



**Presentation to the Geneva Association's
9th Chief Communication Officers Meeting**

Friday, September 30, 2011

Warsaw, Poland

Hosted by PZY SA

***Challenges and Opportunities for Insurance Communications with an
increasingly Evolving Traditional and social media and
How the I.I.I.'s Strategies and Tactics have met this Challenge.***

Jeanne M. Salvatore

Senior Vice President – Public Affairs and Consumer Spokesperson

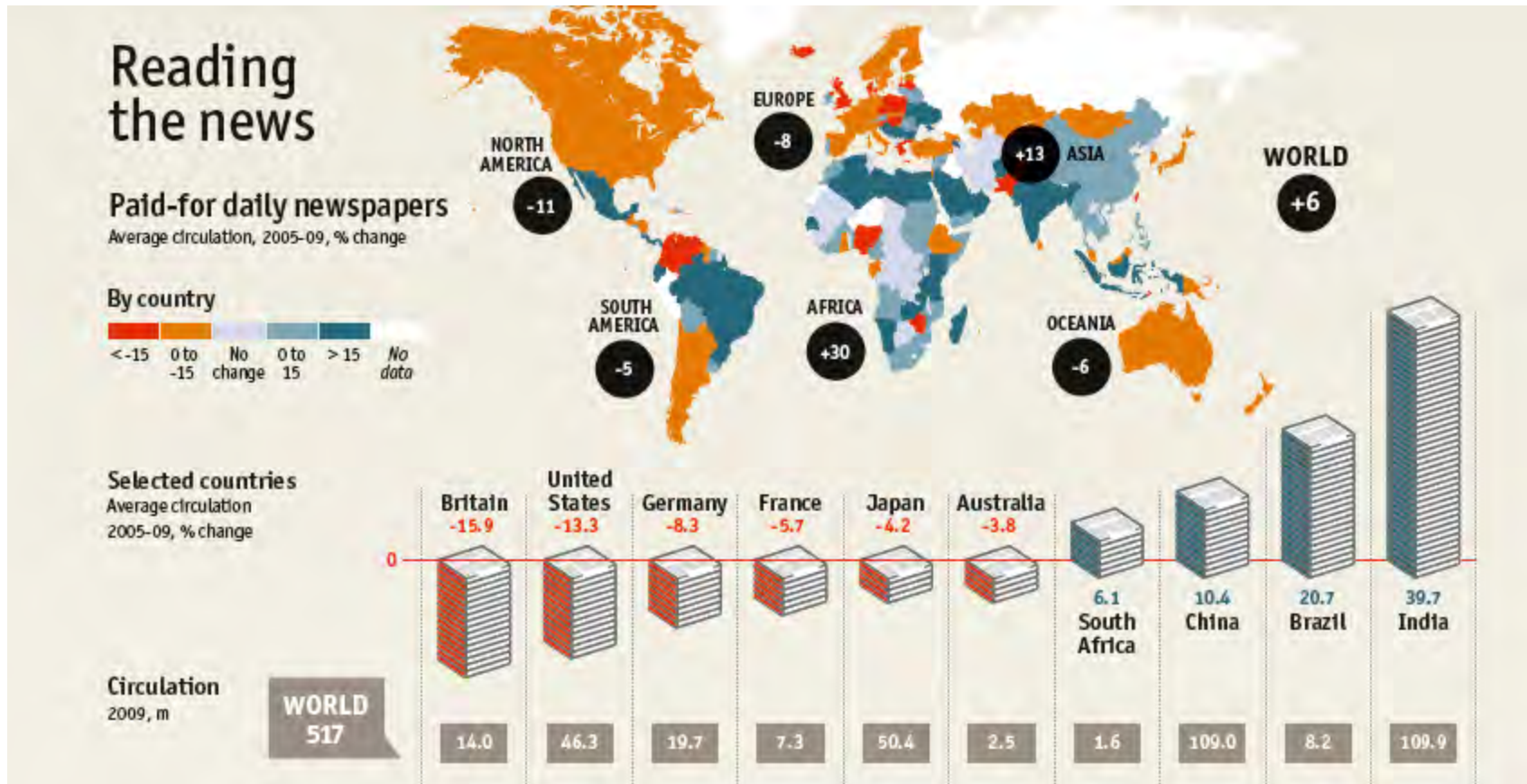
Insurance Information Institute ♦ 110 William Street ♦ New York, NY 10038

jeannes@iii.org or [@JeanneSalvatore](https://twitter.com/JeanneSalvatore)

- Changes in Social and Traditional Media – A Status Update
- I.I.I. Strategies & Tactics to Maximize the Potential of an Evolving Media Environment
- Challenges and Opportunities for Insurance Communicators
- Group Discussion

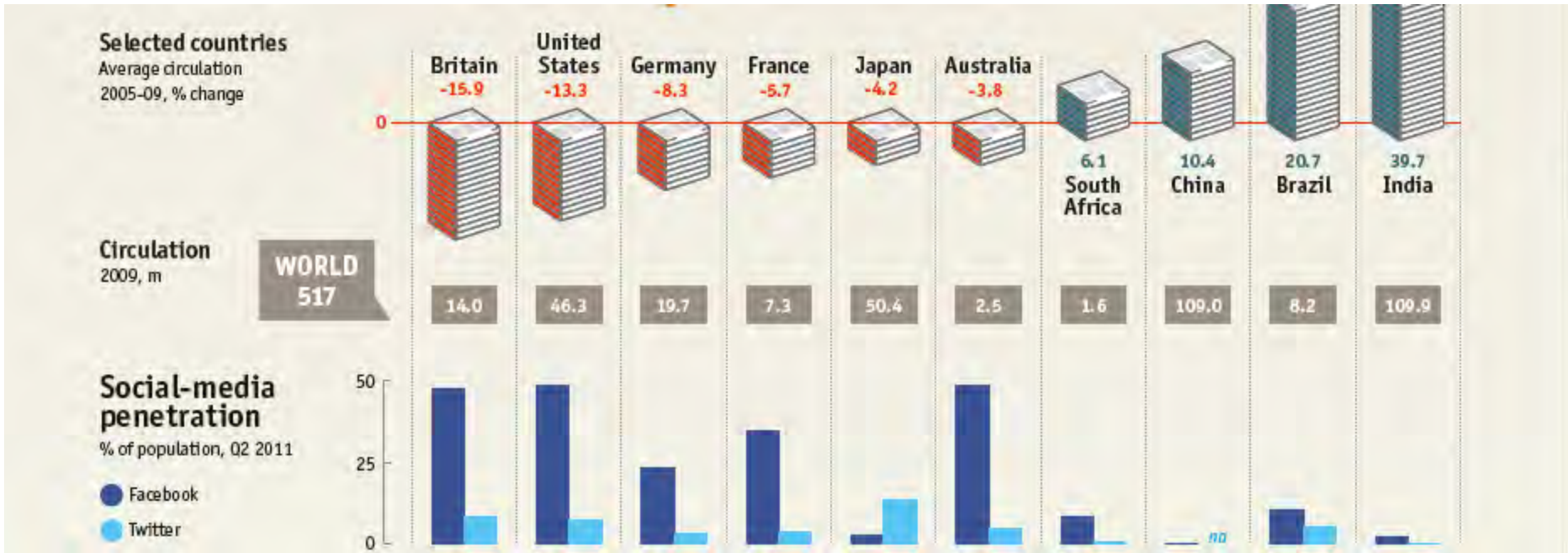
1.Changes in Social and Traditional Media – A Status Update

Readership of Daily Newspapers is Down In Many Countries



Source: The Economist, July 9th 2011

Social Media Usage is Growing



Advertising Versus Circulation of Newspapers



The Economist, July 9th 2011

Local News Is Going Mobile

- 47.1 percent get at least some local news on their cell phone or tablet computer
- 41% get weather updates
- 13% have apps to get local news and information
- Only 10% of news app users pay for the service

TV News Has More Social Media Integrated into Programming

- Amateur videos from video-sharing websites such as YouTube are included in the broadcast.
- Message postings on twitter are now woven into coverage.
- More and more “shaky camera” man on the street footage is shown and many viewers find this more credible than professional video coverage by trained news people.

Media Changes & What it Means for PR

- There are fewer print newspapers and other traditional forms of media. However, the number and size of the online versions of these news outlets is growing.
- In addition, many of the seasoned journalists who have lost their jobs over the last few years have emerged as bloggers for mainstream news outlets.
- Fortunately, communicators with solid relationships with a variety of journalists will be able to simply continue to work with them as they create content for new formats.

