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

FROM: WYO Clearinghouse

DATE: February 27, 2002

SUBJECT: Cover America II Update

Attached is the February 2002 Cover America II Update. Please distribute this information within your organization as appropriate.

If you have any questions, contact your Program Coordinator.

Enclosure

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

Suggested Routing: Marketing, Underwriting
ADVERTISE NATIONAL FLOOD INSURANCE WITH FREE MARKETING MATERIALS

Use the free NFIP marketing materials to make sure consumers in your area know that you sell National Flood Insurance. Close to 30 ad slicks that can be used in newspapers, magazines, or Yellow page directories, as well live-read radio scripts, are available for insurance companies and agents to customize. Although these materials cover a variety of flood-related topics, their message is consistent: National Flood Insurance is the best way to protect your home and belongings from a flood. You can download these and other materials from the NFIP web site at: http://www.fema.gov/nfip/coverii.htm#4, or send for hardcopies by contacting the Co-op Manager at 1-800-564-8236.

NEW ARTICLE URGES CONSUMERS TO RENEW THEIR FLOOD INSURANCE POLICIES BEFORE SPRING

Spring is a time of rebirth, but also it can create ideal conditions for floods. When melting snow combines with warm, moist conditions and heavy rain, dramatic flooding can occur.

In preparation for this year’s spring flood season, a new article for consumers entitled Spring Flood Alert: Melting Snow, Spring Showers Bring More Than Flowers has been distributed to newspapers across the country. It briefly explains why keeping one’s flood insurance policy is a good idea, and goes on to list specific benefits of buying flood insurance versus relying on Federal assistance.

NFIP ADVERTISING AND MEDIA SCHEDULE

TELEVISION ADVERTISING

The commercials “Driving Rain” and “Get the Facts” continue to generate calls. Between October and December 2001, 58 percent of calls were generated by the new television advertising. And, more of those who are calling now are being referred to insurance agents. Historically, 18 percent of callers are referred to an insurance agent. Between October and December 2001 (the first quarter of airing the new TV spots), 36 percent of the more than 10,000 callers were referred to an agent. The new spots will continue to air through March on these cable stations (subject to change): Bravo, CNN, MSNBC, National Geographic, TV Land, TNN, Discovery, Fox News, FX, Home & Garden, Learning Channel, Lifetime, TBS, and TNT.