

**Joint Legislative Commission on Governmental Operations
September 25, 2012**

**North Carolina Department of Insurance
Notification of Application for Grant Funds/Awards, 2012-13**

**2012 Hurricane Awareness Outreach - \$30,000.00 – Fund 2368
Kerry Hall, Director – Public Information Office - NCDOI**

The Department of Insurance Public Information Office received NCAIA Surplus Funds to create a public awareness campaign for hurricane season, June-November 2012. The campaign is to include online and printed informational materials with contact information for the Department of Insurance, before and after the storm tips, descriptions of the types of coverages and other insurance information relevant to disaster and recovery. FEMA/National Flood Insurance Program officials have also expressed interest in getting involved with the creation of materials

The campaign will aggressively be promoted with the available materials throughout the hurricane season through a press conferences, press releases, social media outreach, billboards and radio advertising.

Summary of campaign:

NCDOI HurriClaims Center: Your source for insurance information in a natural disaster.

Create a section of our website (tentatively branded as NCDOI's "HurriClaims Center") to house all insurance-related disaster and recovery information, with a special focus on hurricane awareness. Incorporate tips and fact sheets, a video introduction from the Commissioner, a storm tracker, etc. FEMA/NFIP will provide flood insurance resources to use on our website. We will continue to add interesting hurricane/insurance-related news clips, releases, etc. throughout the season.

NCDOI HurriClaims Kit - A printed folder with inserts.

The stacked inserts will focus on the topics: Types of Coverage, Before the Storm, After the Storm, Buying Flood Insurance, Flood Insurance FAQs and Home Inventory. Each folder will include a place for the consumer to store copies of their policies and contact information for their agents/insurance company, NCDOI and NFIP. Also, each folder will include instructions and a chart to make a home inventory. The idea is that this folder is a toolkit that consumers will personalize, keep in a safe place and reference in the case of a hurricane or other disaster. Folder kits will be distributed when the Commissioner of Insurance or NCDOI staff members speak to community groups or present at informational

fairs, particularly in North Carolina's coastal region. If supply allows, kits may also be distributed through community partners and/or insurance agents.

Promotion

- Press release sent to all media contacts statewide
- Press conference tour, focusing on coastal region (Raleigh, New Bern, Wilmington markets)
- Social media outreach: Facebook, Twitter, blogs
- Billboard campaign: Five billboards in eastern North Carolina for three months
- Radio ad campaign: Four weeks of radio advertising, split into two two-week periods, on stations throughout the state, with higher concentration of placement in the coastal region