



DISASTER RELIEF PLAYBOOK





Dear Contractor:

As you know, natural disasters are a part of our lives in all regions of the United States. Disasters such as earthquakes, hurricanes and fires are inevitable and, while predicting them is difficult, preparing for them is essential.

This following "Disaster Relief Playbook" was created by the Tile Roofing Institute to help you position yourself as a 'go-to' resource for your local media before, during and after a disaster hits.

It includes useful tools and instructions on how to contact your local media; fill-in-the-blank press releases and public service announcements (PSAs) you can send to your local media to help homeowners prepare their homes for imminent disasters; or locate a certified professional roofing contractor immediately after a disaster hits.

We've also provided you with answers to commonly asked questions you might receive from local reporters and your customers. Finally, we've included a list of local Red Cross organizations you can refer your customers to for additional help and support.

We encourage you to review your new "Playbook" and send out the enclosed press information to your local broadcast and print media. Simply put: **Getting your company name in print or on TV/radio is good business!**

Doing so will help strengthen your current customer relationships and lead to new customers looking for a trustworthy professional to help them repair their damaged roofs – or install a tile roof on their new or existing home. And during these tough economic times that's an opportunity you can't afford to pass up!

Good luck and please feel free to call or e-mail the TRI if you have any questions on how to make the most of your Disaster Relief Playbook.

A handwritten signature in black ink that reads "Jeanne Sheehy". The signature is fluid and cursive, with a large initial 'J' and a long, sweeping tail on the 'y'.

Jeanne Sheehy
Director, Tile Roofing Institute

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Section I – Contractor Q&A

These are answers to commonly asked questions you may encounter from both the media and consumers. Feel free to use the answers as a guide, but be sure to add your own professional and local experience to reinforce your message.

Remember... no one knows your business and your area the way you do!



Section II – Contacting the Media

This section provides some simple tips on how to contact your local newspaper, radio or TV reporters/producers – along with some suggestions on how effectively follow up your to ensure they've received your information.

Section III – Press Materials

This section includes fill-in-the-blank pitch letters, press releases, news feature stories, PSAs and Web site copy you can use to contact the media before and after a natural disaster.

We've divided this section up into three areas: Earthquakes, Hurricanes and Fires to make it easy for you to find the information that best meets your needs.

Media Pitch Letter (Newspaper/TV/Radio Outlet)

- Use this cover letter to accompany your “Disaster Prevention Tips” press release and/or “Disaster Prevention Tips” news story.
- Be sure to fill in the appropriate information – media outlet, company name and final signature. Mail to the appropriate contact.

Disaster Prevention Tips (fill-in-the-blank) Press Release Disaster Prevention Tips (Newspaper Feature)

- Send either of these to your local media.
- Be sure to fill in your personal information
- Mail to the appropriate contact with the Pitch Letter.

PSA (public service announcement) – A non-commercial radio advertisement meant to spread the word about health and safety issues. These are especially effective before, during or after a natural disaster. **These can be sent directly to your local radio station’s public affairs or news director.**



Section IV – Community Organizations

In this section you will find:

Community Organization Cover Letter and Web Site Tips Sheet

- Send to the following **local Web sites**: community organizations, insurance, law enforcement, consumer watchdog group and print/broadcast news.
- Insert local contractor information in both documents.

Local Red Cross Chapters (National List)

- Use this comprehensive list to refer your customers to their local relief agencies.



Section V – Additional Information

Weathering the Elements

- Background information on the performance benefits of tile roofing in fire, wind & rain, earthquakes and hail.

Contractors Discuss How They Prepare for Natural Disasters

- Three contractors provide accounts of what their disaster-response plans entail.



**TILE ROOFING
INSTITUTE**

230 E. Ohio St., Suite 400
Chicago, IL 60611
Tel: 312.670.4177
Fax: 312.644.8557
Web site: www.tileroofing.org