



SILVER SPIKE AWARDS ENTRY FORM

Sierra Nevada Chapter

Please use one form per entry.

Name of Entry “Flood Expo 2006”

Awards Category Public Relations Programs: #8 Emergency or Crisis Program

Your Name Betsy Mellinger, APR

Company/Business/Organization Truckee River Flood Project

Address 9390 Gateway Dr. #230, Reno, NV 89521

Telephone 775-850-7456 Fax 775-850-7453

E-mail bmellinger@washoecounty.us

Produced By or With Truckee River Flood Project

Member of (Circle all that apply):

PRSA

AMA

A2N2

Entry Fee: PRSA Member \$40 (first entry) \$30 (additional entry)
Non-members \$50 (first entry) \$40 (additional entry)

Number of entries enclosed One

Amount enclosed \$40.00

Please provide a brief description of your entry here for use in the Silver Spike Program.
Please use no more than 100 words:

Flood Expo 2006 was a 1-day public safety “fair” focused on flood and disaster preparedness. It featured representatives from 25 local, state and federal agencies manning booths and providing brief lectures that informed the public about government services available to disaster victims before, during and after a crisis. More than 500 citizens attended this event, gathering information about services provided by FEMA, NOAA, NWS, SBA and local first responders in our communities.

Please make checks payable to: PRSA – SIERRA NEVADA CHAPTER

Submit entries to: Alexia Bratiotis
Attn: Silver Spike Awards
Renown Health Marketing Offices
400 South Wells Avenue
Reno, Nevada 89502

All entries due by 6 p.m. on Monday, October 8 - no exceptions

2007 Silver Spike Award Entry Form

Category: Public Relations Program, Category #8: Emergency or Crisis Programs
Entry Name: Flood Expo 2006 – Truckee River Flood Project

Overview:

Flood Expo 2006 was a 1-day public safety "fair" held November 15, 2006 focused on flood and disaster preparedness. It featured representatives from 25 local, state and federal agencies manning booths and providing brief lectures that informed the public about government services available to disaster victims before, during and after a crisis. More than 500 citizens attended this event, gathering information from various agencies including the Federal Emergency Management Agency (FEMA), National Oceanic and Atmospheric Administration (NOAA), National Weather Service (NWS), Small Business Administration (SBA) and first responders from Reno, Sparks and Washoe County.

Research:

On January 1, 1997 the Truckee River overflowed its banks flooding Reno and Sparks, Nevada. This flood caused more than \$700 million in damages to buildings, bridges and other infrastructure. Additional costs were incurred by homeowners and businesses in lost business, clean-up costs, retrieval of lost data and files. Clearly, residents and businesses were not prepared for this type of devastation. Many did not know where to get sandbags nor did they know who to contact for disaster assistance once the crisis was over.

The main mission of the Truckee River Flood Project (TRFP) is to reduce damage caused by flooding. The infrastructure for the concrete and rebar flood control project is in its initial phase of construction and may take up to 10 years to complete. In the interim, flooding is still a threat to our local community. Therefore, it was incumbent upon the TRFP to educate and prepare our community on how best to protect their loved ones, pets, businesses, property, data and valuable papers should the community experience another flood during the construction phase of the flood project.

According to the National Weather Service, flood season begins in our area on November 1st, which is why the TRFP mounted a one-stop public outreach effort entitled "Flood Expo 06," on November 15, 2006 to capture the public's attention, with the goal of changing attitudes and behaviors regarding flood preparedness.

Planning:

On August 30, 2006 the TRFP's PIO contacted other PIO's and staff from about a dozen emergency preparedness and response agencies at the local, state and federal levels. Weekly meetings were conducted for two months to establish the program goals and objectives, and determine the date, time, venue and theme of the event. As the meetings progressed, additional agencies were identified and invited to participate in this event.

Goal: Educate the public about flood and disaster preparedness.

Objectives: Disseminate information about flood prevention and preparedness to businesses and residents in the floodplain. Through education, change attitudes about the dangers associated with flooding. Educate and empower at least 5% of the estimated 10,000 people living and working in the floodplain to make disaster plans and flood preparedness kits.

Tactics:

- Promote awareness and information about Flood Expo on a community-wide basis using affordable media outlets.
- Develop a 'friendly' non-threatening mascot to capture the attention of younger and older citizens alike.
- Offer an evening of brief educational lectures from service providers, first responders and financial assistance agencies in the public and private sectors on flood prevention, preparedness, response, clean-up and financial resources provided by FEMA and SBA.

(over, please →)

Implementation Plan

The planning committee developed an implementation plan including advertising and public relations outreach efforts to inform the public about this event.

The media plan included:

- Eight :30 spots on local NBC affiliate (production and rotating PSA's)
- Live news broadcast by NBC affiliate from event
- Graphic illustration for water bill insert, postcards, milk cartons, bus ads
- Bus ad campaign: 3 bus tails for 3 months (October-December)
- Newspaper ads in Reno and Sparks newspapers (daily x 4 days prior)
- Water bill inserts in 90,000 water bills (October)
- 15,000 postcard mailers to addresses of businesses and residents within the floodplain (2 weeks prior)
- Milk Carton ads on local dairy's half-gallon paper cartons (2 weeks prior)
- 4-color flyers produced in-house and distributed to libraries and community centers
- Creating media buzz: Staging a press conference attended by all 3 TV stations

Implementing the Flood Expo included:

- Securing a public venue: the Reno Hilton's convention center
- Securing participants: commitments from 25 public and private sector participants
- Logistics: planning booth space mapping, scheduling evening of lectures
- Creating a friendly mascot: Seymour the Sandbag
- Enlisting the help of the local Girl Scouts to wear mascot costume and disseminate balloons and Seymour Sandbag magnets to crowd

Budget

- Eight :30 spots on local NBC affiliate for \$935, including production and rotating PSA's (194,817 impressions/\$935)
- Live news broadcast by NBC affiliate from event (free)
- Graphic illustration for water bill insert, milk cartons and bus ads: \$500 (1 time cost)
- Bus ad campaign: 3 bus tails for 3 months (204,000 impressions/962).
 - Sign production \$183 (1 time cost)
 - Bus ads: \$962
- Hilton conference room: \$1,300
- Print ads: \$1,800 (240,000 impressions)
- Milk Carton ads: free (12,500 impressions)
- 4 color flyers: in-house production \$15 (1,500 impressions)
- Water bill flyer inserts: \$2,100 (90,000 impressions/\$2,100)
- Postcard mailer to 15,282 addresses (print/mail) \$5,392 (15,282 impressions/\$5,392)
- Create Seymour the Sandbag costume: \$200 (1 time cost)

Total Cost: \$12,437 Ad costs: \$11,189 Total Impressions: 720,599 CPI: \$0.07

Evaluation:

The TRFP ran a multi-media ad campaign for 30 days prior to event. Volunteers working the door said that many attendees had the newspaper ad in hand when entering the event. The PIO arranged a pre-event press conference the day prior to the Expo, attended by all three local TV outlets and the story ran on the 6 PM and 11 PM news broadcasts the day prior to the event. More than 500 people attended the Flood Expo, picking up the "make a kit" lists that outlined all of the supplies needed to make a disaster preparedness kit. Head counts showed that more than 200 attendees sat in on all or part of the 13 presentations, PowerPoints, lectures and demonstrations given at this event.

