

# ***Timeline of Key Tactics First Quarter of 2009***

## **Summary**

The following is a summary of the tactics that the I.I.I. implemented in the first quarter of 2009 as part of its Communications Plan.

It is not intended to be a complete inventory of every activity the I.I.I. performs on behalf of its members. The Plan and its tactics are also updated on a quarterly basis.

Here is a highlight of the I.I.I.'s reach in the First Quarter of 2009

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|---------------------------|-----------|
| Number of Web visits      | 615,179   |
| Number of page views      | 1,525,722 |
| Audio (radio actualities) | 2,231     |
| Video (repurposed VNRs)   | 2,642     |
| I.I.I. news releases*     | 1,794     |

\*Number of I.I.I. news releases picked up by media websites, as measured by Meltwater.

The I.I.I. also plays an important role in terms of thought leadership. Many important issues develop on a daily basis. The I.I.I. works diligently to anticipate emerging issues and to respond aggressively.

Drs. Hartwig and Weisbart, along with the communications team, work closely with leading national business media and play an important role in leading the industry response to emerging issues. The I.I.I. also works very closely with the insurance trade press, which is closely monitored by a variety of consumer and general news media. Lynn McChristian, the I.I.I.'s communication's representative in Florida, works with media throughout the state to make sure that the industry's story is forcefully and effectively told.

Details regarding the emerging issues can be found in the accompanying media analysis.

## *Timeline of Key Tactics for 2009*

### First Quarter, January

| News releases  | Measurement of Success   | Status   |
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| <ul style="list-style-type: none"> <li>▪ Issue a news release on the six biggest insurance mistakes to avoid in a down economy. A new radio actuality will be embedded in the release.</li> </ul>                              | <ul style="list-style-type: none"> <li>▪ Educate consumers that there are smart ways to save money in a down economy and dangerous actions that could result in being underinsured.</li> <li>▪ Track Web site hits.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Distributed the news release, <a href="#">Trying to Save Money? Proceed with Caution, Warns the I.I.I.</a> on 1/05.</li> <li>▪ The release was viewed 2,093 times on the I.I.I. Web site.</li> <li>▪ Page views of the subject matter increased 43% the week after the release was issued.</li> <li>▪ The Street.com's Farnoosh Torabi used the information in a Today Show interview and on her website. Other media interviews included: Boston Globe, Univision TV, Univision.com and U.S. News and World Report.</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Issue a news release on the questions ask to make sure your insurance is up-to-date A repurposed radio actuality will be embedded in the release. (Translate into Spanish)</li> </ul> | <ul style="list-style-type: none"> <li>▪ Communicate that life changes should trigger a call to a consumer's insurance agent or company representative.</li> <li>▪ Track Web hits.</li> </ul>                                  | <ul style="list-style-type: none"> <li>▪ Distributed the release, <a href="#">Changes in Your Life May Require Changes in Your Insurance</a> on 1/09 and <a href="#">Al comenzar el año recuerde que los cambios en su vida pueden...</a> on 1/09.</li> <li>▪ National consumer reporter Jean Chatsky plans to use the information in an upcoming book and the information was used extensively in a lengthy USA Today article.</li> </ul>   |

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| <ul style="list-style-type: none"> <li>Issue a news release on the importance of life insurance in tough times. (Translated into Spanish)</li> </ul>         | <ul style="list-style-type: none"> <li>Communicate key message that life insurance is essential in tough economic times.</li> <li>Track hits to the life insurance section of the I.I.I. Web site.</li> </ul> | <ul style="list-style-type: none"> <li>Distributed the news releases <a href="#">Life Insurance is a Necessity if You have Dependents, Even in Tough Times</a> on 1/ 21 and <a href="#">El Seguro de vida es una necesidad</a> on 1/26.</li> <li>Page views on life insurance increased 7 % the week after the release was issued.</li> <li>Media interviews included: Univision.com, odobebe.com and Centro Mi Diario.</li> </ul> |
| <ul style="list-style-type: none"> <li>Issue a news release on social host liability with the Super Bowl as a news hook. (Translate into Spanish)</li> </ul> | <ul style="list-style-type: none"> <li>Communicate key issues concerning home liability insurance.</li> <li>Track I.I.I. Web hits on the subject matter.</li> </ul>   | <ul style="list-style-type: none"> <li>Distributed the news releases <a href="#">I.I.I. Offer Tips on Social Host Liability</a> on 1/27 and <a href="#">Célèbre en Su Casa el Parted del Super Talon?</a> on 1/30.</li> <li>The news release resulted in an increase of 16% in Web visits to sections concerning the subject matter in the week after it was issued.</li> </ul>  |