- *The New York Times* is a good example of this trend. While there is no dedicated insurance reporter, there are reporters who write for the website covering both business and personal finance who touch upon various aspects of insurance.
- These online articles and blogs are posted on the website and commented on by readers 24/7, while still often appearing in the print version of the newspaper.
- Readers are encouraged to share stories on the topics with friends

Media Environment

An Example: *The New York Times*

BUSINESS AND FINANCE

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DealBook

The latest news and deals on Wall Street. Edited by Andrew Ross Sorkin. [Read DealBook »](#)

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Prescriptions

Tracking and discussing the health care industry as it evolves. [Read Prescriptions »](#)

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You're the Boss

Where small-business owners get news, ask questions and learn



Economix

An analysis of the news that uses economics as a framework for thinking about the world. [Read Economix »](#)

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Floyd Norris

The Times's chief correspondent covering economics and finance. [Read Floyd Norris »](#)

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News, trends and automotive, including cars and more.

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Bucks

A guide to consumer tactics that helps readers sort out their financial lives. [Read Bucks »](#)

 Feed

■ I.I.I. spokespersons have frequently been quoted in the NYT Finance and Real Estate blogs

■ Several of these stories/quotes have ended up being picked up by the print edition

1. [Home Insurance and Bedbug Invasions - NYTimes.com](#)
May 6, 2010 ... According to the **Insurance Information Institute**, the costs of getting rid of bedbugs, like the costs of getting rid of rats or cockroaches, ...
<http://bucks.blogs.nytimes.com/2010/05/06/home-insurance-and-bedbug-invasions/>
2. [Insurance for Dorm Room Possessions - NYTimes.com](#)
Aug 31, 2010 ... Some tips from the **Insurance Information Institute** on insuring the items in your child's college dorm room.
<http://bucks.blogs.nytimes.com/2010/08/31/insurance-for-dorm-room-possession/>
3. [The Right \(and Wrong\) Way to Cut Home Insurance Costs - NYTimes.com](#)
Dec 24, 2009 ... The **Insurance Information Institute**, an educational organization financed by the insurance industry, has included "insuring a home for its ..."
<http://bucks.blogs.nytimes.com/2009/12/24/how-to-cut-your-insurance-costs/>
4. [HOME INSURANCE - Bucks Blog - NYTimes.com](#)
According to a recent release on the subject from the **Insurance Information Institute**, most possessions of students who live in an on-campus dormitory are ...
<http://bucks.blogs.nytimes.com/tag/home-insurance/>
5. [Is Green Insurance Worth the Price? - NYTimes.com](#)
Mar 11, 2010 ... According to the **Insurance Information Institute**, as of last December, 22 companies offered 39 products and services specifically aimed at ...
<http://bucks.blogs.nytimes.com/2010/03/11/is-green-insurance-worth-the-price/>
6. [INSURANCE - Real Estate Q&A Blog - NYTimes.com](#)
Apr 30, 2010 ... Loretta Worters, a spokeswoman for the **Insurance Information Institute** in Manhattan, said that in most cases the homeowners' insurance ...
<http://realestateqa.blogs.nytimes.com/tag/insurance/>
7. [HURRICANES - Times Topics Blog - NYTimes.com](#)
To make creating a home inventory easier, the **Insurance Information Institute** provides free Web-based software at KnowYourStuff.org. ...
<http://topics.blogs.nytimes.com/tag/hurricanes/>

So What is the State of American News Media in 2011?

According to the Pew Research Center's Project for Excellence in Journalism:

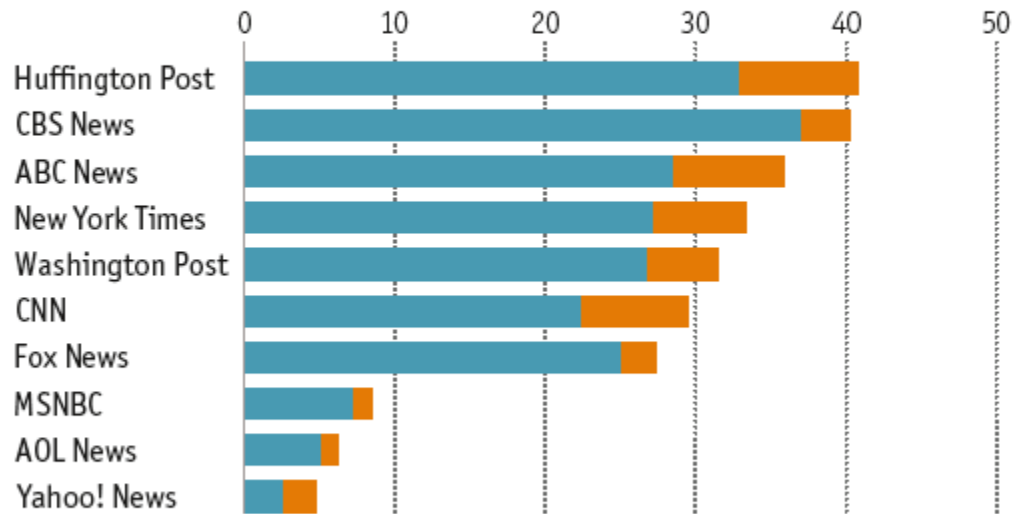
- ❑ In 2010, only newspapers suffered continued revenue declines and estimated 1000 to 1,500 newsroom jobs were lost or newsrooms are now 30% smaller than they were in 2000.
- ❑ In digital space, news outlets depend on search engines (such as Google) and social networks (such as Facebook) to bring them a substantial portion of their audience.
- ❑ And, now as news consumption becomes more mobile, news companies must follow the rules of device makers (such as Apple) and software developers to deliver their content. Each new platform often requires a new software program. And, the new players take a share of the revenue and in many cases also control the audience data.

Which social media generated the most Traffic to News Outlets?

Where did you come from?

Traffic to most popular US news websites
Average of March, June & September 2010, % of total

