



State of Louisiana

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GOVERNOR'S OFFICE OF HOMELAND SECURITY
AND
EMERGENCY PREPAREDNESS

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PRESS RELEASE

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GOHSEP Receives Public Outreach Awards

Baton Rouge, LA (December 30, 2010) - Two Louisiana hazard mitigation public outreach tools have been recognized in international media awards competitions for 2010. The two communication pieces are part of the Governor's Office of Homeland Security and Emergency Preparedness' (GOHSEP's) "Educate to Mitigate" hazard mitigation multi-media campaign which is part of the agency's strategy to build a culture of mitigation throughout Louisiana.

GOHSEP's *Funding Hazard Mitigation* workbook received a Marcom Gold Award in the Educational/Brochure category and a Silver Davey Award. GOHSEP's television and radio public service campaign was also given a Marcom Honorable Mention Award in the Television/PSA category. Marcom Awards are given by the Association of Marketing and Communication Professionals (AMCP). Davey Awards are given by the International Academy of the Visual Arts (IAVA).

The workbook was created to assist parish applicants in successfully applying for hazard mitigation project dollars. The television and radio public service campaign was created and tailored to communicate hazard risk prevention to various geographic regions throughout Louisiana.

"The goal of the project is to empower Louisiana citizens and leaders to enhance community building and rebuilding efforts to better-protect our homes, properties and communities," said GOHSEP Director Mark Cooper. "We want to touch everyone with mitigation messages and opportunities, providing strategies and implementation resources and showcasing these techniques via outreach events. At the end of the day, we want the entire Louisiana community to be stronger, safer and more resilient."

The outreach materials produced were funded through a federal grant. For more information on hazard mitigation, go to www.getagameplan.org and click on the mitigation plan button.

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