

The Virgin Islands Consortium

FEMA Storm Surge Videos Available To Warn Public Of Threats

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FEMA's Ready Campaign is releasing video public service announcements showing the deadly threats from storm surge to increase public awareness of the importance of following state and local evacuation orders, when tropical storms or hurricanes are forecast.

According to the federal agency, storm surge is the abnormal rising of water generated during a hurricane or tropical system. When tropical systems cause storm surge, more than 20 feet of water can be produced and pushed toward the shore, causing massive flooding and also flooding from rivers.

NOAA is now predicting 10-17 named storms this hurricane season; to help the public stay safe this season, FEMA's Ready Campaign asks for your commitment to air this lifesaving information for your viewers. Much of the United States' densely populated Atlantic and Gulf Coast coastlines lie less than 10 feet above mean sea level. From 1990-2008, population density increased by 32 percent in Gulf Coastal counties, 17 percent in Atlantic coastal counties, and 16 percent in Hawaii (U.S. Census Bureau 2010). Taken together, these facts mean that your viewers need to know that not taking action when state and local authorities issue evacuation orders can be deadly.

Videos are available in 15, 30 and 60-second clips for easy integration into your station's programming. The series of videos are available for use at <https://www.fema.gov/media-library/multimedia/collections/721>. In addition, NOAA has informative videos and resources that can be accessed here: <https://www.nhc.noaa.gov/surge/>.

If you have any questions, email FEMA-News-Desk@fema.dhs.gov.

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