

From: Priester, Nicole <NicolePriester@gov.sc.gov>  
To: Smith, Austin <AustinSmith@gov.sc.gov>  
Farmer, Raymond <rfarmer@doi.sc.gov>  
CC: Symmes, Brian <BrianSymmes@gov.sc.gov>  
Godfrey, Rob <RobGodfrey@gov.sc.gov>  
Adams, Chaney <ChaneyAdams@gov.sc.gov>  
Date: 4/19/2016 5:26:39 PM  
Subject: RE: Plan, Prepare, and Protect Awareness Campaign

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Director Farmer,

Austin passed along the below invitation for Governor Haley to participate in a kick-off press conference at the Statehouse in late May. Governor Haley's schedule will not permit for her to participate, but she would be happy to post about the campaign on her Facebook page once the campaign has been launched. I have copied Chaney Adams on this email. She will be happy to assist with getting the post about the Plan, Prepare, and Protect Awareness Campaign on the Governor's social media.

Thanks,  
Nicole

Nicole Priester  
Scheduler | Office of Governor Nikki Haley  
NicolePriester@gov.sc.gov

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From: Smith, Austin  
Sent: Tuesday, April 12, 2016 5:23 PM  
To: Priester, Nicole  
Cc: Symmes, Brian; Godfrey, Rob; Farmer, Raymond  
Subject: Plan, Prepare, and Protect Awareness Campaign

Nicole,

The Department of Insurance is kicking off a campaign raising awareness about the hazards of natural disasters like hurricanes and best practices for protecting our families and property. The campaign will continue for twenty-four weeks coinciding with the 2016 Hurricane Season. Director Farmer has requested that the Governor participate in the kick-off press conference/event at the Statehouse in late May (May 23<sup>rd</sup> or 24<sup>th</sup>) to coincide with beginning of Hurricane Season (June 1<sup>st</sup>). The date and time are flexible based on the Governor's schedule.

In conjunction with a proclamation by Governor Haley regarding the importance of planning and preparing for hurricane season, the event would introduce SC Scout, the Department's weather sentry for South Carolinians. SC Scout is a caricature of the state dog, a Boykin Spaniel. Like other campaigns appealing to children, this effort is designed to make preparedness a topic of family conversation (i.e. Smokey the Bear). The program includes extensive outreach throughout the hurricane season, featuring SC Scout at children and family events at libraries across the state. Through these events, the Department hopes to develop a connection between SC Scout and preparedness and safety – with the ultimate goal of raising awareness of the need to plan, prepare and protect against natural disasters.

Thanks,  
  
Austin