| <b>Media Advisory</b>  | <b>Measurement of Success</b>   | <b>Status</b>   |
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| <ul style="list-style-type: none"> <li>▪ Issue a media advisory on commercial airline safety and related insurance information after the bird strike and emergency landing of a commercial jetliner in NYC.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Inform media of the I.I.I.'s expertise in aviation insurance and related issues.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ <a href="#">Media Advisory on Aviation Insurance</a> issued on 1/16.</li> <li>▪ Posted <a href="#">Facts &amp; Statistics on Aviation Insurance</a>.</li> <li>▪ The release was viewed over 60 times the day it was issued and resulted in I.I.I. staff fielding dozens of media calls on the topic from both New York and national press.</li> <li>▪ I.I.I. spokesperson Claire Wilkinson was interviewed within hours of the emergency landing on KNX radio in Los Angeles.</li> </ul> |
| <b>Publications</b>  | <b>Measurement of Success</b>   | <b>Status</b>   |
| <ul style="list-style-type: none"> <li>▪ Issue the 2009 I.I.I. Insurance and Financial Services Fact Books.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Publish books on time for distribution at the I.I.I. Board and Communications Committee meetings.</li> <li>▪ Distribute to news and financial services researchers, targeted media and trade press.</li> <li>▪ Post availability of the books on the I.I.I. Store and in flyers distributed to former patrons and business organizations.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Both books were published on time for distribution to the Board and Communications Committee. They were also distributed to 120 news and business libraries.</li> <li>▪ The publications made available at the <a href="#">I.I.I. Store</a>. 500 Insurance Fact Books and 75 Financial Services Fact Books were sold in the first quarter of 2009.</li> </ul>  |
| <ul style="list-style-type: none"> <li>▪ Update the A Firm Foundation brochure and post on Web site.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Distribute information on new brochure to the I.I.I. Communications Committee, state trades and media.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Posted new information as it developed on the A <a href="#">Firm Foundation</a> Web site.</li> <li>▪ Created special editions on New York, California and Alabama for use by the state insurance trades.</li> <li>▪ Produced a new brochure that highlights of the A Firm Foundation Web site, which was distributed with each Fact Book order.</li> </ul>   |

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| <ul style="list-style-type: none"> <li>▪ Continue to work with the Federal Citizen Information Center (FCIC) of the U.S. General Services Administration to distribute I.I.I. consumer brochures to individuals and consumer organizations.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Update brochures as needed, fulfill distribution requests and introduce new brochure topics for future distribution.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Provided to the FCIC an additional 12,000 copies of the brochures, <i>12 Ways to Save on Home</i> insurance, <i>Home Inventory</i> and <i>Am I Covered?</i></li> </ul>   |
| <ul style="list-style-type: none"> <li>▪ Publish <i>Impact</i>. This issue to focus on the insurance industry's contribution to Hispanic and Latino Culture.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Distribute to the Communications Committee and the media.</li> <li>▪ Post publication on the Members Web site.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Published in December, 2008, the issue was distributed to the I.I.I. Communications Committee in January as well as to insurance reporters and Spanish Language media in January 2009.</li> <li>▪ There is a Web version of <a href="#">Impact</a> with updated information as it develops.</li> </ul>   |
| <p><b>Research &amp; Analysis</b></p>  | <p><b>Measurement of Success</b></p>   | <p><b>Status</b></p>  |
| <ul style="list-style-type: none"> <li>▪ Revise I.I.I. Insurance Issues Update papers on Web site as new information develops.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Inform I.I.I. Communications Committee regarding updated information.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Emailed on 1/30 an alert on most recently updated Insurance Issues Updates papers, including Accounting, Auto Crashes, Buying Insurance: Evolving Distribution Channels, Catastrophes, Compulsory Auto/Uninsured Motorists, Credit Scoring, Insolvencies/Guaranty Funds, Liability System, Medical Malpractice, Older Drivers and Teen Drivers.</li> </ul> |
| <p><b>Meetings &amp; Presentations</b></p>   | <p><b>Measurement of Success</b></p>   | <p><b>Status</b></p>  |
| <ul style="list-style-type: none"> <li>▪ Work on the Property/Casualty Joint Insurance Industry Forum.</li> <li>▪ Draft news releases following the Joint Industry Forum,</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Attract industry leaders and influential insurance reporters.</li> <li>▪ Post on I.I.I. Web site and distribute to insurance reporters to the event, including the Wall Street Journal, Dow Jones, Bloomberg News and Consumer Reports.</li> <li>▪ Track pick-up of releases in insurance trade press.</li> </ul> | <ul style="list-style-type: none"> <li>• Releases and other information related to the 2009 <a href="#">Joint Industry Forum</a> were distributed to trade press and posted to the meeting section of the I.I.I. Web site.</li> </ul>   |

