



# GREAT HURRICANE BLOWOUT.ORG

Join the Blowout and Breathe Easy

Presented by



Sponsored by



# Social Marketing and Hurricane Preparedness



GREAT HURRICANE  
BLOWOUT.ORG



NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION  
U.S. DEPARTMENT OF COMMERCE

Suggest to Friends

NOAA understands and predicts changes in the Earth's environment, from the depths of the ocean to the surface of the sun, and conserves and manages our coastal and marine resources.

**Fans**  
6 of 7,347 fans [See All](#)

    
Ron Gerard Bulaguena Laura Napier Dan Smith

    
Joalin Goff Lis Cohen Tom Horn

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6 of 9 Pages [See All](#)

## National Oceanic and Atmospheric Administration (NOAA)

[Wall](#) [Info](#) [Photos](#) [Discussions](#) [Youtube Cha...](#)

National Oceanic and Atmospheric Administration (N... + Fans [National Oceanic and Atmospheric Administration \(N...](#)

**Just Fans**

 **National Oceanic and Atmospheric Administration (NOAA)** Major flooding has begun and is forecast to continue through spring in parts of the Midwest according to NOAA's National Weather Service. The South and East are also more susceptible to flooding as an El Niño influenced winter left the area soggy than usual. Overall, more than a third of the contiguous United States ...  
[See More](#)

 **NOAA - National Oceanic and Atmospheric Administration - Imminent Flood Threat in Midwest, South and**  
[www.noaa.gov](http://www.noaa.gov)  
Major flooding has begun and is forecast to continue through spring in parts

## femainfocus

 **femainfocus**

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The ND and TVA Connection: BISMARCK, N.D. □ A team of expert technical specialists from the Tennessee Valley Autho...  
<http://bit.ly/cY3cjr>  
about 2 hours ago via twitterfeed [Reply](#) [Retweet](#)

FEMA Reminds Americans to Make Sure Their Family is Prepared as They Spring Forward this Year: WASHINGTON, D.C. ~...  
<http://bit.ly/aJvZSU>  
about 4 hours ago via twitterfeed

FEMA National SitRep Friday, March 12, 2010: Homeland Security Threat Level: YELLOW (ELEVATED) Signifi... <http://bit.ly/bHJyfx>  
about 9 hours ago via twitterfeed

**Name FEMA**  
Location Washington, DC  
Web <http://www.fema.gov/>  
Bio The Federal Emergency Management Agency protects the Nation from all hazards by supporting preparedness, protection, response, recovery, and mitigation.

291 11,093 783  
following followers listed

**Tweets** 3,060

**Favorites**

**Actions**  
block femainfocus  
report for spam

**Following**




# Great Hurricane Blowout



GREAT HURRICANE  
BLOWOUT.ORG

The campaign has connected private and public organizations, concerned celebrities and others to work together towards the common goal of getting residents at risk for hurricanes ready for the season through fun, family focused activities.

# Great Hurricane Blowout

**GREAT HURRICANE  
BLOWOUT.ORG**

READY, SET,  
PLAN!

BUILD A KIT

NO POWER,  
NO PROBLEM


PROTECT YOUR  
HOME IN A FLASH

GET AFFILIATED


DINE IN  
THE DARK

SPONSORS

## Protect Your Home in a FLASH.

[GET STARTED NOW](#)

### Let's get ready for hurricane season together

[READ JIM'S MESSAGE](#)

## 1172 people are breathing easy

## Join the Blowout and Breathe Easy

Welcome to the Great Hurricane Blowout, a first of its kind experience that uses fun and learning to help you get ready for hurricanes. Join the Blowout now and stay with us throughout April and May as surprise celebrities and experts will guide you through the right steps to get you and your home prepared.


Follow us as the six phases unfold and get the whole family involved. As each phase goes live, it will build on the last to create a comprehensive preparedness plan that answers important questions like: Where will you go if you have to evacuate? What will you take with you? Will you stay home and shelter in place with your disaster supply kit? What will you keep in your kit? How will your home and your belongings fare if a storm strikes?


Move through the Blowout with us and, by the beginning of hurricane season on June 1st, you will be able to answer these questions and breathe easy knowing that you're ready. On June 1st, you can join us and **Dine in the Dark** to test your new disaster supply kits by cooking up celebrity "power-free" recipes and more.

## JOIN the Blowout

Enter your email address for updates and useful information from the Blowout throughout hurricane season.

[SUBMIT](#)

 **Become our FRIEND**

 **Follow us on TWITTER**



# Great Hurricane Blowout



**Be Prepared**  
Make sure your family is ready for the worst that hurricane season can bring.

READY, SET, PLAN!



