

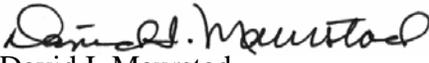


FEMA

W-06050

August 1, 2006

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

FROM:   
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](mailto: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