



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-01025
3009-01

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

FROM: WYO Clearinghouse

DATE: April 24, 2001

SUBJECT: Cover America II Update

Attached is the April 2001 Cover America II Update. Please distribute this information within your organization as appropriate.

If you have any questions, please contact your Program Coordinator.

- **This is the first of the Clearinghouse memos for which you will receive an e-mail notification of its posting on the WYO BureauNet at www.nfipbsa-csc.com.**
- **Please check your e-mail to verify whether you received this notification.**
- **If not, please send your correct e-mail address to your Program Coordinator or to kjohnson@nfipstat.com.**

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



APRIL 2001

NFIP Co-op Advertising Program

The new NFIP Co-op Advertising Program period begins on April 1, 2001, and continues through March 31, 2002. When you run an approved flood insurance ad in a newspaper or consumer magazine or as a Yellow Pages display ad, you can save up to 50 percent of your print insertion costs. You can also save up to 50 percent of your media costs if you air an approved flood insurance radio or television spot.

To make it easier for you to run flood insurance ads, the NFIP has developed an array of free customizable marketing materials such as ad slicks and a TV spot for you to use, and more are on the way. In the next few months you'll be able to download over 20 new ad slicks, live-read radio scripts, bill stuffer inserts, and web banner ad artwork from the NFIP web site. Hard copies of materials will also be available by calling a co-op advertising manager at 1-800-564-8236.

For details and more information, check out the NFIP web site at <http://www.fema.gov/nfip/coverii.htm#4> or call a co-op advertising manager at 1-800-564-8236.

Public Relations Updates

Final results indicate that television and radio broadcasts of the February 21 media tour featuring FIA Acting Administrator Howard Leikin topped 850, reaching an estimated audience of over 17.5 million.

The consumer article entitled "Protect Your Property Before Floods Occur," which was released in late February, is just starting to appear in newspapers across the country. Detailed results will follow in future months.

This month, a new article for consumers will be distributed to newspapers nationwide. It is a follow-up to the article that was released in February.

NFIP Print Advertising

The month of April kicks off a new year of advertising for the NFIP. Many of the proven magazines will be back on this year's media schedule, and, as always, new publications will be tested. The magazine media plan for the first quarter is below.

MONTH	PUBLICATION
APRIL	
Consumer	American Heritage Family Handyman Money Old House Interiors Southern Living (Favorites) This Old House
Agent	American Agent & Broker Best's Review Prop. & Cas./Life Health Ed. Business Insurance Independent Agent National Underwriter Risk & Insurance (Agent/Brokers only) Rough Notes
Lender	ABA Banking Journal National Mortgage News U.S. Banker
MAY	
Consumer	American Heritage American Legacy Better Homes & Gardens BH&G Home Plan Ideas Conde Nast Traveler Country Gardens Country Home Home Homestyle Horticulture Ladies' Home Journal Midwest Living Old House Journal Southern Living Workbench
Agent	American Agent & Broker Best's Review Prop. & Cas./Life Health Ed.

Lender	Business Insurance Independent Agent National Underwriter Rough Notes ABA Banking Journal Bank Director Banking Strategies National Mortgage News
JUNE	
Consumer	Country Home Country Living Essence Family Handyman Homestyle Popular Mechanics Renovation Style This Old House Traditional Home
Agent	American Agent & Broker Best's Review Prop. & Cas./Life Health Ed. Business Insurance CPCU (Chartered Prop. Cas. Underwriter) Journal Independent Agent National Underwriter
Lender	National Mortgage News U.S. Banker

NFIP Television Advertising

The television advertising plan for the upcoming year is in the final stages of development at this time. The NFIP is planning to increase the length of its flights on national cable television on the same or similar stations that were used last year including A&E, Bloomberg, CNBC, CNN, Discovery, ESPN, FOXnews, History, Lifetime, MSNBC, TBS, TNT, USA, and Weather Channel. Network news advertising on ABC, CBS, and NBC national news programming will coincide with the cable TV flights. "Events" such as the World Series and the Grammy Awards will be reduced, and the NFIP will seek out syndicated movie opportunities on national cable stations.