From Google
From Facebook

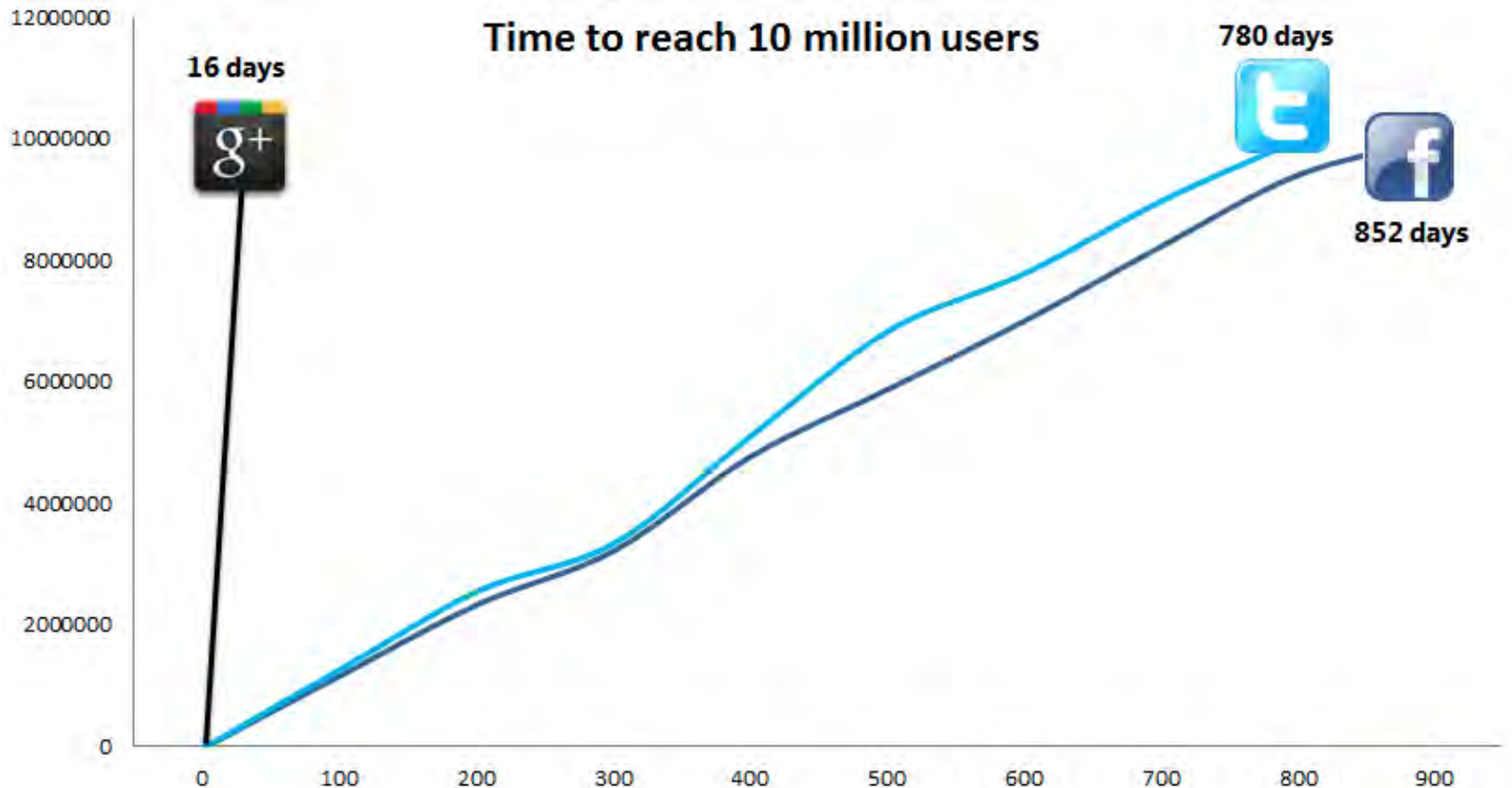


Source: Pew Research Centre, Nielsen

4

7

How Long It Took Facebook, Twitter And Google+ To Reach 10 Million Users



by +Leon Håland

[Tech Crunch](#), July 22, 2011

- **Over 750 million users worldwide (half use it daily)**
 - 50+ age cohort is fastest growing
- **Why businesses use Facebook:**
 - raise visibility; launch online community
 - increase Google placement
 - make business contacts
 - place targeted ads
 - no-cost marketing

Twitter: Microblogging



- 200 million users
- Users tend to be older (few teens)
- 1% of the addicts contribute 35% of the visits
- Why businesses use Twitter:
 - quickly share information
 - gather real-time market intelligence and feedback
 - build relationships with customers, partners and others who care about your company

- Over 100 million professionals use LinkedIn to exchange information, ideas and opportunities.
- Stay informed about your contacts and industry.
- Find the people & knowledge relevant to your goals – personal and corporate.
- Control your professional identity online.
- No-cost marketing.

2. I.I.I. Strategies & Tactics to Maximize the Potential of an Evolving Media Environment



MY iii

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INSURANCE TOOLS

Our handy insurance tools are for consumers, media, and industry insiders.

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-  [FIND AN INSURANCE COMPANY](#)
-  [GLOSSARY OF INSURANCE TERMS](#)
-  [AUTO CRASH TEST](#)

EN ESPAÑOL

El Insurance Information Institute pone a su disposición los conceptos básicos necesarios para elegir y obtener protección para muchos de estos imprevistos que ponen en peligro la tranquilidad y las finanzas familiares.

[Temporada De Huracanes ¿Cómo Prepararse?](#)

[¿Qué Son Los Diferentes Tipos De Anualidades?](#)

[ALL COVERAGE EN ESPAÑOL](#)

PUBLICATIONS

Now it's easy for you to find all of our publications. We have everything from free consumer brochures, pamphlets and books and even downloadable versions of our publications that you can get right now online.



Insurance Handbook

A guide to the insurance industry for reporters, public policymakers,



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Insurance Information Institute:

improving public understanding of insurance—what it does and how it works.

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iii spotlight

Regulation Modernization

JULY 20, 2010 | [FULL STORY](#)

Congress has approved a sweeping overhaul of financial services regulation. The Dodd Frank Wall Street Reform and Consumer Protection Act establishes the Federal Insurance Office (FIO), an entity that will report to Congress and the President on the insurance industry. For a summary of the new law, see the I.I.I.'s background paper on Regulation Modernization.

CONSUMERS

[Making Sure Your Home Is Properly Covered for a Disaster](#)

iii wire

Before Installing a Swimming Pool, Consider the Insurance and Safety Implications

With temperatures soaring, a pool might seem like a good idea, but it is important to educate yourself about water safety first.

JULY 08, 2010 | [FULL STORY](#)

[As You Head Out for Vacation, Protect Your Home and Your Identity Against Burglars](#)

[NFIP Policies Cover Property Damage Caused by Oil in Flood Waters](#)

[Review Your Homeowners Policy For Hurricane Deductibles](#)

blog > [TERMS+CONDITIONS](#)



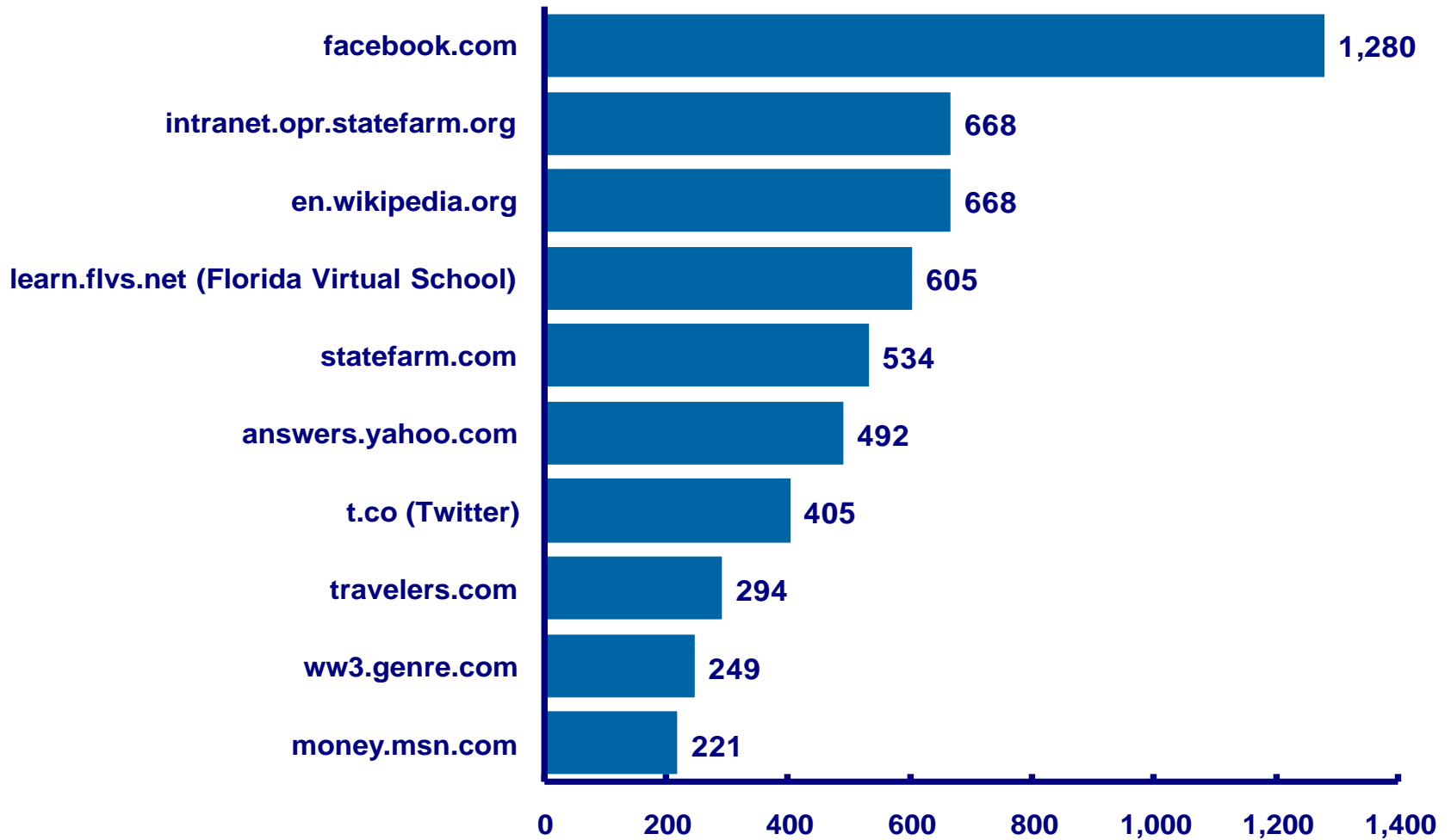
[Buyers' Market Continues](#)
JULY 20, 2010

[Financial Services Reform: Just the Beginning](#)
JULY 19, 2010

[ALL BLOG POSTS](#)

Top 10 Referral Sites

August 2011





HOMEOWNERS
+ RENTERS



AUTO



LIFE



BUSINESS

SEARCH >

Improving public understanding of insurance in Florida— what it does and how it works



STRAIGHT TALK *Blogging about insurance in Florida*

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Sinkhole insurance and your options

AUGUST 16, 2010 |

Experts can predict the weather, but they can't predict sinkholes. We have more sinkholes in Florida than any other state, and some areas are more vulnerable to sinkholes, such as West Central Florida and Tampa Bay, and they open up when it is very dry or very wet. So, rainy season is hurricane season is sinkhole season.

