

# Department of Homeland Security Federal Emergency Management Agency

PROJECT	Disaster Mitigation Outreach Program
PROBLEM	FEMA needed to show the value of modernizing maps, create a better nationwide understanding of disaster mitigation, and help citizens and officials find and use FEMA information.
SOLUTION	<p>Nine Yards Media conducted a complete evaluation of FEMA's online and printed library, created the first comprehensive catalog of FEMA publications and media, and created a user-based organizational system to help citizens and officials find information and assistance.</p> <p>Nine Yards Media produced a DVD detailing best practices in community disaster awareness and mitigation to educate communities and Congress, while documenting improvements in technology and the benefits communities realized when potential disasters occurred.</p> <p>Next, Nine Yards Media developed a 30-item tool kit of public relations and educational products to help local, state and regional officials understand, educate communities, and communicate with the media about the importance and effectiveness of disaster mitigation. The tool kit included the DVD, case studies, media guides, and press release templates.</p>
COMPONENTS	Web, Print, Video, DVD, Marketing, PR, Multi-lingual, Strategic Communications, Focus Groups