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| <ul style="list-style-type: none"> <li>Continue to arrange subcommittee meetings to address the issues of credit scoring, the financial crisis and effective methods of measuring success.</li> </ul>   | <ul style="list-style-type: none"> <li>Follow-up and input of the full Communications Committee at its January 14<sup>th</sup> meeting.</li> </ul>  | <ul style="list-style-type: none"> <li>I.I.I. subcommittees continued to meet via conference call on a regular basis and developed message points on credit scoring and the financial crisis.</li> </ul>  |
| <ul style="list-style-type: none"> <li>Webinar on the economic implications of 2008 Natural Catastrophes, co-sponsored by I.I.I. and Munich Re.</li> </ul>  | <ul style="list-style-type: none"> <li>Attract participation of key insurance writers at the January 15<sup>th</sup> event.</li> <li>Post Dr. Hartwig's presentation on I.I.I. Web site.</li> </ul> | <ul style="list-style-type: none"> <li>Dr. Hartwig's Presentation can be accessed at <a href="#">2008 Natural Catastrophes</a>.</li> <li>Over 45 reporters participated in the webinar from news outlets that included Bloomberg News, Business Insurance, Dow Jones, National Underwriters, Sun Sentinel and the Wall Street Journal.</li> </ul> |
| <ul style="list-style-type: none"> <li>Dr. Hartwig to testify before Connecticut's Insurance and Real Estate Legislative Committee on the state of the P/C insurance industry on 1/06.</li> <li>Dr. Hartwig to speak at six company events: in Florida on 1/20, Texas on 1/21, Washington on 1/22, Florida on 1/26, Washington on 1/27 and Nevada on 1/28.</li> <li>Ms. McChristian to speak at the Windstorm Insurance Network Conference in Orlando, Florida.</li> <li>Dr. Weisbart has one member company presentation.</li> </ul> | <ul style="list-style-type: none"> <li>Public presentations will be posted on the I.I.I. Web site.</li> </ul>   | <ul style="list-style-type: none"> <li>Dr. Hartwig's Connecticut's presentation was the lead item in the I.I.I. January 7<sup>th</sup> I.I.I. Daily.</li> <li><a href="#">Public Presentations</a> can be accessed here.</li> </ul>   |
| <p><b>Multimedia</b></p>  | <p><b>Measurement of Success</b></p>  | <p><b>Status</b></p>  |
| <ul style="list-style-type: none"> <li>Record new radio actuality on the six biggest insurance mistakes.</li> </ul>   | <ul style="list-style-type: none"> <li>Post actuality and script on the I.I.I. Web site.</li> </ul>   | <ul style="list-style-type: none"> <li><a href="#">Six Mistakes radio actuality</a> was recorded and posted on the I.I.I. Web site with an accompanying script. It was embedded in the news release on the same topic.</li> </ul>   |

