



Hurricane Preparedness Roadshow “IX” Covers Valley NWS Brownsville/RGV Teams With Insurance Council of Texas, Media

RIO GRANDE VALLEY, TX, August 22, 2014 – For the ninth consecutive year, the National Weather Service teamed up with the [Insurance Council of Texas](#) and more than a dozen television and radio partners to remind residents of the importance of remaining aware and prepared for hurricanes as the peak of the 2014 Atlantic season approached. Live and taped interviews in English and Spanish were provided for fifteen commercial and public television and radio stations (see list below); the potential audience reach was several hundred thousand viewers and listeners.

The roadshow, which covered the entire coast of Texas, reached several million residents and visitors in 2014 with nearly 50 visits from Beaumont/Port Arthur to the Rio Grande Valle from August 18 to 22. Warning Coordination Meteorologist **Barry Goldsmith** (above, left) and Forecaster/Spanish Language Program Leader **Maria Torres** (above, right) joined Mark Hanna (center), spokesman for the Insurance Council of Texas and Manuel Villarreal from the [Texas Department of Insurance](#) to update residents on the need to remain ready for the peak of the 2014 hurricane season in Texas, which occurs in September, by checking their plans, kits, and insurance policies.

“This season has all of us tasked with community preparedness more concerned than in recent years,” said Goldsmith. “Anecdotal evidence suggests the ‘quiet’ Atlantic Basin forecast, combined with a four year hiatus from any tropical cyclone impact, increases complacency. During this year’s tour, we highlighted Hurricane Beulah. Beulah remains the Valley’s storm of memory for long-time residents and was the second named storm of 1967. Beulah made landfall on September 20 in a year with only six named storms, and proves that even a ‘quiet’ year for the Atlantic Basin as a whole can become a life-changer if the one storm of memory makes a direct hit.” Coincidentally, August 22 was the 15th anniversary of the landfall of Hurricane Bret in rural Kenedy County. Bret came perilously close to the Valley, passing less than 100 miles east of Brownsville as a Category 4 powerhouse before curving into the coast on the King Ranch, and was a rare but feared “Bay of Campeche” storm that spun up from a Tropical Storm to a major hurricane (Category 3 or higher) in less than a day.

“The Insurance Council of Texas leads the tour each year to remind residents to check their policy portfolio,” said Hanna. “We remind everyone that residents living in hurricane prone areas should have three policies: One for homeowners (i.e. fire and theft), another for windstorm, and a third for flood inundation. Purchasing all of these policies ensures coverage, and peace of mind, should a storm like Beulah, Bret, or Dolly strike the Valley this season or any season.”

Schedule of Interviews, NWS/Insurance Council Roadshow IX (Rio Grande Valley)

Time	Entity	Interviewer	Type	Language
0510/0610	KGBT-TV-4 (CBS) Sunrise Action 4 News	Bret Crandall	Live In Studio	English
05xx	KNVO-Univision-48 Alegre Despertar	Jessica Montoya	Live In Studio	Spanish
0730	KFXV-FOX-TV-2 Good Day Valley	Alfredo Vela	Live In Studio	English
0745	R Communications – KURV News Talk 710	Sergio Sanchez/Tim Sullivan	Live in Studio	English
0815	McAllen Cable Network (MCN-12)	Roxanne Lerma-Casares	Taped 15 min.	English
0830	McAllen Cable Network (MCN-12)	Carolina Teran	Taped 15 min.	Spanish
0900	KGBT/Univision (Radio Tremenda)	Armando Rangel	Taped 30 min.	English/Spanish
1030	Edinburg Cable Network (ECN-12)	Dimitra Hernandez	Taped 15 min.	Spanish
1050	Edinburg Cable Network (ECN-12)	Dimitra Hernandez	Taped 15 min.	English
1100	Radio Esperanza	Pastor Abiel Ake	Live In Studio	Spanish
1130	R Communications - Valley Matters	Davis Rankin	Taped 30 min.	English
1215	Clearchannel Radio Border Matters	James Paczkowski	Taped 30 min.	English
1315	KMBH Public Radio 88.1/88.9 FM	Mario Munoz/Robert Gutierrez	Taped PSA/Sound Bites	English
1445	KVEO-Newscenter 23 (Brownsville)	John McCall/Na'Tassia Finley	Taped Sound Bites	English

Note: Embedded links in the table above are to videos and/or articles from Roadshow IX.