[More](#)

MORE FROM THE STRAIGHT TALK BLOG

- Consumers benefit in fight against auto insurance fraud | AUGUST 13, 2010
- Sinkholes Sinking Citizens Insurance | JULY 30, 2010
- Got new stuff? Update your home inventory | JULY 26, 2010

INSURANCE 101

Who regulates insurance companies?

Insurance is regulated by the states, with each state having its own set of statutes and rules. State insurance departments oversee insurer solvency, review market conduct, rule on requests for rate increases, among other things. Click on the link to learn more.

[FLORIDA OFFICE OF INSURANCE REGULATION](#)

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Business Inventory Software

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BUSINESS INVENTORY
Online inventory software specifically designed for businesses.

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Online software to help you create a room-by-room inventory

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I.I.I. VIDEO



Be A Responsible Dog Owner

Dogs may be man's best friend, but as an owner you are liable if your pet bites or attacks another person or animal.



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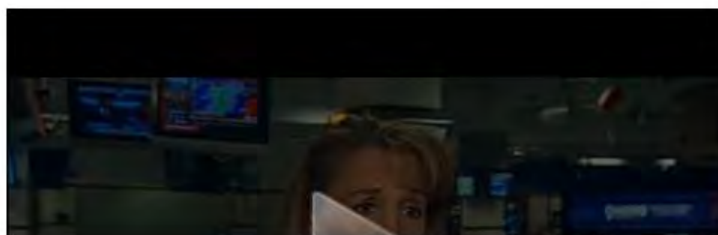
Software



CURRENT DISASTERS | **FOURMILE CANYON WILDFIRE**

September 10, 2010 at 6:57 pm - 0 Comments

VIDEO: What Fire Victims Need to Know About Insurance



Facts+Statistics

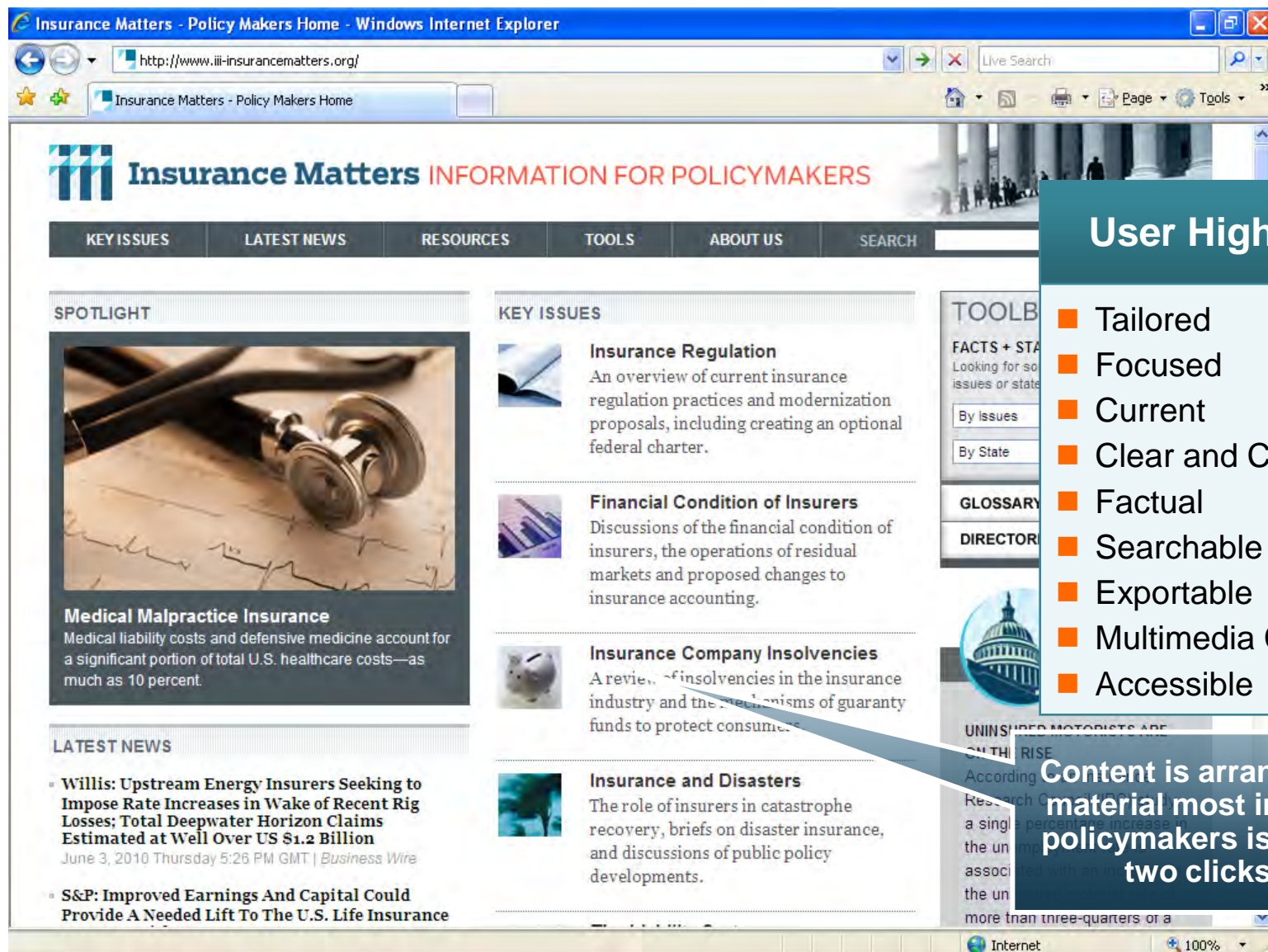
Crime

Each of the property crime categories tracked by the FBI dropped in 2009: motor vehicle theft (17.1 percent), larceny-theft (4.0 percent), and burglary (1.3 percent), according to the latest Uniform Crime Report.

For information [click here >>](#)

Facts and Stats:

Policymakers website: *InsuranceMatters*



User Highlights

- Tailored
- Focused
- Current
- Clear and Concise
- Factual
- Searchable
- Exportable
- Multimedia Content
- Accessible

Content is arranged so that material most important to policymakers is just one or two clicks away

Traditional Media is Still the Primary Focus for the I.I.I.

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PUBLICATIONS

INTERNATIONAL INSURANCE FACT BOOK 2012

This 2012 edition shows an overview of life and nonlife world insurance market.

[I.I.I. Online Insurance Fact Book 2011](#)

[Online Financial Services Fact Book 2011](#)

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- **Buying a Used Car? Beware! Don't Be Tricked into Purchasing a Flood Damaged Car**
SEPTEMBER 22, 2011
- **Six Questions To Ask Before Buying A Life Insurance Policy**
SEPTEMBER 21, 2011
- **I.I.I. President Robert Hartwig Receives 2011 Chairman's Award From National Association Of Mutual Insurance Companies**
SEPTEMBER 21, 2011
- **Lessons Learned From Hurricane Irene Can Help You Prepare For Future Disasters**
SEPTEMBER 13, 2011
- **I.I.I. Reminds Businesses To Be Prepared With Proper Insurance and a Disaster Recovery Plan For Natural Disasters and Terrorist Acts**
SEPTEMBER 9, 2011

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I.I.I. VIDEO

[How to Avoid Buying](#)



FACTS+STATIST

[Uninsured Motorist:](#)

About 13.8 percent of uninsured in 2009, according to Insurance Research Corporation. Mississippi had the highest rate at 28 percent, and Massachusetts had the lowest at 1.2 percent.