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| <ul style="list-style-type: none"> <li>▪ Introduce new I.I.I. <i>Know Your Stuff – Home Inventory</i> software.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Conduct both internal and external reviews of the new software.</li> <li>▪ Post new Web-based software on the I.I.I. Web site.</li> <li>▪ Contact existing Web users about the new program and start to attract new users.</li> </ul> | <ul style="list-style-type: none"> <li>▪ New software can now be accessed at <a href="http://www.knowyourstuff.org/">www.knowyourstuff.org/</a>.</li> <li>▪ Soft launch of the software to selected users. Necessary changes made to the Web-based program.</li> <li>▪ A memo was distributed to existing users about the new software, with information regarding how to move the data.</li> <li>▪ To date, there are 3,000 new users and both Consumer Reports and AARP magazine plan to write about the new software.</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Handle consumer calls generated by the I.I.I. Web site.</li> </ul>                | <ul style="list-style-type: none"> <li>▪ Answer consumer questions and/or handle complaints in a timely manner.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Responded to 329 inquiries, provided information and referrals as required.</li> </ul>   |

## First Quarter, February

| News Releases  | Measurement of Success  | Status  |
|--|---|---|
| <ul style="list-style-type: none"> <li>▪ Issue a news release on business insurance: the four most important questions business owners should ask. A repurposed radio actuality will be embedded in the release.</li> </ul>                  | <ul style="list-style-type: none"> <li>▪ Work with reporters who cover small business to pitch them the topic.</li> <li>▪ Track page visits to business insurance articles on the I.I.I. Web site.</li> <li>▪ Refer media calls to insurers who sell commercial insurance for small business owners.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ <a href="#">Is Your Business Properly Insured? Ask Your Insurer Four Important Questions</a> issued on 2/03.</li> <li>▪ There were 231 page views of the news release within a week of its posting on the I.I.I. Web site.</li> <li>▪ Interviews included: Associated Press, Entrepreneur magazine and Univision.com</li> </ul>  |
| <ul style="list-style-type: none"> <li>▪ Issue a news release on uninsured/underinsured auto insurance coverage.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Explain to consumers how uninsured/underinsured motorist coverage works.</li> <li>▪ Communicate the key message that as unemployment rises so do the number of uninsured drivers.</li> <li>▪ Track page visits to the I.I.I. Web site on this subject matter.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Issued news releases <a href="#">Rising Unemployment May Result in More Uninsured Drivers</a> and <a href="#">El aumento del desempleo pudiera resultar en más conductores sin seguro en las carreteras</a> on 2/09.</li> <li>▪ There was a 67% increase in page views of the subject matter and 566 page views of the news release in the week after it was posted.</li> <li>▪ I.I.I. spokesperson Mike Barry was interviewed by Air America radio. Other interviews included: Associated Press, Commercial Appeal, La Opinión, El Sentinel, Sun Sentinent,SNBC.com, Univision.com and AOL Latino.com.</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Use expensive Valentine's Day gifts, such as jewelry and electronic equipment, as an opportunity to educate consumers about how floaters and endorsements work. (Translate into Spanish)</li> </ul> | <ul style="list-style-type: none"> <li>▪ Track visits to articles on floaters and endorsements on the I.I.I. Web site.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Issued news releases on 2/11: <a href="#">Money Can't Buy Love, But it Can Protect Your Valentine's Day Gifts</a> and <a href="#">El dinero no compra la felicidad pero si puede cuidar de sus regalos de San Valentín.</a></li> <li>▪ There were 114 page views of the news release in the week after it was posted.</li> </ul>   |



