

Urban Flood Radio Campaign

ASDMA for the first time has conducted a full-fledged on-air campaign with BIG FM Channel in the month of June. Urban flood is an alarming problem for the inhabitants of the city was the central theme of the campaign. This campaign was designed in order to reach out to the people with messages on urban flood safety in an interesting way and at the same time interact with them.

Radio activity was done in three phases.

Phase 1: Initially for first seven days there was a teaser ad for the listeners with some facts of urban flood and its safety messages.

Phase 2: Promotion for this activity was done for the next eight days.

Phase 3: One Minute play on four different topics ran for the next 15 days. It highlighted the causes/impact of urban floods and how to combat it.

Play 1 highlighted the issue of water logging due to usage of plastic bags for garbage disposal in the drains and how it is a major cause for urban floods. *Play 2* – highlighted the issue of deforestation, earth cutting from hills which also results in urban floods. *Play 3* – highlighted the importance of community participation and *Play 4* – focused on the importance and need for rain water harvesting to avoid ground water depletion.

Colleges of Guwahati and the flood prone areas of the city were visited by the RJs and the college students & residents were asked to share their experience on urban floods and what they think should be done to address the hazard. BIG FM Channel got more than 190 SMSes through their SMS server and got a huge response through phone calls and Facebook. Facebook Reached hits limit of 3.9 K and 145 Facebook Users liked/commented on the issue