Media

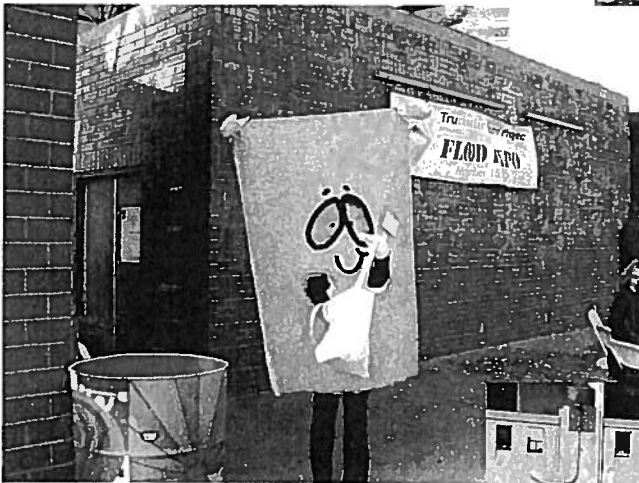
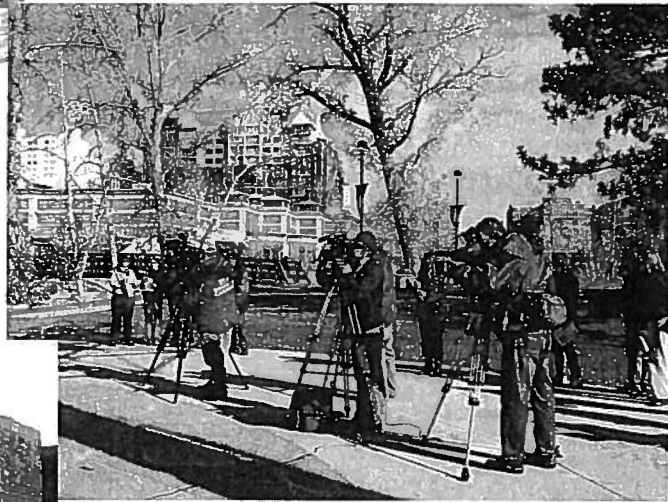
PRESS CONFERENCE PROMOTING FLOOD EXPO

NOVEMBER 14, 10 AM



Flood Project Director, Naomi Duerr, addresses the media and explains the purpose of Flood Expo, which focuses on flood preparedness and flood awareness.

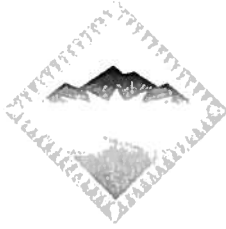
All three local media outlets attended the press conference. The story ran on the 6 PM and 11 PM news on November 14, 2006, the day prior to the event.



Seymour the Sandbag, our new flood preparedness mascot, was introduced to the media at the press conference.

A safety demonstration by the Reno Swift Water Rescue Team was held for the media to punctuate the dangers of swift running flood waters.





Truckee River Flood Project

MEDIA RELEASE
For immediate release
[Http:// www.truckeeflood.us](http://www.truckeeflood.us)

CONTACT: Betsy Mellinger
tel. (775) 850-7456

FLOOD AWARENESS WEEK KICKS OFF WITH FLOOD EXPO '06

Make a plan, make a kit, be prepared

Flood Expo '06 marks the start of "Flood Awareness Week" this month. Learn how you can protect your family, property and your pets at the **FREE** Flood Expo '06, where experts will be on hand to show you the basics about flood preparedness.

Date: Wednesday, November 15, 2006
Time: 3:00 to 8:00 PM
Location: Grand Sierra Resort (formerly the Reno Hilton)
Ground floor convention center, Nevada Foyer
Admission and parking are FREE

"Periodic flooding is a fact of life here in the Truckee Meadows," Flood Project Director Naomi Duerr said. "The Flood Expo is open to the public and provides **FREE** workshops, demo's, brochures and other information on the essential elements of making your own preparedness kit and disaster plan. Learn how to protect your property from flood damage while keeping your loved-ones and pets out of harm's way" Duerr added.

Flood Expo will include facts on protecting property, well-heads, preventing environmental health hazards that often result from floods, weather watches and warning systems, as well as federal, state, county and local resources available to victims of flood damage.

"This year we experienced one flood and two flood watches; the New Year's Eve flood, which roared through downtown Reno significantly impacting the businesses in the east end of Sparks, and two flood watches; one at the end of February and the other in early April," Duerr said. "Preparation is an essential factor in minimizing property damage, clean-up expenses, the cost of down-time for businesses impacted by flooding and the stress losing computer files, data bases and other records that may be lost or damaged during floods."

The Reno Swift Water Rescue Team will be on hand to showcase rescue equipment and discuss swift water and flood safety; officials from the City of Sparks will host a workshop on flood preparedness and disaster planning for business and industry; the National Weather Service will demonstrate their NOAA forecasting products; the City of Reno and Washoe County will provide floodplain data, state and federal agencies will provide information from FEMA and SBA disaster relief loans for victims of flood damage. Washoe County Animal Services will provide the facts about protecting and identifying your pets before disaster strikes, and the Emergency Operations Center will offer essential information on disaster preparedness.

For more information about Flood Expo please log on to www.truckeeflood.us or www.floodawareness.com or call the Truckee River Flood Project at (775) 850-7456.

###

9390 Gateway Dr., #230 • Reno, NV 89521 • (775) 850-7460

Talking Points for Press Conf.

There is a press conference scheduled at 10 AM at the amphitheater at Wingfield Park on Tuesday, November 14th to promote the kick-off of Flood Awareness Week and the upcoming Flood Expo. Your talking points will be forthcoming. Here is the plan for the press conference:

Podium and chairs will be set up on the stage at the amphitheater

1. Naomi Duerr will welcome the press and then turn it over to Jessica Sferrazza, FPCC chair*

* NOTE: we have invited Gov.-elect Gibbons to open this conference, if he's able to attend Naomi will turn it over to him and then Jessica will speak.

2. Jessica will make the opening remarks about the importance of flood awareness (theme: floods happen here, and while we're awaiting the construction and during the construction phase of the flood project, we need to be prepared for floods and other emergencies -- may want to add that emergency resources are already stretched to the max and the public needs to be proactive in emergency preparedness and response) Jessica turns it over to Geno Martini

3. Geno Martini will reference the recent New Year's Eve flood that hit hard in the Sparks Industrial area and stress the importance of making a flood preparedness plan and emergency supply kit. He reminds the public that a free workshop will be offered at Flood Expo informing the public about how they can make a plan, make a kit and be prepared for an emergency. Geno turns it over to Bob Larkin.

4. Bob Larkin follows up on Geno's theme and asks the public not to walk or drive through flood waters -- manhole covers may become dislodged, debris, mud, raw sewage, solvents and other chemicals often leach into flood waters creating a health hazard. He points out that free seminars will be offered at Flood Expo on protecting well heads, septic fields, and educating the public on safeguarding themselves from the pollutants carried in floodwaters. Bob turns it over to Bob Cashell.