**Protect Your Home**  
in a FLASH.

GET STARTED NOW



**Build a Kit**  
**Bling a Kit**  
Design your family's emergency kit today!

START DESIGNING

water  
canned goods  
batteries  
glitter



**Get Affiliated.**  
**Get Trained.**  
BECOME A VOLUNTEER TODAY

GET STARTED NOW



**No Power,**  
**No Problem!**  
Know what to do when the power goes out.

JOIN US



**Dining in the Dark**  
Join us JUNE 1st in creating a mock power outage and cook dinner using tools and food from your disaster kit.

JOIN US

# Great Hurricane Blowout Successes

22,985 unique visitors to [www.greathurricaneblowout.org](http://www.greathurricaneblowout.org)

878,245 hits on [www.greathurricaneblowout.org](http://www.greathurricaneblowout.org)

1346 people “breathing easy” on

[www.greathurricaneblowout.org](http://www.greathurricaneblowout.org)

443 fans of the Blowout on Facebook

128 followers on Twitter

6,400 online entries for the Kohler standby generator

Reached an audience of approximately 557,100,000 through  
online news sites

*\* All numbers as of 6-21-10*

# Blowout Social Media Successes

## The Great Hurricane Blowout



### Dining in the Dark on June 1

June 3 at 4:45pm · Comment · Like · Share

Mary Lisa Gredler likes this.

View all 4 comments

**The Great Hurricane Blowout** Two weeks until hurricane season! How are your preparations coming? Tell us what you have been up to!

May 18 at 10:22am · Comment · Like

Latesa Cox Minyard likes this.



**Margaret Ferris Kisala** cleaning house, trimming the trees and ushes in the yard and re-organizing the supplies. We should all be prepared... summer thunderstorms come up quickly and can cause hurricane type damage!

May 18 at 10:29am · Flag

**Sheila Borek** Living in Florida the info at [www.GreatHurricaneBlowout.org](http://www.GreatHurricaneBlowout.org) is so vital. I have many of the items (bottled water, lanterns, batteries, 1st aid kit, etc.) purchased already & set aside -- just in case.



**Great Hurricane Blowout**

[www.GreatHurricaneBlowout.org](http://www.GreatHurricaneBlowout.org)

6 hours ago · Comment · Like · Share · Flag



join me on  
facebook



Follow me!

## @GHBlowout on Twitter

**weatherangel** @road\_fun Yep! It's definitely time! Did you see the info for @GHBlowout? It's a really neat concept for preparing for #Hurricane season

10:18 PM Jun 9th via Twitter for iPhone in reply to road\_fun

Retweeted by you

**HurricaneHD** RT @GHBlowout: Set aside some time this weekend to take go on a Home Hurricane Hunt! You may need to pick up some... <http://bit.ly/c33c89>

9:48 AM Jun 10th via Twitter for iPhone



# Great Hurricane Blowout Successes



## Blogs and Local Media Sites



### More Hurricane Links

- ▶ **Great Hurricane Blowout**
- ▶ Information on Fortified Homes
- ▶ Hurricane Safety Government Site
- ▶ Louisiana Parish Emergency Directors-Contact Info
- ▶ Hurricane Awareness
- ▶ Hurricane Forecaster Dr. William Gray
- ▶ Current Satellite Images
- ▶ Red Cross
- ▶ HurricaneTrack.com
- ▶ Hurricane Warnings and Advisories





# Great Hurricane Blowout Successes

The Official Website for the *City of Aventura* *The City of Excellence*

[Agendas](#) [Business](#) [Calendar](#) [Living](#) [Press Releases](#)

**Gov't Center**  
[City Commission](#)  
[City Manager](#)  
[City Clerk](#)  
[Police](#)  
[Charter School](#)  
[Community Services](#)  
[Community Development](#)  
[Finance](#)  
[Information Technology](#)  
[Aventura Arts & Cultural Center](#)  
[Customer Service](#)

**Quick Clicks**  
[Aventura Express Bus](#)  
[Building Permits](#)  
[Community Rec](#)



**View Aventura Update Online**

[FOLLOW US ON Twitter](#)



**GREAT HURRICANE BLOWOUT.ORG**

**What's Happening:**

- Hurricane Season is Here | [Plan & Prepare](#)
- July 4: Fireworks Extravaganza | [Flver](#)
- Thru Sept: Exercise Path Improvements | [News Release](#)

**Ready, Set Plan!**

Join the Blowout and Breathe Easy!

