



SMALL BUSINESS ADMINISTRATION

Rapid City Disaster Branch Office
Box 3175, P. O. Annex
Rapid City, South Dakota 57701

October 15, 1972

Robb DeWall
P. O. Box 1341
Rapid City, South Dakota 57701

Dear Robb:

I am happy to participate in providing information regarding broadcasting's role in the rescue and recovery operations connected with the June 9 flood. I believe the thesis you are preparing will be of great value to many people.

In my opinion, the broadcasting industry and particularly KOTA radio and TV performed a valuable service to the general public during this most critical period. As mentioned in your letter, the live broadcast on June 11 involving federal, state, local and other representatives was particularly helpful. Unfortunately, many disaster victims have indicated to us that they did not see or hear the program due to their other problems in that period. Looking back, it appears that a follow-up program within the following week or weeks would have been highly desirable. I believe the federal representatives would have been available as a group for most of the time within the month following the flood. Many flood victims were quite busy in this period and many people, including our SBA personnel, were unable to view the initial broadcast due to their work schedule and the fact that many of our personnel were not here at the time. Future planning should probably include later programs of this type.

The broadcasting industry has been very helpful to all of the federal agencies involved in the disaster recovery effort. The Small Business Administration is particularly appreciative of that effort. Even though we made personal contact with over 4,700 families and businessmen with indicated loss of approximately \$60 million, the Small Business Administration effort would have been less successful without the full support of the broadcasting industry for most of the period from June 11 until the present time. The announcement of office hours and general criteria for loans was particularly helpful. The opportunity for myself and other members of the SBA staff to participate in individual news casts and special programs such as "Party Line" and "Opinion Please" was particularly helpful. The questions raised on

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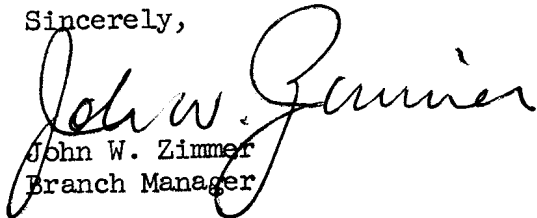
programs such as "Opinion Please" gave us the opportunity to find out the type of doubt that may have been in the minds of the general public. We were then able to design our public information releases to rectify that particular situation.

In addition to all of the above points, the opportunity to personalize our effort particularly through the television media appears to have provided the reassurance needed by ~~many~~ of the flood victims.

As you probably realize more than I, the initial phase of SBA's operation was one of reassurance more than actual processing of individual applications. The information provided through the broadcasting industry helped us ~~get~~ this reassurance to the public.

All in all, I feel the broadcasting industry and particularly KOTA have performed an outstanding job in this trying period. I would be happy to expand on these remarks in person if you wish.

Sincerely,


John W. Zimmer
Branch Manager