5. Bob Cashell will talk about Reno Direct, their new call center clearing house for questions, and will promote the flood expo urging the public to attend the free flood expo where they can get most all of their questions answered regarding flood awareness and preparedness. Bob C. will turn it over to Chief Joe DuRousseau, head of the swift water rescue team.

6. Chief DuRousseau will stress the importance of flood safety, indicating that during a recent flood they received more than a dozen calls for swift water rescue. He will urge the public to attend flood expo to learn more and then he will direct the audience to the swift water rescue team as they demo a rescue.

FLOOD EXPO '06 FLYER
PRODUCED IN-HOUSE AT MINIMAL COST
DISTRIBUTED BY INTER-OFFICE MAIL AND FED-EX

Hundreds of the 4-color "Flood Expo" flyers were produced in-house at minimal cost and distributed at local libraries, court houses, as well as community centers throughout the floodplain area.

Flyers were also distributed through Neighborhood Advisory Boards (NAB's), in the city of Reno, Sparks and in the unincorporated areas of Washoe County and Storey County -- all of which are adjacent to the floodplain.

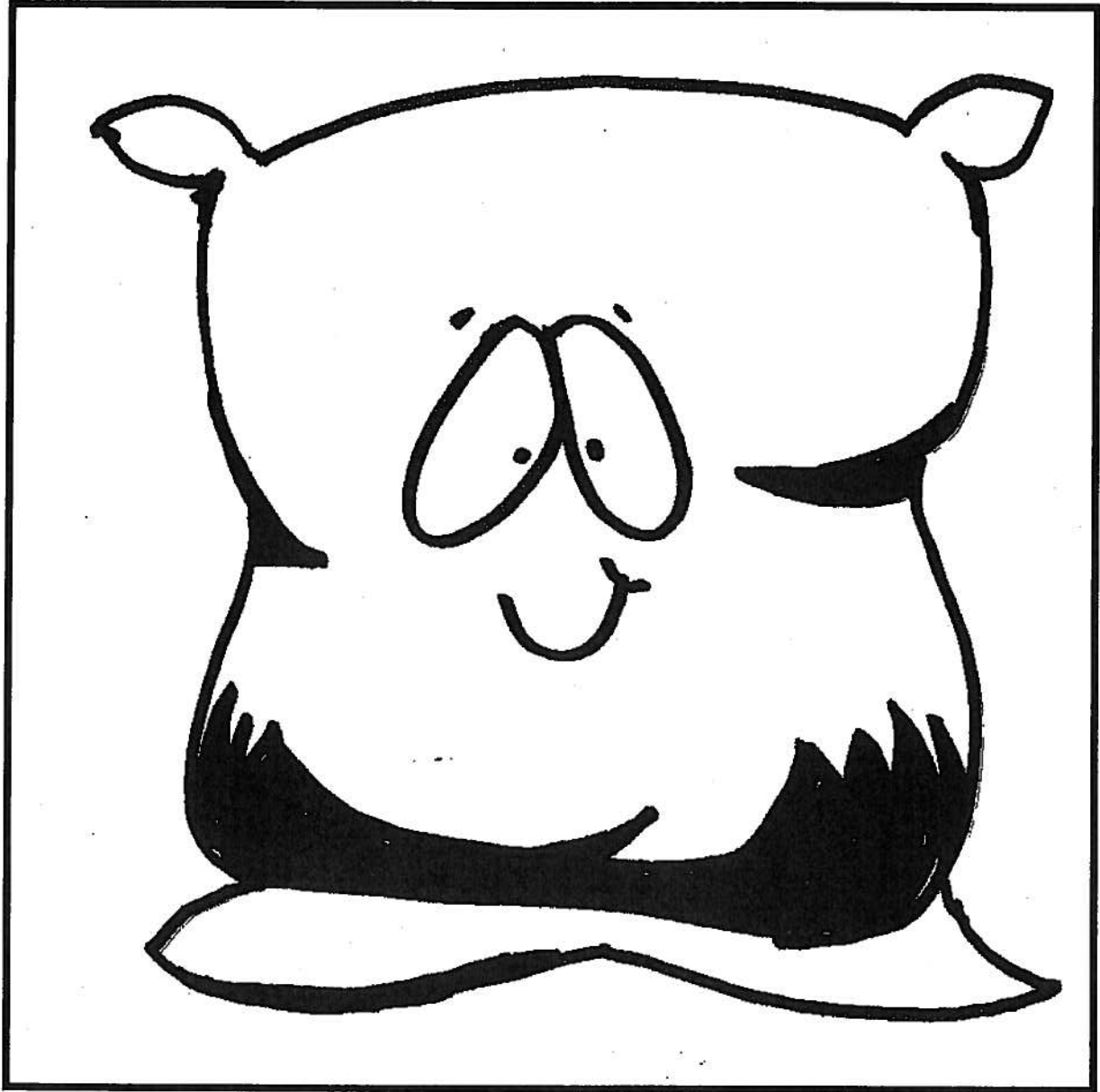
Flood project staff secured a free booth at the Reno Home Show the weekend of October 15-17, 2006 and distributed these flyers to show attendees. This cross-selling effort promoted the Expo and encouraged property owners to attend and learn more about protecting their property during a flood.

The small community of Rainbow Bend, at the east end of town, requested 90 copies of this flyer for distribution at their monthly homeowner's meeting. That community was impacted by the flood of 12/31/2005 and the community was interested in the Expo and learning more about flood preparedness.

Genetics

FLOOD EXPO '06 GRAPHIC ART

1. The original artwork for Seymour the Sandbag (Exhibit #1) was created in-house by the flood project's PIO, Betsy Mellinger.
2. The graphic art for the bus ad (Exhibit #2), milk carton ad (Exhibit #3) water bill flyer (Exhibit #4), two post card mailers (Exhibit #5 and 6) was created by Ditto Design at a cost of \$500 (invoice is Exhibit #7).





Seymour Says...

FLOOD SEASON IS HERE. WE'RE PREPARED, ARE YOU?

FLOOD SAFETY TIPS:

Don't drive or walk through flooded areas, rapidly moving water is dangerous.

Beware of hazardous debris that may be hidden in murky waters.

Don't hamper emergency crews; avoid visiting flooded areas.

Stay home. Stay dry. Stay safe.

For more tips on flood safety log on to www.truckee-flood.org

TRUCKEE RIVER FLOOD MANAGEMENT

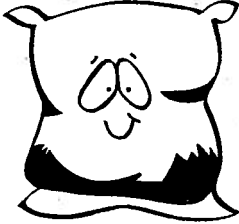


Bulligan

Flood awareness week

November 12 to 18

We're prepared, are you?



**Seymour the Sandbag's
tips on flood safety:**

Don't drive or walk through
flooded areas, rapidly moving
water is dangerous.

Beware of hazardous debris that
may be hidden in murky waters.

Don't hamper emergency crews;
avoid visiting flooded areas.

Stay home, stay dry, stay safe.