[ALL FACTS + STATISTICS](#)

[EN ESPAÑOL](#)



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- Credit
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- Homeowners and Renters Insurance
- Life Insurance
- Long-term Care Insurance
- Safety and Mitigation
- Specialty Insurance

Disasters and Risks

Insurance Industry

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All Coverage En Español

I.I.I. Video - Homeowners and Renters Insurance

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Ask an Insurance Question

Common questions about insurance relating to college students, rental cars, updating your policy and more.

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Are You Underinsured?

Do you have enough insurance coverage to completely rebuild your home? Have you talked with your agent recently to update your policy? ... [Read More](#)

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Avoiding Insurance Mistakes

Five big mistakes to avoid when making decisions about your insurance. I.I.I. offers tips on how to save money and still properly ... [Read More](#)

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Before Buying a Home

When it comes time to buy that dream house, the cost to insure it is often overlooked. The I.I.I. has created a checklist of important ... [Read More](#)

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Childproofing Your Home

Every year, five million infants and children are injured, sometimes even fatally, in their own homes. Find out how to

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I.I.I. SPOTLIGHT

Institute for Business & Home Safety Research Center



The Institute for Business & Home Safety has created a unique, state-of-the-art, multi-risk applied research and training facility in Chester County, South Carolina. This facility will significantly advance building science by

enabling researchers to more fully and accurately evaluate the impact of natural disasters on various residential and commercial construction materials and systems.

[FULL STORY](#)

I.I.I. VIDEO

Avoiding Insurance Mistakes: Five Tips



Five big mistakes to avoid when making decisions about your insurance. I.I.I. offers tips on how to save money and still properly protect yourself.

[ALL VIDEOS](#)

PRESENTATIONS



Dr. Robert P. Hartwig, CPCU

Workers Compensation Insurance: The Role of State Funds, Market Trends and Economic Influences

This PowerPoint report reviews the role that state funds play in the workers compensation insurance market, noting that social policy, history, economics, insurance market forces and politics have all played important roles in the development of modern workers comp systems, state funds and their structure.

QUESTIONS? ASK THE EXPERT

In our Ask the Expert section we address your most taxing insurance-related questions.

ASK A QUESTION

SOFTWARE BUSINESS INVENTORY SOFTWARE

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 Language: English
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PODCAST DESCRIPTION
 Insurance Information Institute Podcast

CUSTOMER REVIEWS
 Be the first to write a review

Name	Time	Artist	Release Date	Description	Price
1 How to File An Insurance Claim P...		webcast@multivu.com	7/14/2008	When Disaster Strikes, Do You Know What ...	Free <input type="button" value="GET EPISODE"/>
2 When Disaster Strikes, Do You K...		webcast@multivu.com	7/7/2008	Imagine this. A big storm comes through in t...	Free <input type="button" value="GET EPISODE"/>

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+ Business

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Disasters and Risks

Insurance Industry

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Insurance Coverage En Español

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ANNUITIES

- ¿Qué es una anualidad?
- Sección de ayuda: Preguntas y respuestas
- ¿Cómo, cuándo y por qué considerar una anualidad como parte del panorama financiero?
- ¿Qué son los diferentes tipos de anualidades?
- ¿Cuáles son las diferencias entre una anualidad fija y una variable?
- ¿Cómo y dónde se adquiere una anualidad?
- ¿En qué se diferencian las anualidades de los seguros de vida?
- ¿Cuánto se debe invertir en una anualidad?
- ¿Cómo recibir las distribuciones o pagos de las anualidades?
- ¿Que son las diferencias entre anualidades diferidas y anualidades inmediatas, y qué es una anualidad vitalicia?
- DEFINICIONES BÁSICAS DE ANUALIDADES

AUTO INSURANCE

- ¿Cómo se hace un reclamo a su aseguradora de automoviles?
- ¿Cuáles son sus derechos cuando introduce un reclamo?
- ¿Cómo se determinan el valor y costo de reparación de su auto?
- ¿Puede su compañía de seguros requerirle el uso de cierto tipo de repuestos para reparar su auto?
- ¿Cuál es la diferencia entre una cancelación y la no renovación de una póliza?
- ¿Qué se incluye en un seguro de auto?
- ¿Qué factores influyen en el precio de una póliza de seguro de auto?
- ¿Se puede manejar legalmente sin seguro de auto?
- ¿Cómo influyen las leyes estatales de conducir a la hora de comprar seguro de auto?

Much of the consumer information on the site is also available in Spanish

Free Web-based Software



INSURANCE INFORMATION INSTITUTE | Know Your Stuff® HOME INVENTORY

Username (email):

Password:

[Forgot Password](#)

[2008 / 2009 KYS USER LOGIN](#)

[LOGIN](#)

Welcome

to Know Your Stuff® – Home Inventory, the Insurance Information Institute's free online home inventory software. This application makes creating and updating your home inventory easy and efficient. And with our free, secure online storage you will have access to your inventory anywhere, any time. You never know when a disaster may strike, but you can be prepared with an up-to-date home inventory.



Sign Up

Are you a new user?

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Guided Tour

Find out all about the features offered by Know Your Stuff® – Home Inventory and how to use them.

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INSURANCE INFORMATION INSTITUTE | Know Your Stuff® BUSINESS INVENTORY

Username (email):

Password:

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Welcome

to Know Your Stuff® Business Inventory, the Insurance Information Institute's online inventory software specifically designed for businesses. An up-to-date Business Inventory is an important component of disaster planning. It can help you:

- Purchase the right amount and type of insurance
- Substantiate property losses to make filing an insurance claim faster and easier












Know Your Stuff® – Business Inventory is a simple, affordable yet powerful and highly scalable application that makes creating, updating and keeping track of your business inventory easy and efficient. And with secure online storage you will have access to your inventory anywhere, any time.

- Only **\$9.95/ month**
- No hardware or support costs
- Hosted at Google and Integrated with Google Apps

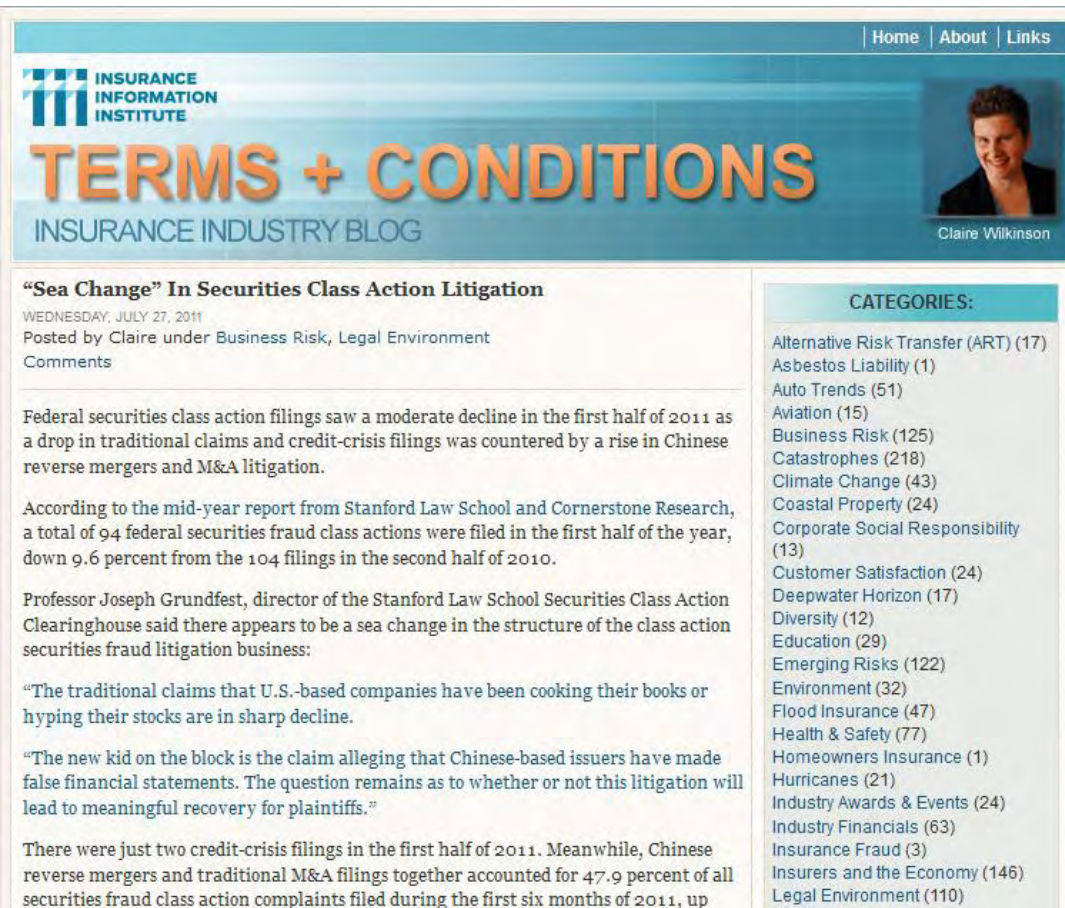
Why The I.I.I. Uses Social Media

- As an educational and communications organization, the I.I.I. has a long history of sharing its Web content as a means of reaching as wide an audience of consumers and media as possible (we have had a content permissions request form available on the website for many years and process hundreds of requests a year)
- As with content sharing, social media presents another opportunity to distribute our content even more widely and to a more diverse audience—in keeping with our central mission