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| <ul style="list-style-type: none"> <li>Distribute a news release on home evacuation with an embedded VNR.</li> </ul>  | <ul style="list-style-type: none"> <li>Communicate to the news media that consumers need to be prepared for a variety of disasters.</li> </ul>   | <ul style="list-style-type: none"> <li>The release <a href="#">Preparedness Key to a Successful Evacuation</a> was distributed on 2/19.</li> <li>The release generated 181 page views in the first week it was posted on the I.I.I. Web site.</li> <li>Media interviews included: Associated Press and Bloomberg News on this topic.</li> </ul> |
| <ul style="list-style-type: none"> <li>Distribute news release on cybercrime and insurance</li> </ul>   | <ul style="list-style-type: none"> <li>Communicate that cybercrime is likely to increase as the economy declines. Also promote the availability of cyber insurance.</li> <li>Refer media calls to insurers who sell identity theft insurance.</li> </ul> | <ul style="list-style-type: none"> <li>Issued news release, <i>Falters, Most</i></li> <li>There were over 250 Web-based articles captured by Meltwater news.</li> <li>Media interviews include: Centro Mi Diario, Radio America and Information Week.</li> </ul>  |
| <b>Publications</b>   | <b>Measurement of Success</b>  | <b>Status</b>   |
| <ul style="list-style-type: none"> <li>Continue to work with the Federal Citizen Information Center of the U.S. General Services Administration to distribute I.I.I. consumer brochures to individuals and consumer organizations.</li> </ul> | <ul style="list-style-type: none"> <li>Update brochures as needed, fulfill distribution requests and introduce new brochure topics for future distribution.</li> </ul>   | <ul style="list-style-type: none"> <li>Worked with the Federal Citizen Information Center to re-write the renters insurance brochure and will be reprinting the homeowners insurance brochure.</li> </ul>   |
| <b>Research &amp; Analysis</b>  | <b>Measurement of Success</b>  | <b>Status</b>   |
| <ul style="list-style-type: none"> <li>Revise I.I.I. Insurance Issues Update papers as new information develops.</li> </ul>   | <ul style="list-style-type: none"> <li>Inform I.I.I. Communications Committee regarding updated information.</li> </ul>  | <ul style="list-style-type: none"> <li>Alerted the Committee about the following recently updated I.I.I. Issues Updates papers on 2/17: Arson, Captives and other Risk-Financing Options, Compulsory Auto/Uninsured Motorists, Insurance Fraud, Liability System and Workers Compensation.</li> </ul>   |
| <ul style="list-style-type: none"> <li>Develop an analysis of Florida Citizens and the state catastrophe fund.</li> </ul>   | <ul style="list-style-type: none"> <li>Post information on the I.I.I. and Insuring Florida Web sites and track the number of visits to the paper.</li> </ul>   | <ul style="list-style-type: none"> <li>Florida Legislature is currently in session and significant changes are anticipated. Once bills are passed, a fact sheet will be developed.</li> </ul>   |

| <b>Multimedia</b>   | <b>Measurement of Success</b>   | <b>Status</b>  |
|---|---|--|
| <ul style="list-style-type: none"> <li>▪ Create a Webinar on the Impacts of the US Economic Stimulus Package on the P/C Insurance Industry: American Recovery &amp; Reinvestment Act of 2009, co-sponsored by I.I.I. and Fireman's Fund.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Attract participation of key insurance writers at the February 25 event. Post Dr. Hartwig's presentation on I.I.I. Web site.</li> </ul>                            | <ul style="list-style-type: none"> <li>▪ Dr. Hartwig's Presentation can be accessed at <a href="http://www.iii.org/media/presentations/economicstimulus/">http://www.iii.org/media/presentations/economicstimulus/</a></li> <li>▪ More than 30 reporters participated in the webinar from news outlets that included the Wall Street Journal, Omaha World Journal, Business Insurance, National Underwriter and Risk Management magazine.</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Issue a new I.I.I. Insurance Minute VNR on how to know if an annuity is suitable.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Post video on YouTube and distribute multimedia news release to broadcast outlets, blogs, and Web sites of traditional media. Measure number of visits.</li> </ul> | <ul style="list-style-type: none"> <li>▪ I.I.I. sought another Soundbite for the VNR with the goal being a more multicultural video.</li> </ul>  |
| <ul style="list-style-type: none"> <li>▪ Create a podcast to accompany the annuity suitability VNR.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Post the podcast on I.I.I. Web site and iTunes. Track visits to the I.I.I. Web site and iTunes.</li> <li>▪ Record the podcast into Spanish.</li> </ul>             | <ul style="list-style-type: none"> <li>▪ NY1 (Spanish) agreed to promote the podcast in April, along with five other Spanish language podcasts.</li> </ul>   |
| <ul style="list-style-type: none"> <li>▪ Record a radio actuality on annuity suitability</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Post the actuality on the I.I.I. Web site and embed in news release.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ The podcast was distributed via a news release in April.</li> </ul>   |
| <ul style="list-style-type: none"> <li>▪ Handle consumer calls generated by the I.I.I. Web site.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Answer consumer questions and/or handle complaints in a timely manner.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Responded to 326 inquiries, provided information and referrals as required.</li> </ul>  |