For more tips on flood safety please attend Flood Expo 2006 at
the Grand Sierra Resort (formerly Reno Hilton) November 15th,
3-8 PM or log on to www.floodawareness.com

*This message is a public service provided by the Truckee River Flood Project in
cooperation with the cities of Reno, Sparks, UNR and Washoe County.*



**Seymour Says...
FLOOD SEASON IS HERE.
WE'RE PREPARED,
ARE YOU?**

FLOOD SAFETY TIPS:

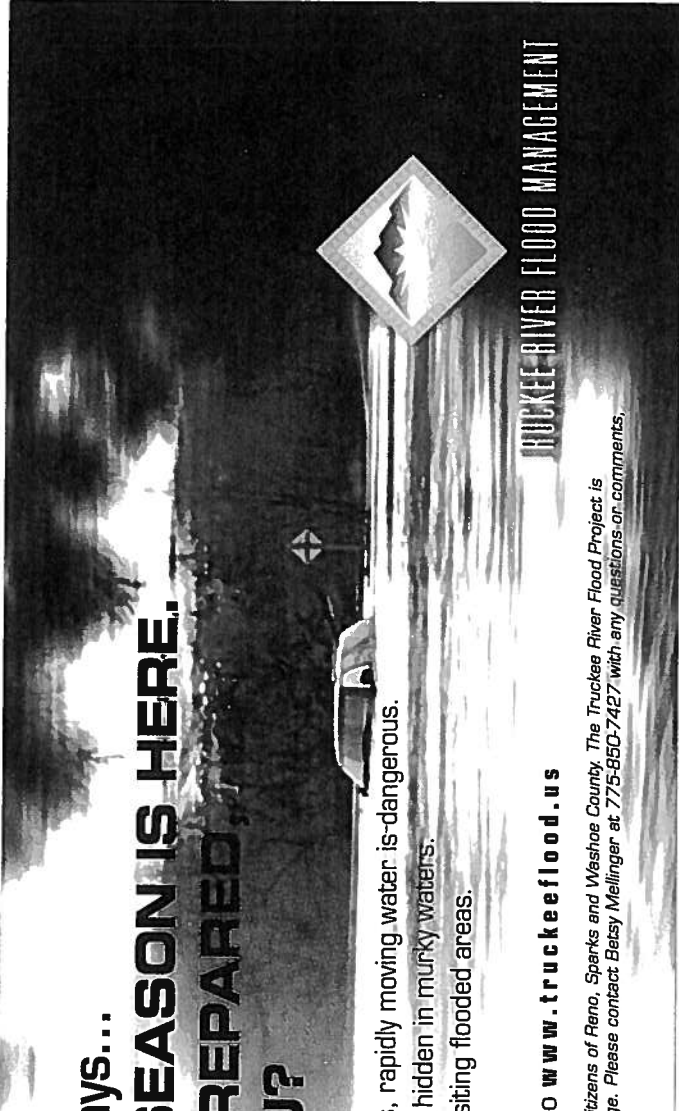
- Don't drive or walk through flooded areas, rapidly moving water is dangerous.
 - Beware of hazardous debris that may be hidden in murky waters.
 - Don't hamper emergency crews; avoid visiting flooded areas.
- Stay home. Stay dry. Stay safe.**

For more tips on flood safety log on to www.truckee flood.us

The Truckee Meadows Water Authority is owned by the citizens of Reno, Sparks and Washoe County. The Truckee River Flood Project is responsible for the production and printing of this message. Please contact Betsy Melling at 775-860-7427 with any questions or comments.



TRUCKEE RIVER FLOOD MANAGEMENT





Seymour Says...



**FLOOD SEASON IS HERE.
WE'RE PREPARED, ARE YOU?**



FLOOD EXPO '06

Seymour says...BE PREPARED!

Learn how you can **BE PREPARED** to protect your business from flood dangers at **FLOOD EXPO '06**.

WEDNESDAY, NOVEMBER 15

3PM - 8PM

GRAND SIERRA RESORT

(formerly the Reno Hilton)

Ground Floor Convention Center

- NEW FLOOD PROOF PRODUCTS
- MAKE PREPAREDNESS KITS
- WORKSHOPS
- LEARN MORE ABOUT SANDBAGS

Sponsored by the *Truckee River Flood Project*,
City of Reno, City of Sparks, Washoe County and NOAA.

For more information log on to www.truckeeeflood.us



TRUCKEE RIVER FLOOD MANAGEMENT
9390 Gateway Dr. #230 • Reno, NV 89521



Seymour Says...

**FLOOD SEASON IS HERE,
WE'RE PREPARED,
ARE YOU?**





FLOOD EXPO '06

Seymour says...BE PREPARED!

Learn how you can BE PREPARED to protect your property from flood dangers at **FLOOD EXPO '06.**

WEDNESDAY, NOVEMBER 15

3PM - 8PM

GRAND SIERRA RESORT

(formerly the Reno Hilton)

Ground Floor Convention Center

- NEW FLOOD PROOF PRODUCTS
- MAKE PREPAREDNESS KITS
- WORKSHOPS
- LEARN MORE ABOUT SANDBAGS

Sponsored by the *Truckee River Flood Project,*
City of Reno, City of Sparks, Washoe County and NOAA.

For more information log on to www.truckeefflood.us

TRUCKEE RIVER FLOOD MANAGEMENT
9390 Gateway Dr. #230 • Reno, NV 89521



1275 tacoma way
reno, nv 89509
ph | fx: 775.786.9489
email: mgillies@pyramidnet

MEMO

Date: 9/4/06

To: Betsy Mellinger

From: Carol Gillies

Re: Estimate for Poster and Bus Sign

Job Description: Design and Produce 11"x17" or 22"x28" Poster and 42" wide x 16" tall bus tail sign (standard specs for traditional tail sign for RTC) for Seymour the Sand bag campaign for Flood Awareness Week

Design basic layout.....	150.00
Produce Poster (either 11"x17 or 22"x28"	75.00
Produce Bus Tail Sign	100.00
Modification to illustration of Seymour - \$50 per hour estimated 2 hrs	100.00
Prepress for output	50.00
Data transfer for proofing purposes.....	25.00
Total.....	\$500.00

This estimate is based on 10 hrs at \$50 per hour. All additional time spent will be charged out at the same rate. Any less time spent will be subtracted.

Ad e

FLOOD EXPO '06

PAID ADVERTISING CAMPAIGN

Attached Exhibits

1. Invoice for poster signs used on three bus tails at \$183.19
2. Bus ad campaign, 3 months x 3 buses at \$961.88
3. TV ads on NBC affiliate at \$930 (and :30 ad script)
4. Invoice for printing and mass mailing for postcards to 15,282 residents and businesses in flood corridor (mailing area maps included)
5. Display ad campaign that ran in the Reno Gazette Journal at \$1,800.

Budget

- Eight :30 spots on local NBC affiliate for \$935, including production and rotating PSA's (194,817 impressions/\$935)
- Live news broadcast by NBC affiliate from event (free)
- Graphic illustration for water bill insert, milk cartons and bus ads: \$500 (1 time cost)
- Bus ad campaign: 3 bus tails for 3 months (204,000 impressions/962).
- Sign production \$183 (1 time cost)
- Bus ads: \$962
- Hilton conference room: \$1,300
- Print ads: \$1,800 (240,000 impressions)
- Milk Carton ads: free (12,500 impressions)
- 4 color flyers: in-house production \$15 (1,500 impressions)
- Water bill flyer inserts: \$2,100 (90,000 impressions/\$2,100)
- Postcard mailer to 15,282 addresses (print/mail) \$5,392 (15,282 impressions/\$5,392)
- Create Seymour the Sandbag costume: \$200 (1 time cost)

Total Cost: \$12,437 Ad costs: \$11,189 Total Impressions: 720,599 CPI: \$0.07

Mellinger, Betsy M

From: FASTSIGNS #260201 [84@fastsigns.com]
Sent: Tuesday, October 10, 2006 4:44 PM
To: Mellinger, Betsy M
Subject: ReOrder :x25 laminated econ posters

Estimate Number: 11752

Dear Betsy:

Ordering signs & graphics just became easier! Click "My FASTSIGNS" at www.fastsigns.com/84 and you'll be able to send files, get quotes, and receive information. Permits may be required in your area for exterior signage. Please check with your local Licensing Department for permit requirements. Thank-you.

