



# NATIONAL FLOOD INSURANCE PROGRAM

**Bureau and Statistical Agent**

W-01042  
3014-01

**MEMORANDUM TO:** Write Your Own (WYO) Principal Coordinators and  
NFIP Servicing Agent

**FROM:** WYO Clearinghouse

**DATE:** June 19, 2001

**SUBJECT:** Cover America II Update

Attached is the June 2001 Cover America II Update. Please distribute this information within your organization as appropriate.

If you have any questions, please contact your Program Coordinator.

Enclosure

cc: Vendors, IBHS, WYO Standards, FIPNC, WYO Marketing Committee,  
Government Technical Monitor

Suggested Routing: Marketing, Underwriting



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# THE COVER AMERICA II UPDATE



## NFIP Advertising and Media Schedule

*The following is a list of all the publications on the NFIP print advertising schedule for June, July, and August 2001.*

### JUNE

#### Consumer Magazines

*Country Home  
Country Living  
Essence  
Family Handyman  
Homestyle  
Popular Mechanics  
Renovation Style  
This Old House  
Traditional Home*

#### Agent Magazines

*American Agent and Broker  
Best's Review (Property and  
Casualty/Life Health Edition)  
Business Insurance  
CPCU  
Independent Agent  
National Underwriter*

#### Lender Magazines

*National Mortgage News  
U.S. Banker*

### JULY

#### Consumer Magazines

*American Heritage  
Country Home  
Midwest Living  
Old House Journal  
This Old House  
Weatherwise*

#### Agent Magazines

*American Agent & Broker  
Best's Review (Property and  
Casualty/Life Health Edition)  
National Underwriter  
Risk & Insurance (Agent/  
Brokers only)*

### AUGUST

#### Consumer Magazines

*Money  
Smart Money  
Southern Living*

#### Agent Magazines

*American Agent & Broker  
Business Insurance  
Independent Agent  
National Underwriter*

#### Lender Magazines

*Bank Director  
U.S. Banker*

## NFIP CO-OP ADVERTISING PROGRAM

Team up with the NFIP Co-op Advertising Program to save up to 50 percent on approved flood insurance ads for newspapers, magazines, and Yellow Pages directories. You can also qualify for these savings if you air an approved flood insurance television or radio spot.

As a participating member in the co-op program, you will get a free Yellow Pages listing that includes your name and telephone number. You will also be placed in the NFIP Leads Agent Database for referrals to consumers who contact the NFIP and need an insurance agent in their area to write flood insurance. Act today to take advantage of this opportunity! And remember that your flood insurance ad, whether you use one we have produced or you produce your own, must be approved before it runs. Be sure to send all application and reimbursement materials to the following address: National Flood Insurance Program, C/o Bozell Worldwide, Properties Group, 40 West 23rd Street, New York, NY 10010.

To help you create compelling flood insurance ads, the NFIP has developed an array of customizable marketing materials. Be sure to check out over 20 new "True/False" and "Famous Last Words" ad slicks on the NFIP web site. These free ad slicks and other materials can be downloaded directly from <http://www.fema.gov/nfip/coverii.htm#4>. Or you can receive hard copies by calling a co-op advertising manager at 1-800-564-8236.

## TELEVISION ADVERTISING

The NFIP's television advertising schedule has been confirmed for 2nd Quarter 2001. The "Street Sign" spot will air through June 3 on the following cable stations: CNN, CNBC, USA, Lifetime, MSNBC, TNT, National Geographic, Weather Channel, and BET, and through June 24 on A&E, Discovery, Fox News, History Channel, TBS, TNT, and USA.

**JUNE 2001**

## PREPARING FOR HURRICANE SEASON

It's that time of year again—hurricane season. Besides wind damage, hurricanes can cause severe coastal and inland flooding. We have undertaken a number of steps to help raise awareness about the flood damage that hurricanes cause and what people can do to protect themselves. Spanish translations of "The 'Be Flood Alert' News Minute" radio public service announcements were distributed to radio stations in hurricane-prone Hispanic markets in the U.S. and Puerto Rico. An article for consumers titled "Protect Your Property Before Floods Occur" was released to newspapers, providing information about how one can prepare for floods. A hurricane season satellite and radio media tour was conducted featuring Deputy Administrator of the Federal Insurance Administration, Howard Leikin. Some stations broadcast the interviews live while others will air them over the next few weeks.

## NATIONAL FLOOD CONFERENCE WRAP-UP

The "City of Many Waters," Minneapolis-St. Paul, was host to the May 2001 National Flood Conference. Highlights included exhibits and lectures about flood hazard identification, prevention, and loss protection. More than 30 workshops focused on categories such as risk management, flood insurance coverage, and marketing. Among this year's speakers were Deputy Federal Insurance Administrator, Howard Leikin, and the new FEMA Director, Joe Allbaugh.

The National Flood Conference made a big splash with Minnesota radio airwaves, capturing the attention of Minnesota Public Radio, a national syndicated consumer radio program, regional stations, and several local stations affiliated with major networks. Combined, these outlets reach at least 70 radio stations throughout the Midwest. The conference was also covered by KSTP-TV, St. Paul's ABC affiliate, airing two segments taped in the exhibit area. The Minneapolis Star Tribune also covered the conference in an article that focused on FEMA's mitigation efforts.

The new "You Should Be Disturbed" door signs were a big hit, raising interest and generating conversation about the NFIP. Thanks to the 700 agents, lenders, and FEMA/NFIP representatives who made this year's National Flood Conference a success!