		
<p>Facebook: Follow the I.I.I. on Facebook and become a fan to stay connected on breaking news and current insurance topics. Post comments, share opinions and stories.</p>	<p>YouTube: Watch online videos covering a wide range of insurance topics in the extensive I.I.I. video library. Post comments and embed videos to your company's website or blog.</p>	<p>Terms + Conditions blog: Claire Wilkinson's insurance industry blog provides timely information and discussion on contemporary insurance topics.</p>
<p>http://www.facebook.com/InsuranceInformationInstitute</p>	<p>http://www.youtube.com/user/iiivideo</p>	<p>http://www.iii.org/insuranceindustryblog/</p>

		
<p>I.I.I. Insurance Matters website: A site to help public policymakers better understand the unique role played by insurers in managing risk.</p>	<p>Insuring Florida website: An informative site focusing on insurance matters specific to Florida. Includes Lynne McChristian's "Straight Talk" blog.</p>	<p>Twitter: Follow one or all of the I.I.I. feeds to get timely information in your specific area of interest</p>
<p>http://www.iii-insurancematters.org</p>	<p>http://www.insuringflorida.org/</p>	<ul style="list-style-type: none">  http://www.twitter.com/iiiorg  http://twitter.com/Bob_Hartwig  http://twitter.com/JeanneSalvatore  http://twitter.com/LWorters  http://twitter.com/ElianneGo  http://twitter.com/III_Research  http://twitter.com/InsuringFLA  http://twitter.com/IIIindustryblog

I.I.I. Blogs: Terms+Conditions



The screenshot shows the top of a blog post on the Insurance Information Institute website. The header includes the I.I.I. logo, the title "TERMS + CONDITIONS" in large orange letters, and the subtitle "INSURANCE INDUSTRY BLOG". A navigation bar with "Home", "About", and "Links" is visible. A profile picture of Claire Wilkinson is shown with her name below it. The main content area features the article title "Sea Change" In Securities Class Action Litigation, dated Wednesday, July 27, 2011, and posted by Claire Wilkinson. The article text discusses a decline in federal securities class action filings in 2011, attributed to a rise in Chinese reverse mergers and M&A litigation. A sidebar on the right lists various categories with their respective post counts.

Home | About | Links

INSURANCE INFORMATION INSTITUTE

TERMS + CONDITIONS

INSURANCE INDUSTRY BLOG

Claire Wilkinson

"Sea Change" In Securities Class Action Litigation

WEDNESDAY, JULY 27, 2011
Posted by Claire under Business Risk, Legal Environment
Comments

Federal securities class action filings saw a moderate decline in the first half of 2011 as a drop in traditional claims and credit-crisis filings was countered by a rise in Chinese reverse mergers and M&A litigation.

According to the mid-year report from Stanford Law School and Cornerstone Research, a total of 94 federal securities fraud class actions were filed in the first half of the year, down 9.6 percent from the 104 filings in the second half of 2010.

Professor Joseph Grundfest, director of the Stanford Law School Securities Class Action Clearinghouse said there appears to be a sea change in the structure of the class action securities fraud litigation business:

"The traditional claims that U.S.-based companies have been cooking their books or hyping their stocks are in sharp decline.

"The new kid on the block is the claim alleging that Chinese-based issuers have made false financial statements. The question remains as to whether or not this litigation will lead to meaningful recovery for plaintiffs."

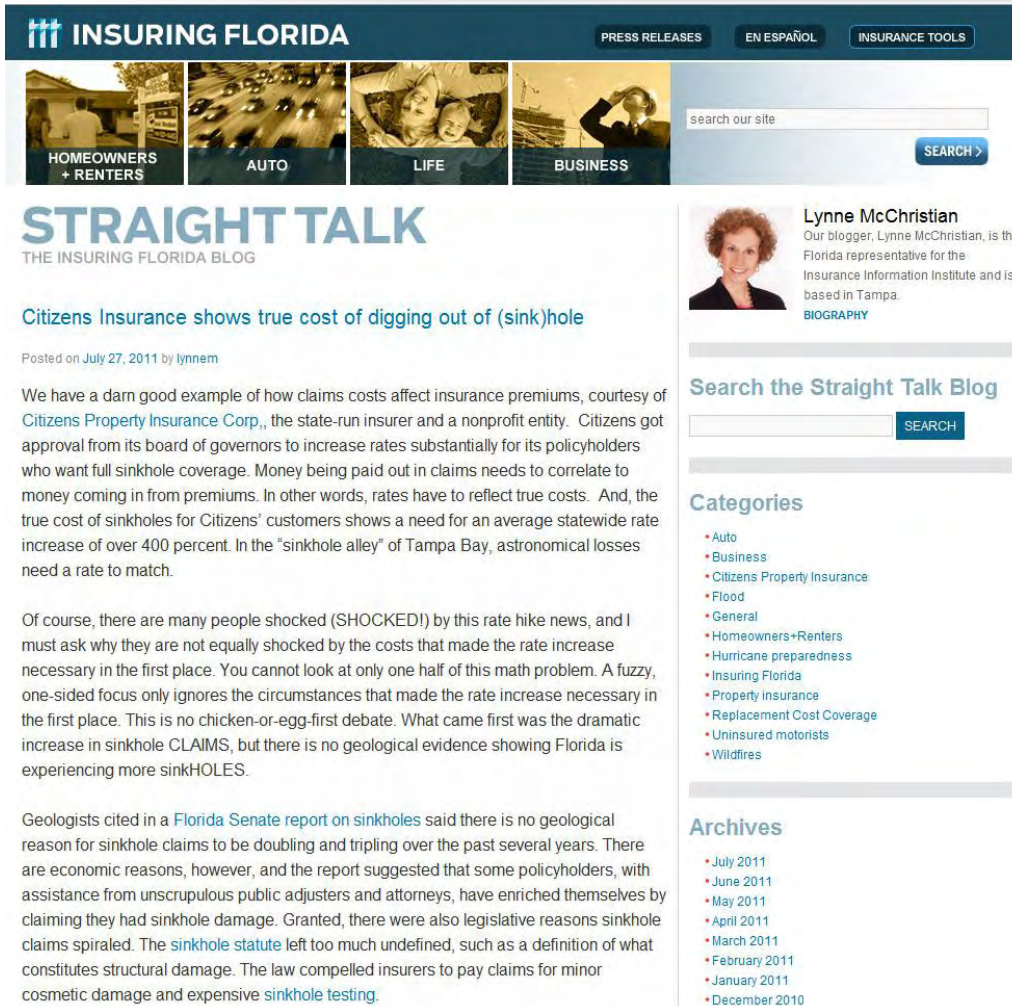
There were just two credit-crisis filings in the first half of 2011. Meanwhile, Chinese reverse mergers and traditional M&A filings together accounted for 47.9 percent of all securities fraud class action complaints filed during the first six months of 2011, up

CATEGORIES:

