



# NATIONAL FLOOD INSURANCE PROGRAM

## Bureau and Statistical Agent

W-02044

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

**FROM:** WYO Clearinghouse

**DATE:** July 9, 2002

**SUBJECT:** NFIP Marketing and Advertising Update

Attached is the July 2002 NFIP Marketing and Advertising Update (formerly called the 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



# NFIP MARKETING AND ADVERTISING UPDATE



July 2002

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

We are happy to announce that the NFIP Co-op Advertising Program is now open and available to assist you in your local efforts to help America BE FLOOD ALERT. The opening of the program was delayed this year as we worked toward restructuring the program to better target, manage, and spread out the available funds. Please see the important information below for changes that have been made to the program and the guidelines.

**1. Half of the available funds will be available in states that have less than 15% market penetration in Special Flood Hazard Areas; the other half will be available in states with greater than 15% market penetration in Special Flood Hazard Areas.**

This will make funds available in all states and help ensure that funds are set aside for those with lower penetration. The states with less than 15% penetration in Special Flood Hazard Areas are: Alaska, Arkansas, Washington DC, Idaho, Illinois, Iowa, Kansas, Kentucky, Maine, Michigan, Minnesota, Montana, New Hampshire, New Mexico, North Dakota, Ohio, Oklahoma, Pennsylvania, South Dakota, Utah, Vermont, West Virginia, Wisconsin, and Wyoming.

**2. Each state is allocated a maximum of 10% of the 50/50 split or up to \$16,650.**

This will allow insurance partners from each state the opportunity to tap into the Co-op Program, without any particular state getting the bulk of the available funds.

**3. The reimbursement cap for all participants is now \$5,000.**

This will help spread the available funds to more WYOs and agents, so more will have an opportunity to participate in the program.

**4. Co-op participants may use only the advertising materials developed through the NFIP Co-op Advertising Program, which are available free.**

The free, customizable materials provide space for WYOs and agents to advertise their name and contact information, while reinforcing the national campaign locally. These materials include 28 print advertising ad slicks that may be used in newspapers and magazines, as well as 4 live-read radio scripts. These are available at <http://www.fema.gov/nfip/coverii.htm#4> or by calling the Co-op Advertising Manager toll free at 800-564-8236.

**5. Yellow Pages display advertising is no longer available for reimbursement.**

To help ensure that the flood insurance messages are more widely communicated, Yellow Pages display advertising, which is more expensive and less aggressive than other forms of advertising, will no longer be available for reimbursement through the NFIP Co-op Advertising Program.

For additional details or if you have any questions about our program, please contact the NFIP Co-op Advertising Manager at 800-564-8236, or fax 212-727-5719.

## SPRING DIRECT MAIL EXPECTED TO BOOST LEADS FOR FLOOD INSURANCE

The NFIP sent out two flood insurance direct-mail packages in June. The first mailing was aimed at insurance agents; the second was consumer oriented. Agents received the mailer in mid-June, and consumers began to receive their version during the last week in the month. Initial response from agents has been very positive. Consumer response is expected to be strong in the upcoming weeks. The direct mail was concentrated in 32 markets at risk for hurricane-driven flooding. Agents who practice in these areas should be prepared for calls from interested consumers who want more information.

The markets targeted with direct mail are list below.

**Alabama:** Mobile–Pensacola, Birmingham

**Connecticut:** Hartford–New Haven

**District of Columbia:** Washington, DC

**Florida:** West Palm Beach–Ft. Pierce, Miami–Ft. Lauderdale, Ft. Meyers–Naples, Jacksonville–Brunswick

**Georgia:** Savannah, Atlanta, Macon

**Louisiana:** New Orleans

**Maine:** Portland–Auburn

**Maryland:** Baltimore

**Massachusetts:** Boston

**Mississippi:** Jackson, Columbus–Tupelo–West Point

**New York (NJ):** New York City

**North Carolina:** Greenville–Spartanburg, Charlotte, Raleigh–Durham

**Pennsylvania (DE, NJ):** Philadelphia

**Rhode Island:** Providence–New Bedford

**South Carolina:** Charleston, Columbia

**Texas:** Houston, Dallas–Ft. Worth, San Antonio, Austin

**Virginia:** Norfolk–Portsmouth–Newport News, Roanoke, Richmond

## TELEVISION ADVERTISING

In July the NFIP is continuing to advertise on cable TV networks and during network news broadcasts. The “Driving Rain” and “Get the Facts” spots will air on Bravo, Discovery, FoxNews, FX, Home & Garden, Lifetime, National Geographic, TNN, and TV Land. “Get the Facts” will air during network news broadcasts on ABC, CBS, NBC, Fox, and PAX.

Since April 1, almost 7,000 viewers have called for more information about National Flood Insurance after watching our TV commercials. About 64% of these callers requested a free copy of the *National Flood Insurance Guide* and/or a referral to a local insurance agent.