

[want to stress the term "flash" when using flash flood reference]

THE ROLE OF BROADCASTING IN THE JUNE 9TH FLOOD DISASTER
(A Casebook on Community Service)

I. INTRODUCTION

- ✓ A. Setting our purpose
- ✓ B. Disaster statistics (*include a map*)
- ✓ C. KOTA profile and other media in town

II. FRIDAY, JUNE 9TH (6 pm-12 pm)

- A. EARLY WARNINGS (tele calls and police radio)
(other public warnings?)
- B. First formal news report (10 pm)
- C. Evacuation statment by Mayor (10:39)
- D. Stu in the field
- E. ~~KIMM~~ ^{KKLS} people in (*BILL SPITZER*)
- F. Decision to sig TV off and Keep AM on

III: BLACKOUT (Sat 12:10 am -4:10 am)

- A. Communications failure (lights, phones out)
- B. Best arrives
- C. Discussion of EBS
- D. Executives leave
- E. Atmosphere on the street
- F. The silent newsroom (Shane and Denky)
- G. Call from New York and AM news of flood from out of state

IV: EMERGENCY BROADCAST SYSTEM (Sat. 4:14 am)

- A. Stu's view of the 4-hour silence
- B. My mike vigile begins (and my attitude)
- C. Nature of the "messages"
- D. Equipment being used and atmosphere in broadcast room
- E. Other stations on the line

V: DAWN JUNE 10

- A. Civil Defense mobilized
- B. Fiasco with S.L. and EBS leaves air from basement (9:30?)
- C. A-M reports from studio

- V. E. Return to air from basement by telephone
- F. Governor, Congressman, etc. arrive
- G. The Deerfield problem
- H. Building confusion as men tire out
- I. I leave "mike" (5 pm)

(WHAT WAS TV DOING DURING THE DAY Saturday?)

VI: COMMUNITY SERVICE

- A. News special on TV (5:30? 6/10)
- B. Volunteer force at station
- C. Sunday 6/11 panel program AM-TV
- D. Newscasts all flood copy (victims listed)
- E. Reading names of the missing on AM

(note when
EBS off
officially)

VII: SATURDAY, JUNE 17? REPLAY

- A. "Marshall Law"
- B. Voice over TV
- C. "Wall of Water" reports
- D. Panic and traffic jams?

VIII: LOOKING TO THE ~~MMMMM~~ FUTURE

- A. Official warning system
- B. Pool EBS
- C. Remote control equipment

Special Category: National and other media representatives
(negative aspect on tourism)

ALSO: PUBLIC COMMENTS

~~THE DIT. COMMENT~~
~~ON COMM~~

[Handwritten signature]