Sincerely

Terry Sharkey
 Customer Service Rep

Product	Qty	Sides	Height	Width	Unit Cost	Install	Item Total
1) Economy Poster Indoors	25	1	11	17	7.33	0.00	183.19
Description: MEDIA: Heavy Weight Paper // IINK: Dye Based // LAMINATE: None // ENCAPSULATION: None // FILM: None // MATERIAL: None							
Text: 70# Paper posters With 10 mil laminate Full Color View Space 17x10"							
Line Item Total:							\$183.19
SubTotal:							\$183.19
Taxes:							\$0.00
Total:							\$183.19
Deposit Required :							\$91.60

Notes:

Ordering signs & graphics just became easier! Click "My FASTSIGNS" at www.fastsigns.com/84 and you'll be able to send files, get quotes, and receive information. Permits may be required in your area for exterior signage. Please check with your local Licensing Department for permit requirements. Thank-you.

[Click here to reply](#)

RTC RIDE TRANSIT ADVERTISING CONTRACT

CONTRACT

NEW

EXISTING

GRAPHIC

NEW

EXISTING

This Agreement is made and entered into on September 29, 2006 and between the Regional Transportation Commission of Washoe County, 2050 Villanova Drive, Reno, Nevada, hereinafter the RTC and Washoe County, Truckee River Flood Project referred to as ADVERTISER.

SECTION ONE. TERMS OF AGREEMENT

Advertising authorized by this Agreement shall have **1 term of 3 Months** commencing on **November 1st 2006** and ending on **January 31st 2007**. Additional terms will be by mutual consent in writing of both the RTC and the Advertiser and attached as a subsequent addendum to this Agreement executed by both parties hereto.

1. Advertiser desires to rent the following advertising display space under this Agreement:

No.	Type	Months	Installation Date	Removal	Unit	Monthly	Total	Monthly	Total Contract
3	Tails	3	11/01/06	01/31/07		\$150.00	\$450.00		\$1,350.00
							Total Contract Price		\$1,350
							Minus 25% nonprofit discount		\$1,012.50
							Minus 5% prepay discount		\$961.88
							TOTAL CONTRACT PRICE		\$961.88

SECTION TWO. PAYMENT

1. ~~Full payment in advance will receive a 5% discount in addition to any frequency or multiple unit discounts which apply.~~
2. If full payment is not made in advance, the Advertiser shall be invoiced by the RTC. Payments for advertising are expected within 30 days following the billing date unless otherwise stated within this Agreement. After 30 days, unpaid invoices will bear interest at the Washoe County investment rate per month at the time the invoice becomes delinquent, until delinquent balance is paid.
3. In the event the monthly costs incurred by this Agreement remain unpaid by the Advertiser for a period of thirty-one (31) days or more after the Invoice date, all advertising may be removed by the RTC without recourse to Advertiser. Advertiser shall remain liable for fees.
4. Frequency and quantity discounts based upon the term of this Agreement will be applied as reductions in the total amount due.
5. Credit will be issued to Advertiser for loss of advertising exposure resulting from physical loss of bus advertising poster(s) or bench(es), where it is mutually agreed by the RTC and Advertiser the RTC is at fault, and when such advertising cannot be replaced within a timely manner by the RTC.

SECTION THREE. DISPLAY MATERIAL Advertiser Agrees:

1. To deliver the displays called for in this Agreement according to specifications issued by the RTC. Displays shall be produced at the Advertiser's expense and delivered to the RTC Marketing department. Sign-in delivery and pickup procedures are required.
2. To allow RTC three (3) days from the date of delivery of displays to complete installation, unless a shorter installation period is set forth in writing and agreed to by the parties.
3. That text and illustrations on displays shall be subject to final approval of the RTC. There shall be no tobacco or liquor advertising, although the corporate name of a tobacco or liquor company may be used to advertise a product which is otherwise permitted herein and is not relate to smoking or drinking.
4. To replace, during the period of this Agreement, upon notice from RTC, and mutual agreement between the RTC and Advertiser, any display which has deteriorated from improper production or improper third-party installation;

Prep 1-16384



New Avail

NOVES

Advertiser: UNASSIGNED
 Spot Length(s): :30
 Plan Number: Not Saved

Acct. Exec: Ronda III
 Email: riii@kmv.com

Flight Dates: 11/08/2006-11/18/2006

Station	Program	Length	Time	NO	NO	DMA	W	Rate
				8	13	P35-54 (000)	k	Spots
KSNV								
NEWS 4 TODAY (5:58-7:00AM)		:30	Mo-Fr 5:58a-7:00a	1	1	7.7	2	\$125.00
NEWS 4 AT NOON		:30	Mo-Fr 11:58a-12:30p	1	1	2.9	2	\$75.00
JUDGE JUDY HOUR		:30	Mo-Fr 4:00p-4:58p	1	1	2.3	2	\$65.00
NEWS 4 AT 5PM		:30	Mo-Su 4:57p-5:30p	1	1	5.6	2	\$200.00
KSNV Totals				4	4			\$930.00
				GRP/(000)		37.0		Spts: 8
				Reach:		12.5		
				Frequency:		1.5		
Approved by: _____								

General Summary

Name	Spots	Cost	Grps	Gross	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
KSNV	8	\$930	19.2	37.0	12.5	1.5	3.6	\$48.44	\$25.14	24,273	194,817

Monthly Summary

Month	Spots	%	Cost	%	Grps	%	Gross	CPP	CPM
Nov/06	8	100	\$930	100	19.2	100	37.0	\$48.44	\$25.14

Thirty-second spot for the "Flood Expo" commercials sponsored by TRFP

Contact: Betsy Mellinger, APR,
Public Information Officer
Truckee River Flood Project
775-850-7456

- :00 - :04 This is an important message from the Truckee River Flood Project.
(flood B-roll and textover of "Truckee River Flood Project" and our logo)
- :05 - :10 Flood season is here, and you need to be aware and get "flood prepared."
(B-roll of sandbagging)
- :11 - :17 Attend the FREE "Flood Expo," on Wednesday, November 15th, from 3 to
8 PM at the Grand Sierra Resort.
(B-roll of front of Grand Sierra Resort)
- :18 - :25 Experts will be on hand to tell you how you can protect your family, pets,
property and business during the next flood!
(B-roll of flooding)
- :25 - :28 Make a Plan, Make a Kit, Be Prepared!
(text over of "Make a Plan, Make a Kit, Be Prepared!" over B-roll of
flooding)
- :28 - :30 Sponsored by the Truckee River Flood Project
(same visual as above)