- Alternative Risk Transfer (ART) (17)
- Asbestos Liability (1)
- Auto Trends (51)
- Aviation (15)
- Business Risk (125)
- Catastrophes (218)
- Climate Change (43)
- Coastal Property (24)
- Corporate Social Responsibility (13)
- Customer Satisfaction (24)
- Deepwater Horizon (17)
- Diversity (12)
- Education (29)
- Emerging Risks (122)
- Environment (32)
- Flood Insurance (47)
- Health & Safety (77)
- Homeowners Insurance (1)
- Hurricanes (21)
- Industry Awards & Events (24)
- Industry Financials (63)
- Insurance Fraud (3)
- Insurers and the Economy (146)
- Legal Environment (110)

- Industry blog launched April 2007
- Average number of page views/month: 3,200
- Updated minimum of 3x/week, often more
- Claire Wilkinson regularly featured as guest blogger for Property/Casualty 360 blog; Loretta Worters for Equifax blog (through ThinkGlink content distribution network)
- AREAS OF COORDINATION?
 - Following and commenting on/linking to appropriate insurance industry blogs
 - Guest blogging for member companies, other organizations

I.I.I. Blogs: Straight Talk



The screenshot shows the top navigation bar of the Insuring Florida website with links for 'PRESS RELEASES', 'EN ESPAÑOL', and 'INSURANCE TOOLS'. Below the navigation are four category tiles: 'HOMEOWNERS + RENTERS', 'AUTO', 'LIFE', and 'BUSINESS'. A search bar is located on the right side of the navigation area. The main content area features the 'STRAIGHT TALK' logo and the title of a blog post: 'Citizens Insurance shows true cost of digging out of (sink)hole'. The post is dated July 27, 2011, and is written by Lynne McChristian. The text of the post discusses the impact of sinkhole claims on insurance premiums in Tampa Bay. To the right of the main text is a sidebar with a profile picture of Lynne McChristian, a search bar for the blog, and lists for 'Categories' and 'Archives'.

INSURING FLORIDA PRESS RELEASES EN ESPAÑOL INSURANCE TOOLS

HOMEOWNERS + RENTERS AUTO LIFE BUSINESS

search our site SEARCH

STRAIGHT TALK

THE INSURING FLORIDA BLOG

Citizens Insurance shows true cost of digging out of (sink)hole

Posted on July 27, 2011 by lynnem

We have a darn good example of how claims costs affect insurance premiums, courtesy of Citizens Property Insurance Corp., the state-run insurer and a nonprofit entity. Citizens got approval from its board of governors to increase rates substantially for its policyholders who want full sinkhole coverage. Money being paid out in claims needs to correlate to money coming in from premiums. In other words, rates have to reflect true costs. And, the true cost of sinkholes for Citizens' customers shows a need for an average statewide rate increase of over 400 percent. In the "sinkhole alley" of Tampa Bay, astronomical losses need a rate to match.

Of course, there are many people shocked (SHOCKED!) by this rate hike news, and I must ask why they are not equally shocked by the costs that made the rate increase necessary in the first place. You cannot look at only one half of this math problem. A fuzzy, one-sided focus only ignores the circumstances that made the rate increase necessary in the first place. This is no chicken-or-egg-first debate. What came first was the dramatic increase in sinkhole CLAIMS, but there is no geological evidence showing Florida is experiencing more sinkHOLES.

Geologists cited in a [Florida Senate report on sinkholes](#) said there is no geological reason for sinkhole claims to be doubling and tripling over the past several years. There are economic reasons, however, and the report suggested that some policyholders, with assistance from unscrupulous public adjusters and attorneys, have enriched themselves by claiming they had sinkhole damage. Granted, there were also legislative reasons sinkhole claims spiraled. The [sinkhole statute](#) left too much undefined, such as a definition of what constitutes structural damage. The law compelled insurers to pay claims for minor cosmetic damage and expensive [sinkhole testing](#).

Lynne McChristian
Our blogger, Lynne McChristian, is the Florida representative for the Insurance Information Institute and is based in Tampa.
[BIOGRAPHY](#)

Search the Straight Talk Blog

SEARCH

Categories


- Auto
- Business
- Citizens Property Insurance
- Flood
- General
- Homeowners+Renters
- Hurricane preparedness
- Insuring Florida
- Property insurance
- Replacement Cost Coverage
- Uninsured motorists
- Wildfires

Archives

- July 2011
- June 2011
- May 2011
- April 2011
- March 2011
- February 2011
- January 2011
- December 2010

- Insuring Florida blog launched November 2008
- Average number of page views/month: 500
- Updated 1x/week
- Featured on Florida Underwriter home page
- AREAS OF COORDINATION?
-Following and commenting on/linking to appropriate insurance industry/member company blogs

Telling Personal Stories...



The screenshot shows a web browser window displaying the Insurance Information Institute (III) website. The browser's address bar shows the URL: http://www2.iii.org/video/personal_stories_the_hodas_discuss_checking_insurance_policies_regularly.html. The website header includes the III logo, navigation links (Log In, Register, advanced search), and a search bar. Below the header, there are tabs for 'PRESS ROOM', 'MEMBERS+SUBSCRIBERS', 'PUBLICATIONS+STORE', and 'SERVICES'. A sidebar on the left lists 'INSURANCE TOPICS' such as Coverage, Disasters and Risks, Insurance Industry, Features, and All Coverage En Español. The main content area features a video player with a play button overlay. The video title is 'Personal Stories: The Hodas Discuss Checking Insurance Policies Regularly'. Below the video, there is a caption: 'PERSONAL STORIES: THE HODAS, CHECKING POLICIES' and a short paragraph: 'In the aftermath of Hurricane Katrina, Gene Hoda recommends checking insurance policies regularly to make sure you have enough coverage.' To the right of the video, there are sections for 'I.I.I. SPOTLIGHT' (Property/Casualty Insurance and Systemic Risk), 'I.I.I. VIDEO' (Choosing an Insurance Company), and 'PRESENTATIONS' (The Regulatory Environment and Increasing Global Uncertainty: Implications for Insurance Finance and...).

Video

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iiiorg - Sets

Joplin, Missouri Tornadoes


[Thumbnails](#) [Detail](#) [Comments](#)

[Slideshow](#)     [More](#) ▾



16 photos | 78 views | [Add a comment?](#)

items are from between 25 May 2011 & 28 May 2011.

 [Feed](#) – Subscribe to the set "Joplin, Missouri Tornadoes"

Activity [Around You](#) [In Your Groups](#) [From Your Friends](#) [You](#) [Your Photostream](#) [Organize](#) [Upload](#) [Your Account](#)
Explore [Places](#) [Last 7 Days](#) [This Month](#) [Popular Tags](#) [The Commons](#) [Creative Commons](#) [Search](#)
Help [Community Guidelines](#) [The Help Forum](#) [FAQ](#) [Tools](#) [Sitemap](#) [Get Help](#)

