

# JOHN F. BLAIR, PUBLISHER

## Possible Media Angles for *Rising from Katrina: How My Mississippi Hometown Lost It All and Found What Mattered* by Kathleen Koch

### 1. Hurricane Katrina and the BP Oil Spill

#### **Psychological Effects of Gulf Oil Spill Similar to That of Katrina**

An AP article reports on the psychological toll the oil spill is taking in comparison to the effect of Hurricane Katrina. A large part of *Rising from Katrina* examines how the hurricane affected the people of Mississippi emotionally—covering everything from their pre-storm preparations and mind-set through their state of mind as of November 2009.

Read the AP report at

<http://www.google.com/hostednews/ap/article/ALeqM5gIXWYBTpLtSayJtg41LKXpxSxVPAD9GJT9QG0>

#### **Damage Claims After Hurricane Katrina and BP Oil Spill**

When Kathleen Koch hears reports that BP is holding up damage claims, it brings back a painful feeling of déjà vu. Victims of Hurricane Katrina struggled with insurance companies that offered homeowners pennies on the dollar for their losses. These stories are a sad harbinger of the battles just beginning with oil giant BP.

#### **The Resilience of Gulf Coast Communities**

*Rising from Katrina* gives insight into the character of Gulf Coast residents, now facing another crisis that threatens their very existence. Kathleen Koch describes how family, faith and community sustained the residents of her hometown as they rallied to rebuild after Hurricane Katrina, and how they can use that to deal with the insurmountable tragedy they face today. In the end, *Rising from Katrina* is a story of the triumph of hope over adversity. Readers will emerge with an understanding of how those who live on the Gulf Coast will draw on that same wellspring of guts, determination and an undying love of the land to win this new struggle.

### 2. Journalistic Integrity

#### **Retaining Journalistic Objectivity While Personally Involved in the Story**

In *Rising from Katrina*, Kathleen Koch explores her struggle to maintain her objectivity as a journalist while covering, in her own hometown, one of the worst disasters she's ever seen.

Read more at

<http://www2.journalnow.com/content/2010/feb/04/tv-journalists-getting-too-involved/entertainment-tv/>

### 3. Timing and Recovery

#### **Five-Year Anniversary of Hurricane Katrina**

August 29, 2010, marks the five-year anniversary of Hurricane Katrina's crushing landfall on the Gulf Coast. In her book, Kathleen Koch takes a look back at how this region has recovered in the past five years—and the communities' ongoing efforts to rebuild.



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