



FEMA

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May 5, 2009

MEMORANDUM FOR: Write Your Own (WYO) Principal Coordinators
National Flood Insurance Program (NFIP) Servicing Agent

FROM: 
Edward L. Connor
Acting Federal Insurance Administrator
National Flood Insurance Program

SUBJECT: NFIP Hurricane Season 2009 Outreach

Hurricane season is just over a month away, and FEMA is working to make sure residents across the country are prepared. We have pursued new partnerships and activities – geared towards not only informing consumers, but generating discussion among them. To emphasize the risk of flooding associated with Hurricane season, and the message that the typical flood insurance policy takes 30-days to become active, we've centered our outreach approach on a "Hurricane Season IS Flood Season" theme, with a focus on the 30-day Countdown to Hurricane Season, beginning this week.

Consumer Outreach

We will reach out to the media in our target "hurricane belt" states to encourage coverage of the countdown. We will have a special focus on television meteorologists, as they are a trusted source of weather-related information. We have worked with meteorologist Frank Billingsly of Houston, TX, to create a compelling flood insurance testimonial. His personal story reveals how someone with a great deal of community responsibility realized how important it is to be covered by a flood policy. To view the video, visit www.fema.gov/medialibrary/media_records/365.

To better harness the power of the internet, our FloodSmart team has developed an online shareable "hurricane season countdown clock" that counts down to the start of the Atlantic Hurricane season on June 1st. The widget displays various flood and hurricane facts and points people to FloodSmart.gov for additional information. It will be live on FloodSmart.gov on May 1st and distributed along with other information to key partners and influencers via e-mails, news alerts and insurance industry trade articles. To view the widget and include the code on your organization's Web page, please visit www.fema.gov/help/widgets/countdown_index.shtm.

Stakeholder Outreach

We have also worked on forming partnerships with like-minded organizations to expand our outreach opportunities. One partnership is with the Federal Alliance for Safe Homes (FLASH). FLASH is an

organization dedicated to educating consumers about safe building practices and ways to keep their homes and families safe against a host of natural and manmade disasters.

FLASH has worked with Walt Disney World's Epcot Center to develop an attraction called StormStruck: A Tale of Two Homes. The StormStruck exhibit enables guests from around the world to experience the power of a weather event while learning how to best prepare for floods, hail, high winds, and lightning.

Through the NFIP's partnership with FLASH, we are adding a "Flood Wall" exhibit to this attraction that discusses important facts about flooding including the best way homeowners can prepare for floods and protect themselves from costly flood damage. StormStruck will unveil the wall on April 30th at Epcot Center. We are marking that addition through a media event with former National Hurricane Center Director Max Mayfield and Leslie Chapman-Henderson, President and CEO of FLASH. The satellite media tour will reach major media markets, including areas in Florida such as Tallahassee, West Palm Beach and Gainesville, Gulf Coast markets such as Mobile, Biloxi and New Orleans, and other areas that can also be impacted by tropical systems such as Dayton, Ohio, Raleigh, NC., and Charleston, SC.

We hope you will join us to ensure your customers are prepared for the impending Hurricane season. The materials developed are excellent resources for your agents to help them communicate to their customers the devastating effects of hurricane related flooding and the protection flood insurance provides. If you have any questions about hurricane season outreach activities, please contact Mary Jo Vrem at maryjo.vrem@dhs.gov or (202) 212-4727.

cc: Vendors, IBHS, FIPNC, WYO Marketing Committee, Government Technical Representative

Suggested Routing: Marketing, Underwriting