



# NATIONAL FLOOD INSURANCE PROGRAM

**Bureau and Statistical Agent**

W-02001

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

**FROM:** WYO Clearinghouse

**DATE:** January 4, 2002

**SUBJECT:** Cover America II Update

Attached is the January 2002 Cover America II Update. 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 of the NFIP print advertising schedule for January 2002.

### Consumer Magazines

*Country Gardens*  
*Country Home*  
*Midwest Living*  
*Old House Journal*  
*Weatherwise*

### Agent Magazines

*American Agent & Broker*  
*Best's Review Prop. & Cas./Life Health Ed.*  
*Independent Agent*  
*Business Insurance*  
*National Underwriter*

### Lender Magazines

*Banking Strategies*

**JANUARY 2002**

## FREE MARKETING MATERIALS ARE AVAILABLE ONLINE

The NFIP's Cover America Campaign has been building public awareness about property damage caused by floods through powerful television and print advertisements. You can use free flood insurance marketing materials to make sure people know they can go to you to purchase a flood insurance policy. Choose from four pages of ad slicks (including some for Yellow Pages display advertising), or use our live-read radio scripts. You can download these materials directly from <http://www.fema.gov/nfip/coverii.htm#4>.

## HURRICANE SEASON IS OVER—GET READY FOR WINTER STORMS

December 21 marked the official start of winter. Forecasters at the National Oceanic and Atmospheric Administration are predicting more extreme shifts in temperature and precipitation later in the month.

Dramatic changes in weather can create ideal conditions for floods. Low temperatures can freeze soil, preventing it from absorbing excess moisture, which could result in flooding as snow begins to melt or turn to rain. Douglas LeComte, specialist at the Climate Prediction Center, expects cumulative rain and snow totals to be two to three times greater than they were this time last year.

With such dreary forecasts, it is extremely important that home and business owners protect their property with National Flood Insurance. Please note that it takes 30 days for policies to go into effect.

## OLDER CONSUMER NEWSPAPER ARTICLES STILL GENERATING INTEREST

"Protect Your Property Before Floods Occur" highlights steps that homeowners can take to minimize damage before floods strike. Since its release in February 2001, the mat story has reached more than 70 million readers in 32 states. In May, the PR team distributed "Prepare Now for Flooding," which provides general information about the flood risk and emergency planning. This release continues to attract readers from around the country with 464 placements in local newspapers.

Prior to hurricane season, the NFIP distributed "Severe Storms, Floods Common This Time of Year." The article not only explains late summer and early fall storm trends, but also offers steps for filing flood insurance claims. To date, the release has gained a readership of 14.5 million.

## WATCH FOR TELEVISION ADVERTISING

Two new NFIP television commercials are increasing awareness about purchasing and renewing flood insurance policies. Between October 15 and December 22, "Driving Rain" and "Get the Facts" generated 14,895 phone calls. What's more, 68 percent of those callers requested the National Flood Insurance Guide and/or the name of a local insurance agent.

During January, be sure to watch for "Driving Rain" on Discovery, The Learning Channel, Lifetime, TBS, and The Weather Channel. "Get the Facts" can be seen on Fox News, FX, Home & Garden, and TNT. Both spots are scheduled to air on BET, Bravo, CNN, MSNBC, National Geographic, TNN, and TV Land.