



STATE OF SOUTH DAKOTA
DEPARTMENT OF HIGHWAYS

PIERRE, SOUTH DAKOTA 57501

OFFICE OF DIRECTOR
JACK ALLMON
605-224-3265

September 22, 1972

Robb DeWall
P.O. Box 1341
Rapid City, SD 57701

Dear Robb:

Thank you for your recent letter concerning the Rapid City area flood disaster. I always consider it a privilege to assist people in their efforts to chronolog major events with potential historical impact.

You asked that I comment specifically on the negative aspects of the impact imposed by national (broadcast) publicity on the summer's tourist picture. As far as I am concerned, there was never any "negative aspect" imposed by the broadcast industry. There was simply an effort on their part to accurately convey news which was unveiling during that catastrophic period. The negative aspects were really created by the consumer--in our case, the traveling public. For it was the individual traveler who conjured up negative mental pictures entirely out of proportion to the real situation.

In fact, I have nothing but high praise for the South Dakota broadcasters in their efforts to minimize loss of life and destruction during the flood. They all performed valiently and in a commendable way.

Also I might add that the broadcast industry "pitched in" and helped revive our vital tourist industry after the flood. Countless stations ran numerous public service announcements and free ads in South Dakota's behalf.

I hope that this letter has been of assistance to you. If you have any further questions, please feel free to contact me at your convenience.

Sincerely,

Jack Allmon, Director
S.D. Department of Highways

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