



**Above, Top Left:** Forecaster Maria Torres (right) and Manuel Villarreal of the Texas Department of Insurance interview with Univision Radio's Armando Rangel. **Bottom Right:** Warning Coordination Meteorologist Barry Goldsmith and Insurance Council of Texas spokesman Mark Hanna flank KGBT Channel 4 Meteorologist Victoria Marshall.

## Hurricane Preparedness Roadshow “X” Covers Valley NWS Brownsville/RGV Teams With Insurance Council of Texas, Media for Tenth Tour

**RIO GRANDE VALLEY, TX, August 21, 2015** – For the tenth 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 2015 Atlantic season approached. Live and taped interviews in English and Spanish were provided for eight 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 again in 2015 with nearly 50 visits from Beaumont/Port Arthur to the Rio Grande Valley from August 17 to 21. Warning Coordination Meteorologist **Barry Goldsmith** and Forecaster/Spanish Language Program Leader **Maria Torres** joined Mark Hanna, 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 2015 hurricane season in Texas, which occurs in September, by checking their plans, kits, and insurance policies.

“This season has once again tasked us with community preparedness even more than in recent years,” said Goldsmith. “Anecdotal evidence suggests the ‘quiet’ Atlantic Basin forecast, combined with a five year hiatus from any tropical cyclone impact, increases complacency. During this year’s tour, we discussed the need to remain aware, even if there is no direct or nearby strike.”

With El Niño in full swing at the time of the tour, wind shear was battering any potential cyclone that tried to move across the western Atlantic and Caribbean, including Hurricane Danny which was in the process of being torn apart by the 21<sup>st</sup>. Still, the possibility of a rapidly developing cyclone in the southwest Gulf, such as 1999's Bret, was discussed as the "wild card" that can occur regardless of an El Niño since wind shear and dry air can be fleeting in that corner of the basin. A special focus was also placed on flooding rainfall; the comparison between the rapidly developing 2015 El Niño and a similar setup during the late summer and early autumn of 1997 was made. Between October 2 and 13, 1997, more than 15 inches of rain fell in portions of the Lower Valley, with 3 to 5 feet of water depth in some neighborhoods in Cameron County.

"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 Bret strike the Valley this season or any season – or flooding rains occur from any weather event."

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

<b>Time</b>	<b>Entity</b>	<b>Interviewer</b>	<b>Type</b>	<b>Language</b>
0645	<b>KGBT-TV-4 (CBS) Sunrise Action 4 News</b>	Dan Joseph	Live In Studio	English
0730	<b>KFXV-FOX-TV-2 Good Day Valley</b>	Alfredo Vela	Live In Studio	English
0745	<b>R Communications – KURV News Talk 710</b>	Sergio Sanchez/Tim Sullivan	Live in Studio	English
0900	<b>KGBT/Univision (Radio Tremenda)</b>	Armando Rangel	Taped 30 min.	Spanish
1100	<b>Radio Esperanza</b>	Pastor Abiel Ake	Live In Studio	Spanish
1130	<b>R Communications - Valley Matters</b>	Davis Rankin	Taped 30 min.	English
1200	<b>KGBT-TV-4 (CBS) Action News at Noon</b>	Victoria Marshall	Live in Studio	English
1315	<b>KMBH Public Radio 88.1/88.9 FM</b>	Chris Maley/Mario Munoz	Taped PSA/Sound Bites	English
1445	<a href="#"><b><u>KVEO-Newscenter 23 (Brownsville)</u></b></a>	John McCall/Marty Watson	Taped Sound Bites	English

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