency 11. manufacturing 14. communications 15. BEOC 19. open 20. flood 21. administration 22. manufacturing 23. intelligence 24. management;  
DOWN – 1. partnership 2. plan 4. agriculture 5. recover 6. resilience 7. private 8. medical 10. public 12. FEMA 13. transportation 16. cloud 17. commerce 18. chamber

### ACROSS

- 1 To be ready
- 3 What a business should back up
- 9 ..management
- 11 Selling goods
- 14 Act of communicating
- 15 Biz Emergency Ops Ctr abbreviation
- 19 Not closed (for business)
- 20 Cause of water damage
- 21 Small Business (Blank)
- 22 Making industry
- 23 What businesses have
- 24 ..emergency

### DOWN

- 1 Public-Private...
- 2 You should have one of these
- 4 Farming
- 5 To return to normal
- 6 Ability to bounce back
- 7 ..sector
- 8 Relating to medicine
- 10 (blank)-Private Partnership
- 12 DHS' emergency management agency
- 13 Shipping goods
- 16 Send your data to this
- 17 Chamber of...
- 18 ..of Commerce