



# NATIONAL FLOOD INSURANCE PROGRAM

**Bureau and Statistical Agent**

W-02013

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

**FROM:** WYO Clearinghouse

**DATE:** February 27, 2002

**SUBJECT:** Cover America II Update

Attached is the February 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



NATIONAL  
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# THE COVER AMERICA II UPDATE



## NFIP Print Advertising

The following is a list of all the publications on the NFIP print advertising schedule for February 2002:

### Consumer Magazines

*American Heritage*  
*American Legacy*  
*BH&G Home Product Guide*  
*Home*  
*Renovation Style*

### Agent Magazines

*American Agent & Broker*  
*Business Insurance*  
*Independent Agent*  
*National Underwriter*

### Lender Magazines

*ABA Banking Journal*  
*U.S. Banker*

February 2002

## ADVERTISE NATIONAL FLOOD INSURANCE WITH FREE MARKETING MATERIALS

Use the free NFIP marketing materials to make sure consumers in your area know that you sell National Flood Insurance. Close to 30 ad slicks that can be used in newspapers, magazines, or Yellow page directories, as well live-read radio scripts, are available for insurance companies and agents to customize. Although these materials cover a variety of flood-related topics, their message is consistent: National Flood Insurance is the best way to protect your home and belongings from a flood. You can download these and other materials from the NFIP web site at: <http://www.fema.gov/nfip/coverii.htm#4>, or send for hardcopies by contacting the Co-op Manager at 1-800-564-8236.

## NATIONAL FLOOD INSURANCE PROGRAM (NFIP) CO-OP ADVERTISING

The NFIP Co-op Advertising Program is officially closed for this contract year. We are currently issuing reimbursement checks to all remaining participants by March 31, 2002. If you were pre-approved for reimbursement, you must send all original invoices and tearsheets to the following address in order to receive payment:

Attn: Jennifer Baez  
National Flood Insurance Program  
c/o Bozell Worldwide  
40 West 23<sup>rd</sup> Street, 2<sup>nd</sup> Floor #E-029  
New York, New York 10010

New applications still are not being accepted for the Co-op program. We will post updates on the web site as details become available, or you can contact the Co-op Manager at 1-800-564-8236 with any questions.

## NEW ARTICLE URGES CONSUMERS TO RENEW THEIR FLOOD INSURANCE POLICIES BEFORE SPRING

Spring is a time of rebirth, but also it can create ideal conditions for floods. When melting snow combines with warm, moist conditions and heavy rain, dramatic flooding can occur.

In preparation for this year's spring flood season, a new article for consumers entitled *Spring Flood Alert: Melting Snow, Spring Showers Bring More Than Flowers* has been distributed to newspapers across the country. It briefly explains why keeping one's flood insurance policy is a good idea, and goes on to list specific benefits of buying flood insurance versus relying on Federal assistance.

## NFIP ADVERTISING AND MEDIA SCHEDULE TELEVISION ADVERTISING

The commercials "Driving Rain" and "Get the Facts" continue to generate calls. Between October and December 2001, 58 percent of calls were generated by the new television advertising. And, more of those who are calling now are being referred to insurance agents. Historically, 18 percent of callers are referred to an insurance agent. Between October and December 2001 (the first quarter of airing the new TV spots), 36 percent of the more than 10,000 callers were referred to an agent. The new spots will continue to air through March on these cable stations (subject to change): Bravo, CNN, MSNBC, National Geographic, TV Land, TNN, Discovery, FoxNews, FX, Home & Garden, Learning Channel, Lifetime, TBS, and TNT.