

Flooding in the subway is the biggest problem in NYC when the subway goes under water. People's sorrows know no bounds. As most people are using the subway everyday for their daily purpose. In every section people have to use the subway. The working people go to their workplace by train and students are also using the train for going to their educational institution, especially college students. They all are being gathered in the subway to go to their destination everyday. And they came back home by train also. They can't spend a day without using the subway. As a student, I also have to use the subway for many purposes. Everywhere to go we have to use transport. So, this is very important to know the condition of flooding in the subway. When the subway goes under water the life of public people becomes difficult. Because each and every moment we need to use the subway trains. We can't go anywhere if it happens. So, we should be aware of this fact about who is using the subway

My target audience is going to be the subway using people. And the best media of awaring people about this issue is the “subway”. As everyday people using the subway trains, we can reach those people easily in the subway. We can make a consultation with them. And we can use posters and leaflets in the subway. Most people read the subway posters, paintings and leaflets. So this is the best media to inform people about this issue from my perspective as most people use the subway. The effects of Hurricane Sandy were more miserable for people. So, for future consciousness we should be strictly aware of the people by the above method.

After doing the campaign, we expect the people that are gonna be more aware of the issue of subway flood. And the authorities will take steps to prevent subway flooding from my point of view. People will be able to know the effects of subway flood and how they will be affected and also will be able to overcome it. The authority may make the flood proof subway. These should be the expected outcome of our campaign.



<https://i.pinimg.com/originals/2e/17/33/2e17331ffe9cd15a98db6cf803757486.jpg>



<http://floodlist.com/wp-content/uploads/2016/05/new-york-subway-flood.jpg>

Here is the condition of subway flooding. So, people should care about subway flooding who are using subway trains for their daily aspects.

MAKE  
THE  
SUBWAY  
FLOOD  
PROOF