## First Quarter, March

| News Releases  | Measurement of Success   | Status   |
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| <ul style="list-style-type: none"> <li>▪ Write and distribute a press release on tornado coverage and safety tips for media in southern states. A radio actuality will be embedded in the release.</li> </ul>              | <ul style="list-style-type: none"> <li>▪ Track page visits to the I.I.I. Web site on tornadoes.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Distributed on 3/09 the news release, <a href="#">Peak Tornado Season Traditionally Begins in March and ends in May</a>.</li> <li>▪ There was a 19% increase in Web views of regarding the subject matter in the week after the release was issued.</li> </ul>  |
| <ul style="list-style-type: none"> <li>▪ Reissue release on the six biggest insurance mistakes to avoid in a down economy</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Pitch the release to leading consumer reporters, with the goal of educating consumers about the best ways to save money on insurance while avoiding actions that could lead to being dangerously underinsured.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Reissued on 3/ 11 <a href="#">Trying to Save Money on Insurance, Proceed with Caution</a>.</li> <li>▪ USA Today extensively used information from the news release and I.I.I. spokesperson Jeanne Salvatore appeared in a TimeWarner TV consumer segment airing nationwide.</li> <li>▪ Other media interviews included: AP, AARP.org, Consumer Reports, Money Magazine and MSN.com .</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Issue a news release on nonreimbursed property losses for tax purposes. (Translated into Spanish)</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Communicate the tax implications of uninsured property losses and explain the importance of good record keeping.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Issued on 3/23 the news releases, <a href="#">Did You Have a Substantial Property Damage in 2008?</a> and <a href="#">Sufrió Daños Sustanciales Su Propiedad en 2008</a>.</li> <li>▪ Media coverage included: MEGA TV, Univision and States News Service.</li> </ul>  |
| <ul style="list-style-type: none"> <li>▪ Issue a news release on flood insurance related to melting snow and spring showers, with a repurposed VNR and radio actuality embedded in it. (Translate into Spanish)</li> </ul> | <ul style="list-style-type: none"> <li>▪ Track pick-up of the release using a combination of Factiva, Google News and Meltwater.</li> <li>▪ Track visits to articles on flood insurance on the I.I.I. Web site.</li> <li>▪ Refer media calls to NFIP.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Distributed on 3/31 the news release, <a href="#">Melting Snow and Spring Showers Threaten U.S. With Flooding</a></li> </ul>  |

