



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-02034

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

FROM: WYO Clearinghouse

DATE: May 16, 2002

SUBJECT: Cover America II Update

Attached is the May 2002 Cover America II Update. The lead article explains that the reopening of the NFIP Co-op Advertising Program, originally scheduled for April, has been delayed.

Please distribute this month's Update 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



NATIONAL
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THE COVER AMERICA II UPDATE



May 2002

REOPENING OF CO-OP PROGRAM DELAYED

The start date of this year's Co-op Advertising Program has been delayed. Please watch the NFIP web site (www.floodalert.fema.gov) and the Cover America updates for the latest information, including start date and changes to the co-op program. We sincerely apologize for the inconvenience this has caused.

SPRING DIRECT MAIL WILL TARGET CONSUMERS AND INSURANCE AGENTS

In May, the NFIP will launch its first direct mail campaign in more than 3 years. Two packages—one targeting insurance agents; the other, consumers—will be mailed in states prone to hurricanes and tropical storms. The packages provide information about flood risks, the importance of National Flood Insurance, and the NFIP, and encourage recipients to respond via reply coupon or toll-free number to get their own free copy of the National Flood Insurance Guide. This comprehensive guide further explains the coverage, premium costs, and how to get flood insurance.

While agents in the markets listed below may receive the package targeted to them, they should also be prepared for calls from consumers in their areas who are interested in getting more information about National Flood Insurance.

Alabama: Mobile-Pensacola, Birmingham
Connecticut: Hartford-New Haven
District of Columbia: Washington, DC
Florida: West Palm Beach-Ft. Pierce,
Miami-Ft. Lauderdale, Ft. Meyers-Naples,
Jacksonville-Brunswick
Georgia: Savannah, Atlanta, Macon
Louisiana: New Orleans
Maine: Portland-Auburn
Maryland: Baltimore
Massachusetts: Boston
Mississippi: Jackson, Columbus-Tupelo-West Point
New York (NJ): New York
North Carolina: Greenville-Spartanburg, Charlotte,
Raleigh-Durham
Pennsylvania (DE, NJ): Philadelphia
Rhode Island: Providence-New Bedford
South Carolina: Charleston, Columbia
Texas: Houston, Dallas-Ft. Worth, San Antonio,
Austin
Virginia: Norfolk-Portsmouth-Newport News,
Roanoke, Richmond

RESULTS FOR THE SATELLITE MEDIA AND RADIO TOURS ARE IN

To help educate people about spring flooding and the importance of protecting homes and belongings with National Flood Insurance, the NFIP conducted TV and radio interviews with stations across the country on March 8. The interviews, featuring Ed Pasterick, Division Director for the Program Marketing and Partnerships Division of the Federal Insurance and Mitigation Administration, generated 70 telecasts reaching an estimated 8,918,000 viewers and 842 radio broadcasts reaching an estimated 18,453,000 listeners.

VISIT OUR BOOTH AT THE 2002 NATIONAL FLOOD CONFERENCE

The Annual National Flood Conference will be held at the Hyatt Regency near the Superdome in New Orleans, Louisiana, May 19–22. While you're there, visit the Cover America II booth to talk about the campaign and how you can tie in. For more information about the conference, visit www.fema.gov/nfip/2002conf.htm.

TELEVISION ADVERTISING RESUMES ON CABLE

Between October 2001, when the response-oriented television commercials ("Driving Rain" and "Get the Facts") started airing, and March 2002, these spots generated more than 32,500 calls, which was 52 percent of all calls received during that period. The TV ads generated more than 22,000 leads (people who provided their name and address to be referred to an agent and/or receive an information packet), or 82 percent of all leads during that period.

On April 22, television advertising resumed on these national cable stations: Bravo, CNN, Discovery, FoxNews, fX, Home & Garden, The Learning Channel, Lifetime, National Geographic, TBS, TNN, TV Land, and The Weather Channel. In addition, we are planning to air the TV spots in the same local markets targeted by the direct mailings from May through September during news programs on ABC, CBS, Fox, NBC, and PAX.