

Discussion: Common Media Outreach Opportunities & Strategy(s) (messaging, story, anniversaries, etc.)

Opportunities / Teachable moments:

- Anniversaries (50th PTWC)
- Commemorations (1964 Alaska, 2004 Indian Ocean, 2011 Japan)
- Preparedness Campaigns (week, season, etc.)

Audiences:

- Public
- Media
- Congress

Purpose:

- Educated public
- Sustain funding
- Build and continue program

Goal:

- Develop strategies / goals
- Define policies

Key Accomplishments:

- Incorporation of social science research into text of tsunami alerts to improve comprehension and response
- Annual national tsunami exercises to test and update response plans and improve the effectiveness of the warning system
- Facilitation of input from state/local tsunami workgroups to tsunami warning system operations to improve effectiveness at the local level

Mitigation and Education (MES)
The MES works to reduce tsunami impacts primarily through education and outreach that increase awareness and encourage preparedness. It also promotes and provides guidance on other risk reduction activities, such as evacuation planning and integration of tsunami risk into land-use policy and planning. And, it provides recommendations for NOAA's TsunamiReady Program, which encourages communities to prepare for tsunamis.

Key Accomplishments:

- National Tsunami Education and Outreach Action Plan
- Guidance for outreach and education planning and activities resulting in an increase in number of TsunamiReady communities
- National Media Tsunami Guidebook and increased number of corresponding state guidebooks

NTHMP Grant Program
The NTHMP Grant Program is the primary funding source for projects that further the efforts of the NTHMP and NOAA's TsunamiReady Program. Through this grant program, NTHMP partner states have been able to substantially improve the products and services they provide to coastal communities in a cost-effective way. Examples of fundable projects include inundation maps, evacuation plans and maps, technical training and public education programs, outreach projects, preparedness and mitigation workshops, planning guidance, evacuation drills, warning infrastructure (e.g., sirens), and signs.

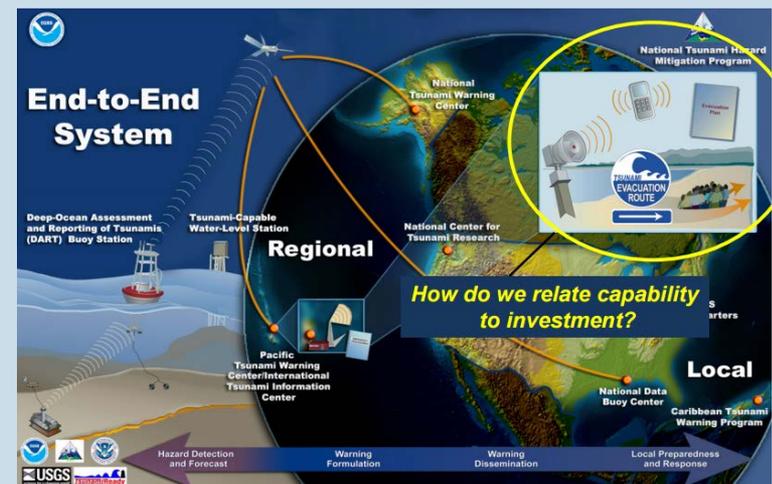
Planning for the Future
The nation's ability to respond to a tsunami has come a long way since 1995, and much of this progress is because of the NTHMP and its partners, both individually and collectively. Today, thanks in part to the work of the NTHMP, U.S. coastal communities are better prepared for a tsunami. But, more remains to be done.

NTHMP partners are committed to the program's mission "to mitigate the impact of tsunamis through public education, community response planning, and accurate hazard assessment." Ultimately, the effectiveness of the NTHMP requires a long-term, sustained effort at all levels of government that is responsive to changes in tsunami science and technology, emergency management, risk communication, and society in general, as well as lessons from future tsunamis.

March 2013

National Tsunami Hazard Mitigation Program

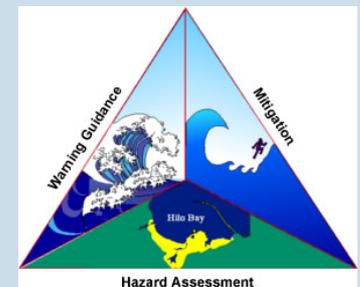
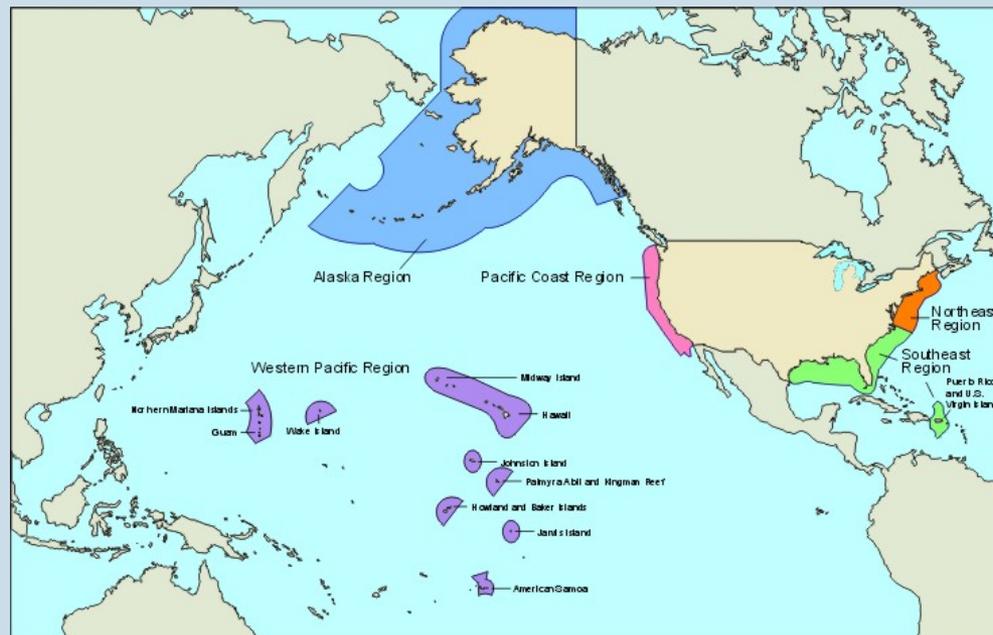
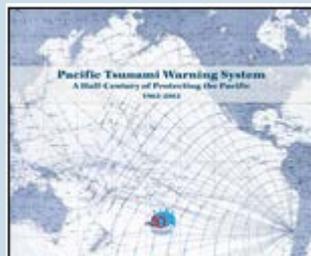
<http://nws.weather.gov/nthmp/>



NTHMP Outreach Products – Discussion

Media outreach strategy

1. What are the materials we need?
2. Who will make them?
3. How do we get them out?



NTHMP Outreach Products – Discussion

Media outreach strategy

1. Materials:

- Update Media Guide
- Develop resource to help commemorate tsunamis as a way to further tsunami awareness and preparedness
 - Facebook
 - Links
- Develop calendar of anniversaries (2004, 1964, etc.)
 - Incorporate into TsunamiZone.org
- Investment Report
 - Executive Summary 2-pager
- Press Release Templates