| <b>Media Advisories</b>   | <b>Measurement of Success</b>   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>▪ Late winter storms created need/opportunity to communicate on insurance ramifications and to offer loss-control information.</li> </ul>            | <ul style="list-style-type: none"> <li>▪ Communicate the significant financial safety and economic ramifications of winter storms.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Issued a series of media advisories and releases, including: <a href="#">I.I.I. Offers Winter Driving Tips as Season Enters its Final Weeks</a> and <a href="#">Late Winters Storms Wreaks Havoc on Homes, Business and Vehicles</a>.</li> <li>▪ Liz Pulliam Weston used the information in an article that appeared in MSN Money.</li> </ul>  |
| <ul style="list-style-type: none"> <li>▪ Negative press on life insurers in publications such as the Wall Street Journal prompted the need for a strong response from the I.I.I.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Coordinate media message with ACLI. Explain the differences between life insurers and property/casualty insurers.</li> <li>▪ Provide educational information for consumers.</li> </ul> | <ul style="list-style-type: none"> <li>▪ A media advisory was distributed on March 12 offering Dr. Steven Weisbart as an expert. Many of the media interviews quoted ACLI but spoke to the I.I.I. on background.</li> </ul>   |
| <ul style="list-style-type: none"> <li>▪ North Dakota Flooding</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Inform reporters covering the flood event that the I.I.I. has information and analysis.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Issued media advisory on 3/27 <a href="#">I.I.I. Offers Flood Insurance Information as North Dakota's Red River Crests</a>.</li> <li>▪ Fielded calls from reporters who had very little knowledge of flood insurance. This resulted in 21 print interviews the following week.</li> </ul>  |
| <b>Publications</b>   | <b>Measurement of Success</b>   | <b>Status</b>   |
| <ul style="list-style-type: none"> <li>▪ Publish the Insurance Handbook for Policymakers: A guide to Essential Information and Statistics.</li> </ul>                                       | <ul style="list-style-type: none"> <li>▪ Post on Web site and distribute to I.I.I. member companies and advocacy trades.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ <a href="#">Insurance Handbook for Policymakers</a> was posted on the I.I.I. Web site.</li> <li>▪ Hard copies of the book were distributed to the I.I.I. Board of Directors and the Communications Committee, along with government libraries, including the Library of Congress.</li> <li>▪ I.I.I. organized several meetings with the advocacy trades to discuss distribution of the book and the creation of a micro site.</li> </ul> |

| <b>Presentations</b>  | <b>Measurement of Success</b>  | <b>Status</b>   |
|---|--|---|
| <ul style="list-style-type: none"> <li>▪ Dr. Hartwig to make presentations at four member companies: in Florida on 3/4, Wisconsin on 3/9, Texas on 3/18, Las Vegas on 3/19 and 3/26 and in Madrid, Spain on 3/31.</li> <li>▪ Dr. Hartwig to make presentations at Texas CPCU Society and RIMS on 3/5 and at the Independent Insurance Agents of Westchester County in New York on 3/11.</li> <li>▪ Ms. Salvatore to make a presentation at Isaac InterAct Conference in New York, N.Y. on 3/12.</li> <li>▪ Dr. Weisbart to make presentations at Dynamics of Disability in Florida on 3/5; Reactions Magazine Seminar in New York on 3/18; RIMS in New York on 3/19 and University of Hartford in Connecticut on 3/31.</li> </ul> | <ul style="list-style-type: none"> <li>▪ Public presentations will be posted on the I.I.I. Web site</li> </ul>   | <ul style="list-style-type: none"> <li>▪ <a href="#">Public Presentations</a> can be accessed here.</li> </ul>  |
| <b>Multimedia</b>   | <b>Measurement of Success</b>  | <b>Status</b>   |
| <ul style="list-style-type: none"> <li>▪ Tape a series of podcasts at the same time to be cost effective. Topics to include money saving tips, annuity suitability and taking inventory</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Podcasts will be stored on the I.I.I. Web site and featured in upcoming news releases.</li> </ul>                             | <ul style="list-style-type: none"> <li>▪ Annuity suitability podcast is scheduled to be promoted in early April. The remainder of the podcasts will be promoted throughout May and June.</li> </ul> |
| <ul style="list-style-type: none"> <li>▪ Produce video on the Web site regarding personal insurance stories. The topic was a tree that fell on a home.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ To educate consumers about coverage issues surrounding fallen trees by using pictures and sound to tell the story.</li> </ul> | <ul style="list-style-type: none"> <li>▪ The video will be posted on the Web site and accompanying consumer information will be developed.</li> </ul>   |
| <ul style="list-style-type: none"> <li>▪ Spanish language media tour in New York.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Promote the availability of I.I.I. Spanish language videos.</li> </ul>  | <ul style="list-style-type: none"> <li>▪ AOL Latino, Univision Channel 41 and Telemundo are planning to use I.I.I. podcasts in scheduled segments.</li> </ul>                                       |
| <ul style="list-style-type: none"> <li>▪ Handle consumer calls generated by the I.I.I. Web site.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Answer consumer questions and/or handle complaints in a timely manner.</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Responded to 304 inquiries, provided information and referrals as required.</li> </ul>   |