



NATIONAL FLOOD INSURANCE PROGRAM

Bureau and Statistical Agent

W-02024

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

FROM: WYO Clearinghouse

DATE: April 5, 2002

SUBJECT: Cover America II Update

Attached is the April 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
FLOOD
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PROGRAM

THE COVER AMERICA II UPDATE



April 2002

NATIONAL FLOOD INSURANCE PROGRAM (NFIP) CO-OP ADVERTISING

The NFIP reopened the Co-op Advertising Program on April 1, 2002. You can save either 25 percent or 50 percent of your flood insurance advertising expenses when you run an approved newspaper, magazine, Yellow Pages, billboard, television, or radio ad. Unlike in last year's program, free Yellow Pages trademark listings will not be available for this program period (April 1-November 30) because of budget cuts. Funds are limited and available on a first-come, first-served basis only.

To participate, you must submit your proposed flood insurance ad with a co-op application to the NFIP Co-op Advertising Manager for approval before it runs. Once your ad has been approved, send all original tearsheets, invoices, a signed contract, and a copy of the Savings Request Form to:

National Flood Insurance Program
C/o Bozell Worldwide
40 West 23rd Street, E-029
New York, NY 10010

To process payments in a timely manner, we must receive *all* of the paperwork listed above. Call the Co-op Manager at 1-800-564-8236 for more details.

SPRING FLOOD TOURS REACH MILLIONS

In preparation for spring flood season, Ed Pasterick, a flood insurance expert with the Federal Insurance and Mitigation Administration (FIMA), conducted remote TV and radio interviews with various stations across the US on March 8. The Hurricane Satellite and Radio Media Tours have generated nearly 860 television and radio broadcasts. Combined, these broadcasts reached more than 19 million viewers and listeners.

WEATHER UPDATE: SPRING SHOWERS START EARLY IN MIDWEST

Since the start of spring, weather patterns have been on a very unpredictable path. While most of the East Coast is experiencing a severe drought, many states have been up to their knees in water with the worst flooding in 25 years. Since March 20, flash flood warnings have been issued in Kentucky, Tennessee, and Virginia. A massive storm front dropped between 2 and 4 inches of rain across much of the region. In Eastern Kentucky alone, more than 300 homes were damaged or destroyed. The tail end of the storm also dropped approximately 6 inches of rain in parts of Arkansas and Northern Texas. Make sure people know that they can contact you to get the financial protection they need with National Flood Insurance.

NFIP ADVERTISING AND MEDIA SCHEDULE

No print advertising is planned for April through November 2002.

TELEVISION ADVERTISING

The two NFIP commercials, "Driving Rain" and "Get the Facts," continue to generate interest in flood insurance. Between October 15, 2001, and March 10, 2002, more than 27,000 people have called the NFIP toll-free number on their screens to get more information. More than 19,000 callers provided their name and address to be referred to an insurance agent and/or to receive a free National Flood Insurance Guide.