###

Estimate

Estimate #: 10451
Est Date: 09/26/06
CustCode: Tru002

JLH, Inc. - 2225 E. Greg #105 - Sparks, NV 89431-6596
Phone: (775) 355-6860 Fax: (775) 355-7090

CUSTOMER INFO

Attn: Betsy Millinger
Truckee River Flood Project
9390 Gateway Dr #230
Reno NV 89521

Phone: (775) 850-7456 Fax: (775) 850-7453
Terms:

JOB INFO

Estimate # 10451

Account Rep: PAT MEDEMA

Email:

Job Name: flood project residents

Data Due:

Pstg \$ Due:

Material Due:

Drop Date:

Estimated Quantity: 15,262

Data Processing

SubTotal: \$442.62

Print

SubTotal: \$1,860.00

Production

SubTotal: \$475.82

Postage

*Postage must be received 24 hours in advance of mail date

*This estimate is valid for 30 days and is subject to change based on review of 'live' data and material

Sub Total: \$2,778.44

Tax: \$0.00

Total Services: \$2,778.44

Postage: \$2,613.22

Total incl. Postage: \$5,391.66

Comments

List purchase (89436 ;89424 ; 89442 ; 89431 ; 89501 ; 89502 ; 89503 ; 89509 ; 89519 ; 89523 residents in

flood pron area), data conversion, cass certify, output postal paperwork, inkjet barcode address, print 4/4 - 5.5 x 10, sort, bundle and deliver to Reno Post Office

Laurence

FLOOD EXPO '06

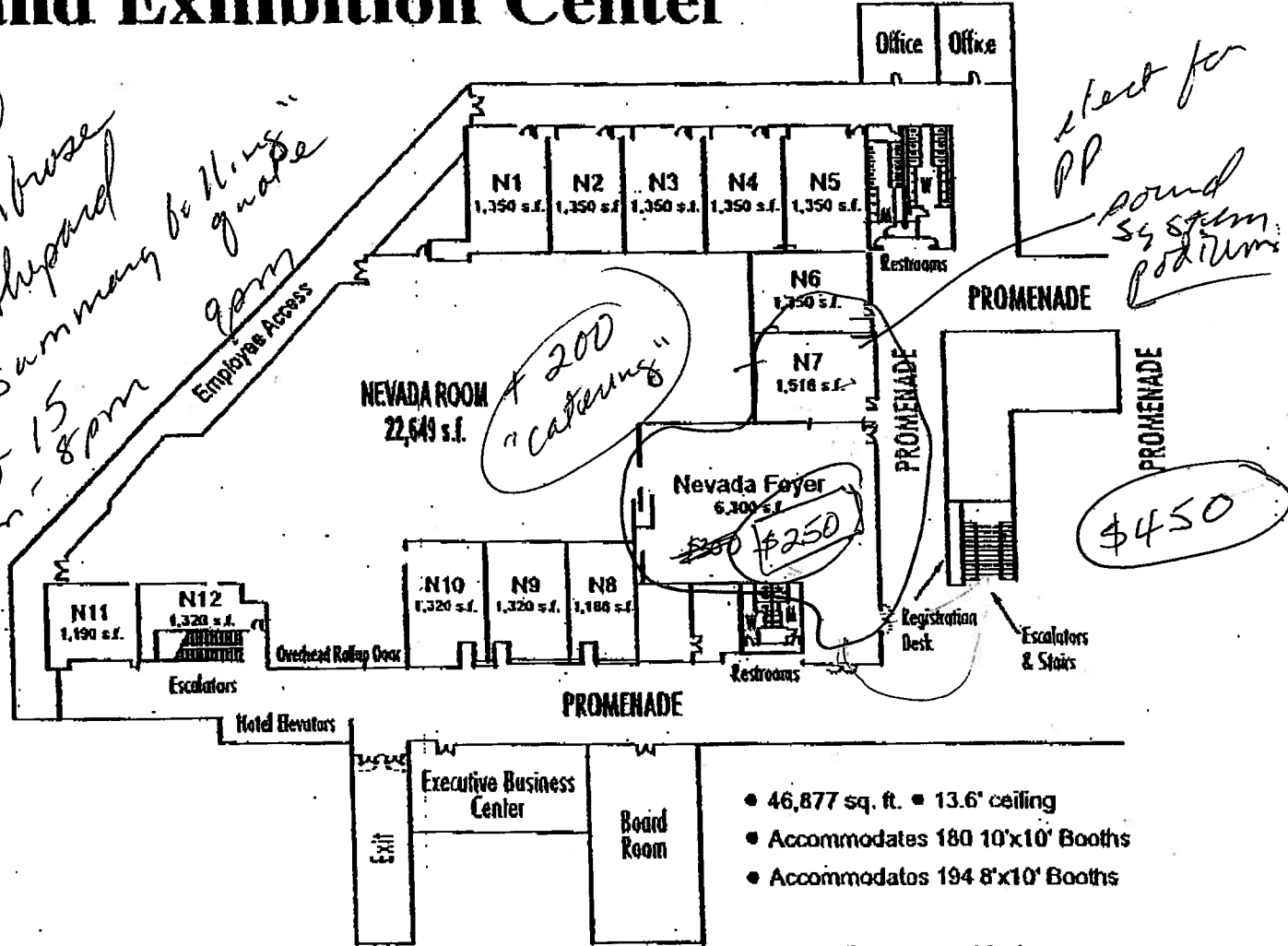
VENUE AND LOGISTICS

1. Signed contract with the Grand Sierra Resort (formerly the Reno Hilton) for the conference room space for November 15, 2006. Total cost with catering was \$1,300.
2. Lay-out for all participants booths and displays, food & beverage area and door to adjacent class room
3. Flyer given to each attendee as they came through the door listing all 13 lectures, speakers and presentations to be made during the evening, as well as the logos of all the partners who participated in sponsoring this event.

Nevada Conference and Exhibition Center

789-2099

Call Ambrose Shepard
 "Summary for 11.15.06"
 9am
 Employee Access
 2005-15
 3pm - 8pm
 2m
 Setup



- 46,877 sq. ft. • 13.6' ceiling
- Accommodates 180 10'x10' Booths
- Accommodates 194 8'x10' Booths

	Room Capacities*		
	Theater Style	Classroom Style	Banquet Style
Nevada Conference & Exhibition Center	1,200	800	800
Nevada Room	400	300	300
N1-6	90	70	60
N7	100	80	70
N8	80	60	50
N9-10	90	70	60
N11	80	60	50
N12	45	20	20

*Capacity figures are subject to change, depending on space allocations for head table, dance floor, staging, and catering requirements.

Sound, Lighting & Power

Sound Sound Advance Flat Panel Ceiling Speakers w/BSS Sound Web DSP Processing
 Lighting Dimmable Ceiling Track System for Pars and Lekos with ETC Control Board
 Power 4-400 amp 3 Phase Disconnect Boxes, 208 Single Phase Power and Complete Ceiling Drop System 30 amp 3 Phase.

