



# NATIONAL FLOOD INSURANCE PROGRAM

**Bureau and Statistical Agent**

W-01080  
3027-01

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

**FROM:** WYO Clearinghouse

**DATE:** December 14, 2001

**SUBJECT:** Cover America II Update

Attached is the December 2001 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



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# THE COVER AMERICA II UPDATE



## NFIP Print Advertising

The following is a list of all the magazines where the NFIP print advertisement will appear in December.

### Consumer Magazines

*Country Home*  
*Essence*  
*Family Handyman*  
*Homestyle*  
*This Old House*

### Agent Magazines

*Best's Review Prop. & Cas./Life Health Ed.*  
*Independent Agent*  
*National Underwriter*  
*Risk & Insurance*

### Lender Magazines

*ABA Banking Journal*

DECEMBER 2001

## NEW FLOOD INSURANCE MARKETING MATERIALS AVAILABLE

Check out the new materials for insurance companies and agents at <http://www.fema.gov/nfip/coverii.htm#4>. Four new live-read radio scripts, which can be found at <http://www.fema.gov/nfip/radioscript.htm>, and new Yellow Pages ad slicks are available for insurance companies and agents to help with their flood insurance marketing efforts. Live-read radio scripts get your message out without incurring any production costs; you pay only for the media time. Because scripts are read by local radio DJs, the credibility of your message will be even stronger.

We also have four pages of flood insurance ad slicks available at <http://www.fema.gov/nfip/adslick.htm>. There are 27 ad slicks that focus on specific audiences or topics, such as low-risk areas, retention, commercial coverage, and hurricane-related flooding. The slicks can be used in newspapers and magazines. And, on the fourth page, there is a template for a doorknob hangtag with a headline that says: "You should be disturbed." This can be used to hang on doors in neighborhoods insurance companies and agents are targeting. All of these materials have space for customization, so insurance companies and agents can see to it that people interested in flood insurance go directly to them.

## NEW TELEVISION COMMERCIALS GENERATING CALLS AND LEADS

The television advertising strategy has moved from increasing awareness to generating responses. Two new 30-second commercials started airing in October and will continue airing through December 30 on cable stations.

The first spot is called "Driving Rain," which follows a person driving home during a rainstorm and encountering signs about flooding and flood insurance. The second is "Get the Facts," which provides facts about floods and flood insurance while photos float by over a bright yellow background. Both commercials display the toll-free number for most of the 30 seconds, have a strong call to action, and offer a free National Flood Insurance Guide. Both commercials include a message about the importance of buying and keeping flood insurance.

Immediately after we began airing the new spots, which are designed to generate responses, calls increased dramatically. From October 15, when Driving Rain first aired (joined the following week by Get the Facts), to November 18, the new spots generated 8,001 calls. More than 5,348 of these have provided their name and address to be referred to an insurance agent and/or receive further information in the mail.

During the month of December, both spots will run on the following cable stations: BET, CNBC, Discovery, Fox News, FX, Home and Garden (HGTV), The Learning Channel (TLC), Lifetime, TBS, TNN, TNT, and The Weather Channel.

## NFIP CD-ROM WINS DISTINGUISHED PUBLIC RELATIONS AWARD

The Public Relations team recently accepted the Public Relations Society of America, Pittsburgh Chapter, Renaissance Award for the National Flood Insurance Program's (NFIP) CD-ROM Kit targeting State Insurance Commissioners. The CD-ROM showcased NFIP print ads and television commercials, and contained sample grassroots materials, ad slicks, and other information that State Insurance Commissioners can use to promote flood insurance. The kits also included "Be Flood Alert" window stickers, magnets, and lapel pins.

This is the third award the Public Relations component has won on behalf of the Cover America II Campaign. Last year, the Public Relations Society of America Pittsburgh Chapter bestowed an Award of Merit for the NFIP Satellite Media Tour about the 2000 Hurricane Season, and the "Be Flood Alert Radio News Minutes" won the Communicator Crystal Award of Excellence, achieving first place in the highly competitive PSA/Public Service category, where it triumphed over more than 630 other audio entries for the radio awards.

The consumer newspaper article titled "Prepare Now for Flooding" is still getting hits long after its initial distribution in May. To date, more than 33.3 million readers have reviewed this release in major markets including New York, Los Angeles, Chicago, Washington D.C., Minneapolis, and New Orleans.