



FEMA

W-11036

June 10, 2011

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

Edward L. Connor

FROM: Edward L. Connor
Acting Federal Insurance and Mitigation Administrator

SUBJECT: Satellite Media Tour Promoting Hurricane Preparedness

A recent Satellite Media Tour with television and radio journalists enabled the Insurance Information Institute (III) to participate in live and taped interviews about the importance of hurricane and summer flooding preparedness. The interviews, which took place on May 20, 2011, encompassed 15 news segments that reached more than 18 million United States residents and ran nationally and in the following communities:

Chicago, IL
Atlanta, GA
Kansas City, KS
Grand Rapids – Kalamazoo, MI
Oklahoma City, OK
Greensboro, NC
Jacksonville, FL
New Orleans, LA
Rochester, NY
Lincoln & Hastings, NE
Monroe-Eldorado, AL
Cheyenne-Scottsbluff, WY

III also recorded an Audio News Release focusing on the same topic, which was broadcast on more than 900 radio stations, reaching several million listeners.

III spokespeople communicated key messages about the importance of obtaining a flood policy and the value of www.floodsmart.gov as a consumer resource.

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A digital version of the Audio News Release is included with this memo. Feel free to share it with your customers and fellow flood safety advocates.

[e-Attachment](#)

Cc: Vendors, IBHS, FIPNC, Government Technical Representative

Suggested Routing: Claims, Training, Underwriting