- Be Part of Aventura History: Become an [Arts Donor](#)
- Looking for [Camp Information?](#) | [Brochure](#) | [Calendars](#)

## Local Community Support

**CityLights**  
**FEATURE of Excellence**  
The Great Hurricane Blowout



**SUFFOLK COUNTY GOVERNMENT**  
Long Island, New York

*We work for you*

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Keyword Search

**Emergency Management** [Print](#) [Email](#) [e-Updates](#)

- County Executive
- Department Directory
- Elected Officials
- Bids and Proposals
- Business Services
- County Services A-Z
- Emergency Services
- Employment
- GIS
- Law Enforcement
- Our Community
- Transportation

**Great Hurricane Blow Out**



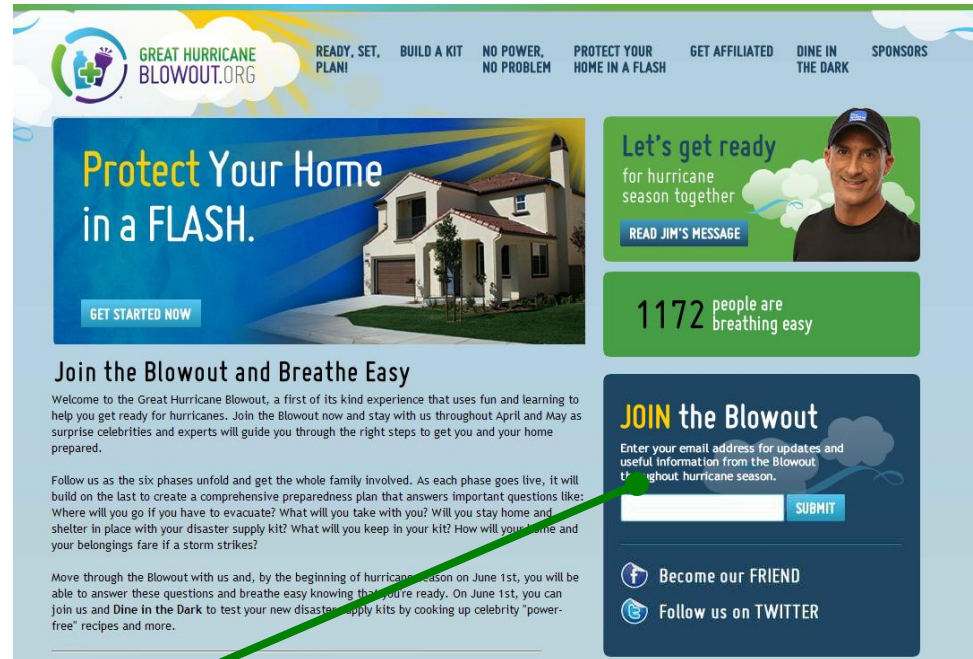
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# Join the Blowout and Breathe Easy

Step  
One



The screenshot shows the homepage of the Great Hurricane Blowout website. At the top, there is a navigation bar with the logo and several menu items: 'READY, SET, PLAN!', 'BUILD A KIT', 'NO POWER, NO PROBLEM', 'PROTECT YOUR HOME IN A FLASH', 'GET AFFILIATED', 'DINE IN THE DARK', and 'SPONSORS'. The main content area features a large banner with the text 'Protect Your Home in a FLASH.' and a 'GET STARTED NOW' button. Below this, there is a section titled 'Join the Blowout and Breathe Easy' with a welcome message and a list of questions to be answered. To the right, there is a green box with a photo of a man and the text 'Let's get ready for hurricane season together' and a 'READ JIM'S MESSAGE' button. Below that, a green box displays '1172 people are breathing easy'. At the bottom right, there is a dark blue box with the text 'JOIN the Blowout' and a form to enter an email address for updates, with a 'SUBMIT' button. Social media links for Facebook and Twitter are also present.

Visit  
[www.greathurricaneblowout.org](http://www.greathurricaneblowout.org)  
to pledge your support

# Join the Blowout



Become a fan on Facebook  
“The Great Hurricane Blowout”

Follow us on Twitter at  
[www.twitter.com/ghblowout](http://www.twitter.com/ghblowout)



Step  
Two

# The Blowout and You

## Step Three

- Make the Blowout your own
- The downloadable resources are available on [www.greathurricaneblowout.org](http://www.greathurricaneblowout.org)
- Contact us at [info@greathurricaneblowout.org](mailto:info@greathurricaneblowout.org) for templates, tools and resources you can use to issue your own challenge to your family, friends, colleagues and peers.
- Consider engaging local celebrities, spokespeople and sponsors to help you carry your message.