Reno Hilton
 www.hiltonconventions.com

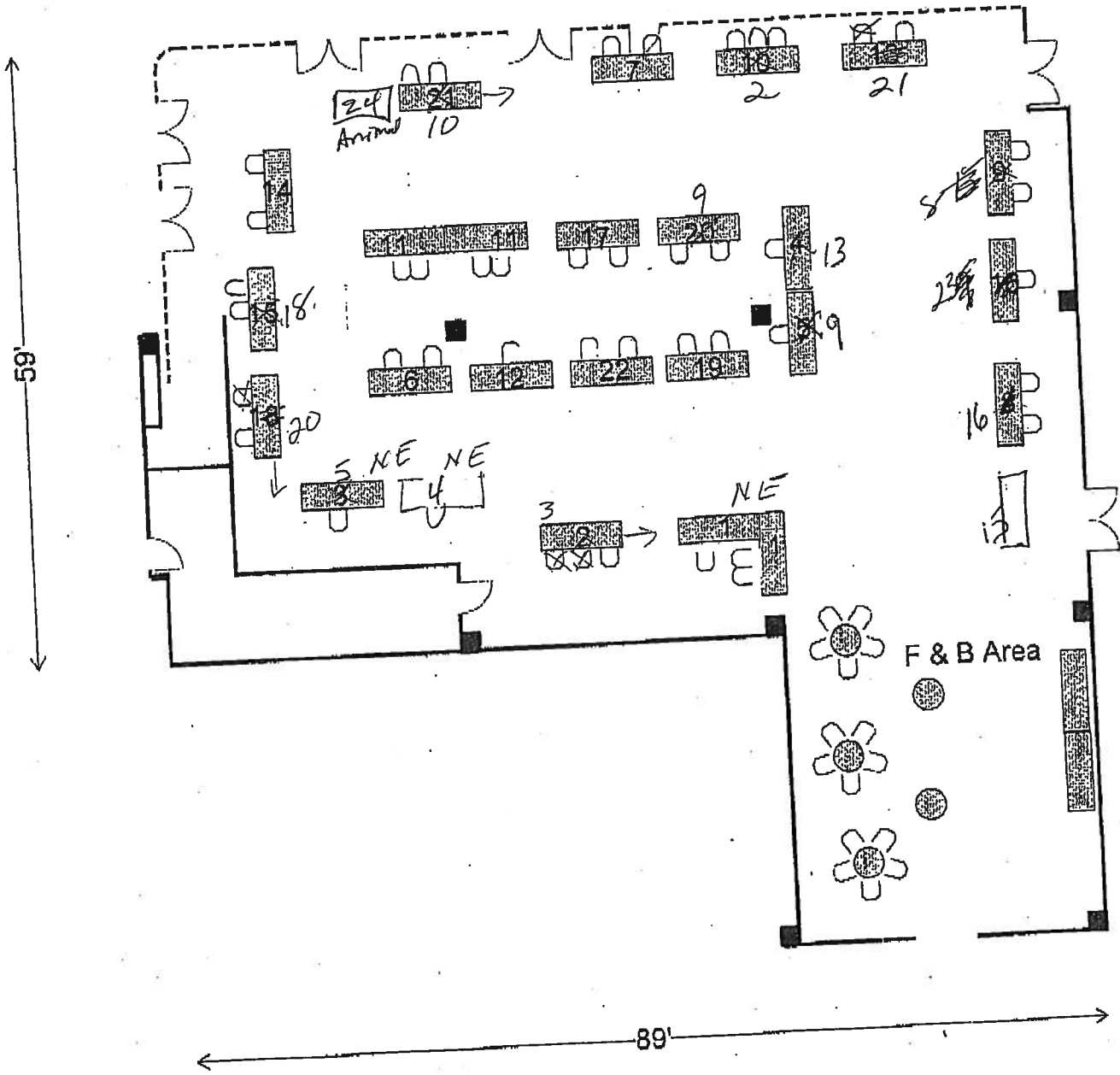
booth name	contact name	contact info	tables	chairs	electric	other
1 Truckee River Flood Project	Naomi Duerr	nduerr@washoeconomy.us	2	3	Y	?
3 Nevada Dept. of Public Safety, Division of Emergency Mgmt	Dan Burns	dburns@dps.state.nv.us	1	1	Y	20'
4 National Flood Insurance Program	George Blaufuss	gblaufuss@csc.com	1	1	Y	Y
5 Nevada State Floodplain Program Division of Water Resources	Christie James	calames@water.nv.gov	1	1	Y	Y
20 SBA	Roger Busch	rogerbusch@sba.gov	1	2	N	
10 American Red Cross	Michael Hurick	hurickm@nevada.redcross.org	1	2	Y	
14 Swift Water Rescue Team	Joe DuRousseau	durousseau@ci.reno.nv.us	1	2	Y	20'
18 Sandbag video	Melissa Randazzo	randazzo@ci.reno.nv.us	1	2	Y	
7 Storm water committee	Terril Svetich	sveticht@ci.reno.nv.us	1	2	Y	
2 City of Sparks/Quad Knopf	JoAnn Meacham Heidi Frantz Debey Grimes Shawn Gooch Kirk Swanson	jmeacham@cityofsparks.us heidif@quadknopf.com debeyg@quadknopf.com sgooch@cityofsparks.com kirks@quadknopf.com	1	3	N	
21 Bureau of Water Quality Planning	Mary Kay Riedl	mriedl@ndep.nv.gov	1	1	N	10'
15 Poster Session: Flood Facts	John Cobourn	cobourn@UNCE.unr.edu	1	1	Y	Y
16 Poster Session: USGS	Steve Berris	sberris@usgs.gov	1	2	N	
8 Flood Protection Products	Greg Powell Dave Goodloe	tfg_reno@sbcglobal.net trf_reno@sbcglobal.net	1	2	Y	20'
13 Nevada Land Conservancy	Sonya Hem	sonya@nvlc.org	1	2	N	
19 Disaster Preparedness Kits	Betsy M. Jan Platt	bmellinger@washoeconomy.us	1	2	N	
22 Reno Direct	Jaime Schroeder	schroederj@cityofreno.com	1	2	N	
12 EOC	Cathy Ludwig	cludwig@washoeconomy.us	1	1	Y	
6 Washoe County Environ. Health Wellhead protection	Tracie Douglas Doug Coulter	tdouglas@washoeconomy.us dcoulter@washoeconomy.us	1	2	Y	
11 National Weather Service	Gary Barbato Rhett Milne Scott Staggs	gary.barbato@noaa.gov rhett.milne@noaa.gov scott.staggs@noaa.gov	2	3	Y	
17 Floodplain Map	Kerry Williams Paul Urban	Williams-Lianza@ci.reno.nv.us pdurban@washoeconomy.us	1	2	Y	Y
9 Dept of Water Resources Spanish Springs & FRP	Jeanne Ruefer Ed Evans	jruefer@washoeconomy.us eevans@washoeconomy.us	1	2	Y	
	totals		25	41		
	refreshment tables		2			
	extra tables		3			
	totals		30	41		15

power 3x5' table

334-2490

Truckee River Flood Project

Nevada Foyer
November 15, 2006



FLOOD EXPO '06

What's your flood risk?

Find out if your home or business is at risk of flooding, learn how you can protect your loved ones, pets, property and business by attending. . .

Truckee River Flood Project
9390 Gateway Dr.
Suite 230
Reno, NV 89521
Phone: 775-850-7460
Fax: 775-850-7453

We're on the web!

