



FEMA

July 31, 2014

Dean Diane H. McFarlin
College of Journalism and Communications
University of Florida
2096 Weimer Hall
1885 Stadium Road
PO Box 118400
Gainesville, FL 32611

*cc: Bernie
Joe
Jane
Randy
FYI.
Diane*

Dear Dean McFarlin:

I write to thank you and your staff at the UF College of Journalism and Communications for your support of FEMA's efforts to prepare the American public in advance of potential disasters. As Hurricane Arthur, the first hurricane of this year's Atlantic hurricane season, was developing off the coast of Florida and threatening coastal communities, we were in need of satellite support for high-profile national interviews on short notice.

Your Division of Media Properties was equipped and ready to support our needs. We conducted four national interviews in your studio, allowing me to urge preparedness ahead of the storm to more than a million television viewers. The interviews were professionally executed by Reed Erickson, and his team was attentive and supportive. This is a level of service we've come to expect and rely upon from the UF studio. Two years ago, as Hurricane Isaac was impacting Florida and moving toward other Gulf Coast states, I took part in similar satellite interviews in your studio. Your team was equally helpful then – and that was on the same day as a Gator game.

I was also encouraged to hear about UF's leading role in the creation of the Florida Public Radio Emergency Network (FPREN), allowing emergency communications to reach 99 percent of the state. Radio is a vital communications lifeline during a disaster and I'm glad to see UF's leadership in coordinating this service for the residents of Florida.

Thank you again for your support and I look forward to continuing to work together. Go Gators.

Sincerely,

W. Craig Fugate
Administrator