



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-02021

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

FROM: WYO Clearinghouse

DATE: March 25, 2002

SUBJECT: Cover America II Update

Attached is the March 2002 Cover America II Update. The lead article provides details about the Co-op Advertising program, which has been reopened for the period April through November 2002.

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 publications on the NFIP print advertising schedule for March 2002:

Consumer Magazines

BH&G Home Plan Ideas
Country Gardens
Country Home
Family Handyman
Homestyle
Ladies' Home Journal
Midwest Living
Old House Journal
This Old House

Agent Magazines

American Agent & Broker
Business Insurance
Independent Agent
National Underwriter

Lender Magazines

U.S. Banker

March 2002

CO-OP ADVERTISING PROGRAM TO REOPEN APRIL 1

The NFIP Co-op Advertising Program will reopen on April 1. Funds are limited and available on a first-come, first-served basis through November 2002. For details, call a co-op advertising manager at 1-800-564-8236. And, don't forget that free advertising materials are available on the NFIP web site (www.fema.gov/nfip/coverii.htm#4).

In the past, the NFIP has run the NFIP logo and toll-free number in telephone directories where co-op participants are located. Because budget cutbacks do not presently allow us to buy Yellow Pages advertising, this value-added service for co-op participants will not be available during the period April through November.

SPRING FLOOD MEDIA TOURS

On March 7 and 8, Ed Pasterick, FIMA, was featured in television and radio media tours alerting people to the benefits of flood insurance. We will describe the results of these tours next month.

HISPANIC RADIO PSA GETS GOOD AIRTIME

At the end of April 2001, Spanish-language versions of the "Be Flood Alert News Minute" were distributed to Hispanic radio stations across the U.S. and Puerto Rico. The 60-second spots featured recorded segments of experts discussing flood prevention and flood insurance. Voluntary reports from radio stations indicate that the spots aired at least 540 times on nine stations located in Phoenix, AZ; Calexico, CA; Chicago, IL; Elko, NV; Philadelphia, PA; Adjuntas, PR; and Utuado, PR.

MEDIA OUTREACH TO METEOROLOGISTS ABOUT SPRING FLOODING

In preparation for spring flood season, we will distribute "heads-up" letters to television and radio meteorologists, weather forecasters, newspapers, and other print outlets in key media markets along the Mississippi River basin and in Pennsylvania, Ohio, and West Virginia.

The letters encourage forecasters to remind their audiences that homeowner's insurance does not cover flood damage. They also emphasize that there is a 30-day waiting period before newly purchased flood insurance becomes effective. We will follow up on the letters with phone calls to provide additional information and answer media questions.

NFIP TELEVISION ADVERTISING

Between October 15 and February 23, the NFIP's new television spots generated more than 25,000 calls. More than 50 percent of all calls generated between October 2001 and February 2002 were the result of the television advertising. Sixty-eight percent of callers who responded to the TV ads were converted to qualified leads—people who provided their name and address to receive the National Flood Insurance Guide and/or to be referred to an insurance agent. Between October 2001 and February 2002, 80 percent of all qualified calls were the result of the television advertising.

NFIP television advertising will continue through March 2002 on the following cable networks: AMC, Bravo, CNN, Discovery, Discovery Health, ESPN, Fox News, FX, Home & Garden, Learning Channel, Lifetime, MSNBC, National Geographic, TV Land, TBS, TNN, TNT, and the Travel Channel.

CONTINUING TO COVER AMERICA

With the help of our stakeholders, FIMA has developed a dual strategy for attracting new customers and keeping the ones we have. The national advertising and public awareness campaign, Cover America, will continue to be a major component of FIMA's marketing strategy for fiscal year 2002 and beyond.