TruckeeFlood.us

www.ci-sparks.nv.us

www.cityofreno.com

<http://dem.state.nv.us/>

www.floodsmart.gov

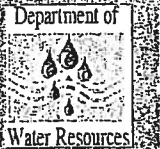
www.nevada.redcross.org

www.nws.noaa.gov

www.washoecounty.us



DIRECT
334-INFO



GRAND SIERRA
RESORT

What: FLOOD EXPO '06

Date: November 15, 2006

Time: 3 PM to 8 PM

Place: Grand Sierra Resort
(formerly the Reno Hilton)

Parking and Admission are FREE

FREE workshops, displays and demos at Flood Expo

Learn how to prepare your home or business for flood season at this year's Flood Expo.

FREE workshops and demo's include:

- | | |
|-------------|---|
| 3:15 – 3:30 | Welcome – Intro Flood Expo '06 |
| 3:30 – 4:15 | City of Sparks/Quad-Knopf – Introduction to Business/Commercial Flood Preparedness Workshops |
| 4:15 – 4:30 | Tracie Douglas - Environmental Health – Flood clean-up, environmental health, HazMat, food contamination and "floating barrels." |
| 4:30 – 4:50 | Terri Svetich- Storm water run-off, contamination, debris and mud |
| 4:50 – 5:15 | John Cobourn - Flood Facts: The Big Picture on River Flooding |
| 5:15 – 5:30 | Greg Powell – Flood Protection Products LLC |
| 5:30 – 5:45 | Doug Coulter, Environmental Health – Protecting well heads and septic fields before a flood, inspecting and disinfecting wells after a flood. |
| 5:45 – 6:00 | Jeanne Ruefer, DWR – Spanish Springs flood protection project |
| 6:00 – 6:15 | Michael Hurick - American Red Cross Preparedness/Resources |
| 6:15 – 7:00 | National Weather Service, Reno & CA-NV River Forecast Center, Sacramento: Flood Forecasts, Watches and Warnings; NOAA Weather Radio |
| 7:00 – 7:15 | Ed Evans - Early Warning System/Flood Response Plan |
| 7:15 – 7:30 | Cathy Ludwig - Flood Preparedness and EOC: Make a kit, make a plan, be prepared – what your EOC does for you and what you need to do to prepare yourself for an emergency |
| 7:30 – 7:45 | Daniel Burns, NV Dept. of Public Safety – Preparedness/Resources |
| 7:50 | Drawing for Flood Safety Kit (from Flood Protection Products, LLC) |
| 7:50 – 8:00 | Wrap up poster session |

Sponsored by the Truckee River Flood Project in cooperation with the American Red Cross, Nevada Department of Public Safety, FEMA, Nevada Division of Water Resources, City of Reno, City of Sparks, Small Business Administration's Disaster Loan Program, Washoe County Department of Water Resources, Washoe County Emergency Management. Special thanks to the Grand Sierra Resort.

MAKE A PLAN, MAKE A KIT, BE PREPARED!



Make a kit, make a plan, be prepared!

Supplies should last for at least 3 days. You should be able to get to your kit quickly in case of an evacuation. Consider keeping extra supplies at home in the event of a longer stay at home.

Sponsored by the Truckee River Flood Project in cooperation with the EOC

Water

- Having enough water is a top priority.
 - Store at least 1 gallon of water per person per day (at least 3 gallons per person, total). If you live in a warm climate you may need more.
 - Change stored water every 6 months so it stays fresh.
 - Store water in clean plastic, fiberglass or enamel-lined metal containers. Don't use glass or other breakable containers.
 - If you purchase bottled water, keep it in the original, sealed container. Observe the "use by" date.

Food

- Stock familiar foods that need no refrigeration or cooking and little or no water to prepare, such as:
 - Ready-to-eat canned meats, fruits and vegetables
 - Canned milk and juices
 - Peanut butter, granola bars, crackers and other high-energy foods
 - Formula or baby food if you have an infant
 - Pet food and additional water for pets
- Rotate stored food with your regular supply so your emergency supply stays fresh

Hygiene supplies

- Soap and hand sanitizer
- Toilet paper and paper towels
- Garbage bags
- Toothpaste & toothbrushes
- Shampoo & deodorant
- Feminine supplies / diapers for infants
- Comb and brush
- Household chlorine bleach & rubber gloves

Tools & other supplies

- Non-electric can opener
- Cups, plates, utensils
- Flashlight and extra batteries
- Battery-powered radio and extra batteries
- Matches in a waterproof container
- Fire extinguisher
- Plastic sheeting and duct tape
- Dust masks or cotton cloths to help filter air
- Pliers and shut-off wrench for shutting off gas and water supplies
- Scissors
- Needles and thread
- Whistle
- Compass and local map
- Paper and pencils
- Blankets and/or sleeping bags
- Changes of clothes (be sure to replace these to match the season)
- Sturdy shoes or boots
- Rain gear and/or outerwear that matches the season (winter hats, gloves)
- Emergency cash or travelers checks and coins
- First aid kit
- Rubber gloves
- Pharmaceuticals, essential medications, such as insulin should be included, too
- A fireproof, waterproof safe for important family documents

Your family's unique needs

- Think about your family's unique needs. Stock other items that would be either necessary or comforting, such as playing cards or board games.

Easy to find?

Handouts

Maps to each person entering, 1 large directory at front with all booth locations, individual signage on each booth

Maps and books

Provide floodplain map as handouts

Consider selling FEMA maps (\$2 ea?—whatever our cost is)

Allow other participants to sell books, maps, and other publications?

Expand sales to larger items, such as flood barriers?

Put a dollar amount limit on sales?

Booth charge

Consider changing "free" booth format to "non-profit agencies and government" only, charge "for profits"?

Other comments or discussion on this?

Media

Establishing a media team

Strategies –

Radio remote broadcast with KOH or other station?

Stronger cross-marketing efforts

Radio, TV, print media, morning news shows

Press Conference – location? Keynote speakers? Theme?

Recruiting volunteers

Volunteer sign-up booth at the front?

Using that front table prior to event as "utility table"

Flood Expo Recap

Name of event and theme "Truckee River Expo" or "Flood Expo"

Project a sense of public safety, urgency, or something else?

"Flood Expo" or something else?

Signage

Participants

Which additional agencies to invite next year:

DRI, TMWA, Bureau of Mines, ALL public works and floodplain managers,
all agencies that "connect" with the Truckee River?

Booth arrangements –

Grouping agencies by types of services delivered

More space between booths?

Electricity an issue? Hanging banners behind booths an issue?

Bringing your own supplies:

Labeling all of your agencies easels and other property

Supply box with tape, color pens, stapler, paper clips, sharpies, etc...

Format

Speakers – Too many presentations?

Sign at the classroom door listing all speakers and presentation times

Revise layout for classroom with entrance at back by door and speaker at
opposite end from door

Expand to include more academia/poster sessions?

Start and end times - 3 PM to 7 PM

Venue – convention center with:

Catering capabilities?

Convenient (free/ample) parking?

FLOOD EXPO '06

EVALUATION, RECAP AND POST-EVENT PUBLICITY

1. Notes from meeting where participants met to recap the event and provide input and suggestions on how to improve next year's event.
2. Newsletter that went out to 700 email addresses electronically and another 250 hard copies that were mailed out to residents and businesses touting the information presented at the Flood Expo.

