



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-03040

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

FROM: WYO Clearinghouse

DATE: August 1, 2003

SUBJECT: NFIP Radio Advertising Campaign

The NFIP will begin a radio advertising test in selected markets on August 4, 2003. The message will encourage the listeners to buy or renew their flood insurance coverage and to call the NFIP toll-free number for more information.

This campaign will run for 13 weeks in the following markets:

- Houston-Galveston, TX
- Miami-Ft. Lauderdale, FL
- Charleston, SC

Please share this information with others in your organization.

If you have any questions or need additional information, please contact your Program Coordinator.

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

Suggested Routing: Marketing, Underwriting