



PERSONALIZED FRANKED MAIL



CONGRESSWOMAN GINNY BROWN-WAITE

Enclosures:

- Sample mailer
- Best Practices document providing additional information

Staff Contact:

- Charlie Keller with Congresswoman Ginny Brown-Waite, 202-225-1002
- Alisha Perkins with Congressman Doolittle, 202-225-2511

U.S. HOUSE OF REPRESENTATIVES
WASHINGTON, D.C. 20515

PUBLIC DOCUMENT

OFFICIAL BUSINESS

This mailing was prepared, published
and mailed at taxpayer expense.

It is provided as a service to 5th
Congressional District constituents.

Ginny Brown-Waite M.C.

PreSorted Standard
CAR-RT SORT

Stacey Oswalt
3511 Bodega Court
Sacramento, CA 95864

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How to contact Congresswoman Ginny Brown-Waite

Washington Office:

414 Cannon HOB
Washington, DC 20515
phone: 202-225-1002
fax: 202-226-6559

Brooksville Office:

20 North Main St., Rm. 200
Brooksville, FL 34601
phone: 352-799-8354
fax: 352-799-8776

Dade City Office:

38008 Meridian Avenue
Dade City, FL 33525
phone: 352-567-6707
fax: 352-567-6259

From anywhere in the 5th Congressional District **866-GWAITE-5 (492-4835)**

www.house.gov/brown-waite

Working to provide relief and protection

for Florida Families and Homeowners

for Stacey Oswalt



Congresswoman
Ginny Brown-Waite

*Homeowner's Insurance • Hurricane Disaster Relief
and Preparedness • Federal Catastrophic Insurance*

Emergency Center Contact Info for Stacey Oswalt.

Citrus.....	352-746-6555
Hernando.....	352-754-4083
Lake.....	352-343-9420
Levy.....	352-486-5213
Marion.....	352-622-3205
Pasco.....	727-847-8137
Polk.....	863-534-5600
Sumter.....	352-569-6000

Stacey Oswalt, Know Congresswoman Brown-Waite Is Working for Florida Homeowners and Families



Ginny is joined by former FEMA head James Lee Witt and Coast Guard Admiral James Loy to discuss efforts to strengthen hurricane preparedness.

Homeowner's Insurance

As Floridians know all too well, when natural disasters strike, it is your family and your home that are most often directly affected. You may lose your car, your personal mementos, or even your house to the ravaging effects of Mother Nature. While it seems like Florida has borne the brunt of recent hurricanes, it is clear to all that natural catastrophes are national problems that need national solutions.

I know what these recent natural disasters have meant to you and your family when you receive your yearly rate increase in your homeowner's insurance bill. For families and seniors on limited incomes, an extra couple hundred dollars a year to insure your home from a hurricane might be too much for some

to bear. While it is the responsibility of the State of Florida regulators to set those rates, Congress can help ensure that homeowner's insurance will be there for you when the next hurricane strikes.

Stacey, that is why I introduced federal legislation, H.R. 4366, the Homeowner's Insurance Protection Act. This bill represents a comprehensive piece of catastrophic insurance legislation designed to reduce homeowner's insurance costs to American families and ensure liquidity in the insurance market. My bill will establish a federal reinsurance catastrophic fund (cat fund) as a federal backstop for future natural disasters.

Hurricanes Katrina and Wilma showed the nation what can happen when Mother Nature wreaks havoc on American homeowners. More than a

thousand Gulf Coast residents lost their lives in the storm, and tens of thousands were left homeless. The cost of rebuilding is great. While Congress has met their immediate needs, it is clear that our national response to natural disasters is broken, and must be fixed. Additionally, I am working in Congress to make FEMA more accountable.

The good news is that Congress agrees with the idea behind my legislation. In a recently passed bill in Congress, there was a "rainy day" fund established to be used in case of a major natural disaster. Rather than borrow against our future to send emergency money to hurricane ravaged states, this fund is set aside specifically for big disasters like Hurricanes Katrina, Wilma or Andrew.

Hurricane Preparedness

With hurricane season already reaching Florida's shores, I wanted to provide you with important contact information for your local hurricane and emergency shelters.

2005 was the most active period on record for the Atlantic hurricane season, with more than 20 named

storms – including Katrina, Wilma and Rita – striking Florida. We must learn from last year's devastating and destructive season and prepare for any storms that may head our way before the summer's end.

There are several steps you can take, **Stacey**, to protect your home and family from hurricane damage. Placing storm shutters over windows or installing hurricane straps on roofs is effective

at reducing damage to your home. The Federal Emergency Management Agency (FEMA) also recommends such steps as planning an evacuation route, clearing your yard of any loose objects, and storing bottled water. Gas up your automobile and get cash from the bank before a hurricane hits. For a complete list of items you and your family should have on hand, please visit www.fema.gov.

Stacey Oswalt, Have You Received Tele-Scare Calls? - Truth and Fiction

Many of my constituents have received false and misleading telephone calls from outside interest groups opposed to various Congressional actions. I have set up a web page at <http://brown-waite.house.gov/TeleScareSpotlight/> designed to provide you with the resources to learn the truth about these calls, and to give you more information about the agendas of the organizations behind them.

In an age of Do Not Call Lists for your telephone and spam filters for your e-mail, it may seem strange that private interest group organizations feel that unwanted and intrusive tele-scare phone calls into your home will somehow be welcome. Beginning in January of 2005, my constituents have received no fewer than fifteen automated telephone calls on their home phones and answering machines.

As would be expected, the information contained in these calls was oftentimes blatantly false, usually a crude distortion of the facts, and nothing but a scare tactic designed to mislead citizens in Florida's 5th District. I have included information on my website about each of the groups behind the calls, as well as some further information about their agendas.

If you have any questions about these calls, please call me toll-free at 866-GWAITE-5.



BEST PRACTICES

A GUIDE TO WHAT'S WORKING

CHAIRMAN DEBORAH PRYCE SECRETARY JOHN T. DOOLITTLE

PERSONALIZED MAILER

MEMBER: REP. GINNY BROWN-WAITE

STAFF CONTACT: CHARLIE KELLER, COMMUNICATIONS DIRECTOR

ABOUT THIS EVENT:

This is a personalized franked mail piece designed to attract the attention of constituents and increase the likelihood that people will read it.

PREPARATION

Who is involved?

The communications director prepares the content and the mail vendor designs the franked mail piece. After approval by the Congresswoman and the Franking Commission, the office and mail vendor will work with a personalization company to insert constituents name throughout the mail piece.

Are any outside groups involved?

Mail vendor and personalization company.

Timeframe for preparation:

3 weeks from inception to dropping the piece

PRESS COMPONENT

What press did you invite?

None, not applicable.

What went into your press plan for the event?

None, not applicable.

ADDITIONAL INFORMATION

How often do you hold this event?

We frank 6-7 pieces each year.