



# NATIONAL FLOOD INSURANCE PROGRAM

**Bureau and Statistical Agent**

W-01038  
3013-01

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

**FROM:** WYO Clearinghouse

**DATE:** May 18, 2001

**SUBJECT:** Cover America II Update

Attached is the May 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



MAY 2001

## National Flood Conference Reminder

There's still time to register for this year's National Flood Conference that will be held May 22-25 in Minneapolis. You can find out more and register on-line at [www.fema.gov/nfip/2001conf.htm](http://www.fema.gov/nfip/2001conf.htm).

If you're planning to attend the conference, be sure to stop by the Cover America booth (#404) in the exhibit hall to be among the first to see the new NFIP television commercials. While you're there you can also pick up copies of the new ad slicks and learn how the NFIP is working to increase awareness, favorability, and sales of flood insurance.

## Public Relations

Recent NFIP public relations efforts focused on the severe flooding along the Mississippi River. The PR team has strived to spread the NFIP's flood insurance message throughout the flooded Midwest through faxes and phone calls to the media in affected areas. This approach has been successful, and stories based on materials provided have run in local Midwestern daily newspapers. As floodwaters recede, the PR team will follow up to garner press coverage of the financial toll in the aftermath of the flooding as well as to spotlight model communities.

## NFIP Co-op Advertising Program

Hurricane season is just around the corner, beginning June 1 and extending through November 30. This year, experts predict 10 named storms with 6 of them becoming hurricanes and 2 of those reaching major storm status. They also estimate that there is a 65% probability of one or more major hurricanes making landfall along the U.S. coastline this season.

Since there's a 30-day waiting period for policies to take effect, now is the ideal time to advertise that you sell flood insurance and encourage your customers to buy a policy before the start of hurricane season. And when you run an approved flood insurance ad, you can save up to 50% of your advertising costs.

The NFIP now has two new special hurricane ad slicks for you to use in your local advertising efforts. These free ad slicks are available on the NFIP website at [http://www.fema.gov/nfip/FE\\_15672-05.pdf](http://www.fema.gov/nfip/FE_15672-05.pdf) and [http://www.fema.gov/nfip/FE\\_15672-11.pdf](http://www.fema.gov/nfip/FE_15672-11.pdf). Paper copies will soon be available by calling a co-op advertising program manager at 1-800-564-8236. For more information about the co-op program, call 1-800-564-8236.

## NFIP Advertising and Media Schedule

### Television Advertising

The NFIP's television advertising resumed on April 30th. Cable TV advertising began on April 30th and will now be continuous throughout the year, rather than occurring in quarterly flights as in the past. This will serve to keep flood insurance in consumers' minds all year round. Network news will continue to run in 3-4 week flights each quarter. The next network news flight will be May 7 - June 3. No events are planned for the current quarter.

### Print Advertising

The following is a list of all the publications on the NFIP print advertising schedule throughout the spring and summer:

#### MAY—Consumer

American Heritage—(May-June)  
American Legacy—(May-July)  
Better Homes & Gardens  
BH&G Home Plan Ideas—(May-June)  
Conde Nast Traveler  
Country Gardens—(May-August)  
Country Home  
Home  
Homestyle  
Horticulture  
Ladies' Home Journal  
Midwest Living—(May-June)  
Old House Journal—(May-June)  
Southern Living  
Workbench—(May-June)

#### MAY—Agent

American Agent & Broker  
Best's Review Prop. & Cas./ Life Health Ed.  
Business Insurance—(5/7)  
Independent Agent  
National Underwriter—(4/30, 5/7, 14, 21)  
Rough Notes

#### MAY—Lender

ABA Banking Journal  
Bank Director—(May-July)  
Banking Strategies—(May-June)  
National Mortgage News—(5/7)

#### JUNE—Consumer

Country Home  
Country Living  
Essence  
Family Handyman  
Homestyle  
Popular Mechanics  
Renovation Style—(June-July)  
This Old House  
Traditional Home—(June-July)

#### JUNE—Agent

American Agent & Broker  
Best's Review Prop. & Cas./Life Health Ed.  
Business Insurance—(6/4)  
CPCU (Chartered Prop. Cas. Underwriter) Journal—(June-August)  
Independent Agent  
National Underwriter—(5/28, 6/4, 11)

#### JUNE—Lender

National Mortgage News—(6/18)  
U.S. Banker