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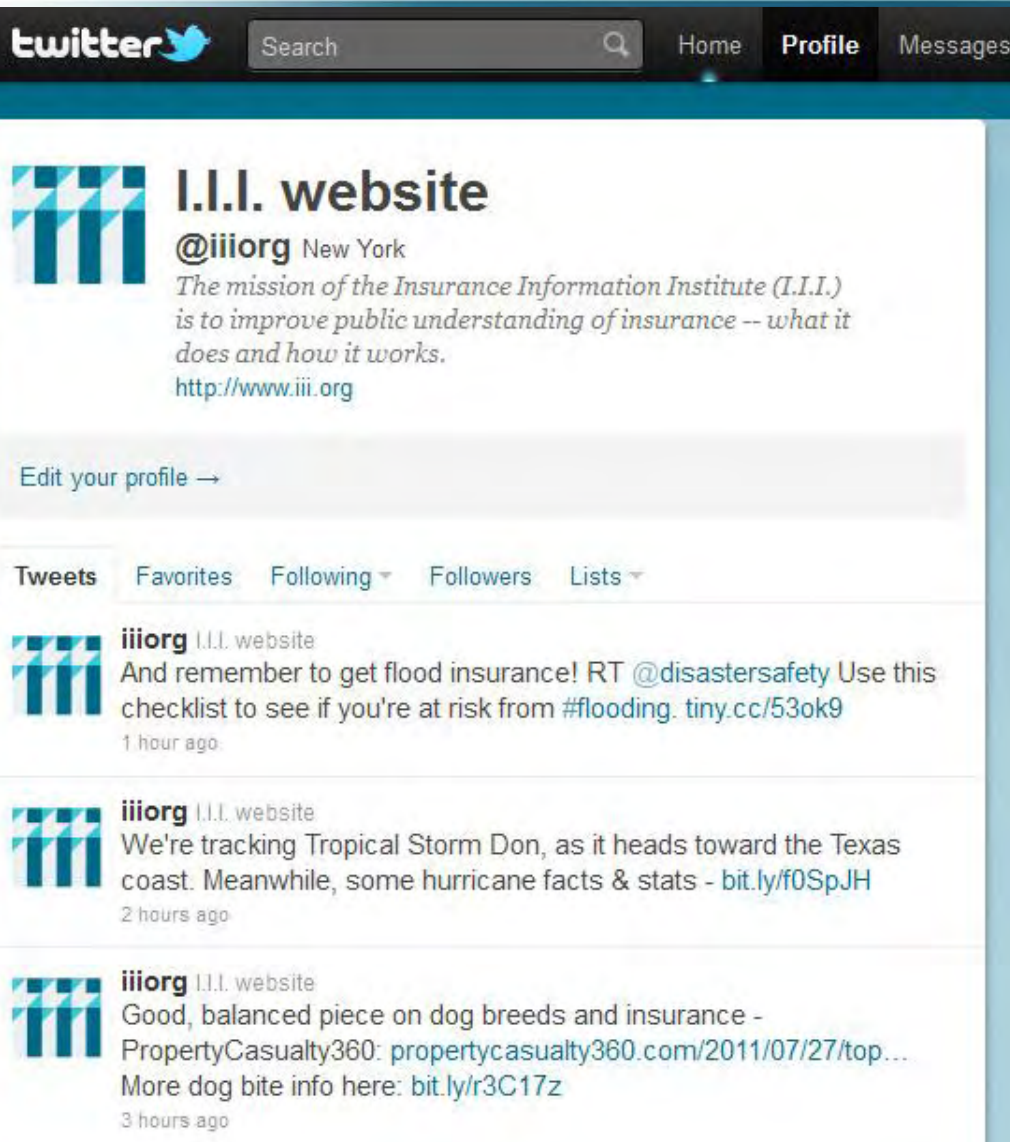
I.I.I. On Facebook



The screenshot shows the Facebook profile of the Insurance Information Institute. The page header includes the Facebook logo, a search bar, and the page name "Insurance Information Institute" with the tagline "Non-Profit Organization · New York, New York · Edit Info". Below the header is a banner image with five photos. The "Wall" section features a "Share:" button with options for Status, Photo, Link, Video, and Question, followed by a text input field "Write something...". The first post is from the Insurance Information Institute, dated "2 hours ago", with the text: "We're tracking Tropical Storm Don, which is expected to gain a little strength before making landfall on the Texas coast later Friday. In the meantime, here are some facts and statistics about hurricanes...". It includes a pie chart and a link to "III - Hurricanes www.iii.org". The second post is also from the Insurance Information Institute, dated "2 hours ago", with the text: "Interesting new LIFE/LIMRA study shows the Internet now plays a role in 8 out of 10 life insurance purchases.". It includes a logo for LIFE and a link to "Life Insurance Purchasing Habits Changing as One in Four Consumers Now Prefer to Buy Direct www.lifehappens.org". The left sidebar shows navigation options like "Hidden Posts", "Info", "Photos", "Discussions", "Reviews", "Links", "Video", "Notes", "More", "About", and "445 people like this".

- I.I.I. Facebook Page created October 2009
- 445 Likes
- Updated several times per week; all press releases, Issues Updates notifications, new content, including videos
- In addition: photos from I.I.I. events such as JIF, notable presentations, etc; links to I.I.I. spokespersons in the news; links to industry-related content such as studies, surveys from other organizations. This provides a more personal touch than is possible on the website
- Plus: Facebook has proven to be a steady, consistent driver of traffic to the website, getting users to the content they need
- AREAS OF COORDINATION?
-Consider customizing I.I.I. Page and setting up separate subpage to highlight member company activities

I.I.I. On Twitter



The screenshot shows the Twitter profile for @iiiorg. The profile header includes the I.I.I. logo, the name "I.I.I. website", the handle "@iiiorg", and the location "New York". The bio states: "The mission of the Insurance Information Institute (I.I.I.) is to improve public understanding of insurance -- what it does and how it works." and provides the website URL "http://www.iii.org". Below the bio is an "Edit your profile" link. The main content area shows a list of tweets. The first tweet is from @iiiorg, mentioning flood insurance and a checklist. The second tweet is from @iiiorg, tracking Tropical Storm Don. The third tweet is from @iiiorg, discussing dog breeds and insurance.

- @iiiorg created May 2009
- 1,656 Followers
- Updated daily when possible/relevant
- Posts new I.I.I. content, along with interesting industry related information, including technology/finance
- Other 'official' feeds: III_Research (995), IIIindustryblog (1025), @InsuringFLA (374)
- Plus: Networking with other groups/member companies disseminates information to a wider variety of people than we would ever be able to reach otherwise
- AREAS OF COORDINATION?
 - Compile and follow list of member company Twitter feeds
 - Comment/retweet as appropriate
 - Notify in advance of specific campaigns so as to coordinate Twitter activity (e.g. I.I.I./IBHS Twitter/blog coordinating for opening of research center)

I.I.I. On YouTube



The screenshot shows the YouTube channel page for 'I.I.I.' (Insurance Information Institute). The channel name is 'I.I.I.'s Video Library' with a subscriber count of 6,586. The main video is 'Disaster Planning with Pets', which has 29 views and was uploaded on July 25, 2011. The video description states: 'It's an all too common tragedy, beloved pets lost or abandoned in the wake of a disaster. The Insurance Information Institute says there are steps you can take now to protect yourself, your loved ones AND your pets. To learn more about disasters and insurance, check out <http://www.iii.org>'. The channel also features a 'Recent Activity' section showing two new video uploads: 'Disaster Planning with Pets' (6 days ago) and 'Insurance for the Small Business Owner' (1 month ago). The channel's profile information includes the name 'Insurance Information Institut', 6,586 channel views, and 518,931 total upload views.


- Page created March 2007
- Over 125 I.I.I. videos posted
- Most viewed: “Road Rage” (219,132 views)
- Individual videos also linked to YouTube versions off website; YouTube embed code provided for sharing
- AREAS OF COORDINATION?
-Post relevant videos on member company channels, embed on company websites?

LinkedIn Account Type: Basic

Home Profile Contacts Groups Jobs Inbox Companies News More

[Social Media Dashboard - Post, Engage, Measure. Everything you need to man](#)

Edit Profile View Profile



Andrea Basora [Edit](#)
 Vice President - Digital Communications
 Greater New York City Area | Think Tanks

[Edit](#)

Andrea Basora Pools are a great way to escape the heat, but can be dangerous, with over 3,400 fatal drownings in the U.S. annually - <http://bit.ly/olA3bm> via Twitter

2 hours ago • Like • Comment • Share • See all activity • Post an update

Current

- Vice President - Digital Communications at **Insurance Information Institute** [Edit](#)
- + [Add a current position](#)

Past

- Managing Editor, Multimedia at Pearson Education
- Associate Editor at Newsweek.com
- Adjunct Professor at St. Louis University

[see all...](#)

Education

- Yale University
- Columbia University in the City of New York

Recommendations + [Ask for a recommendation](#)

Connections 178 connections

Websites

- Company Website [Edit](#)











Twitter [iiorg](#) [Edit](#)

Public Profile <http://www.linkedin.com/pub/andrea-basora/2/36a/0> [Edit](#)

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Groups You've Joined Following Groups You May Like Groups Directory

Groups You've Joined (10) [Reorder](#)

-  Columbia Alumni Association Network [4](#)
-  Columbia College, Columbia University in the City of New York
-  Innovation in Journalism
-  Ivy League Alumni [1](#) [1](#)
-  Journal of Insurance Operations
-  Mobile Technology for Nonprofit Organizations
-  Social Media - Insurance and Reinsurance [2](#)
-  Social Media for Nonprofit Organizations [5](#)
-  Social Media Today [4](#) [1](#)
-  Yale University Alumni [1](#) [1](#)

- No official I.I.I. presence on LinkedIn
- However with profile linked to I.I.I. Twitter feed, LinkedIn has become a major referral source to I.I.I. website
- AREAS OF COORDINATION?
-Consider setting up an insurance issues/social media discussion group

I.I.I. Social Media Outreach

How It All Works Together – Japan Earthquake

facebook

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Insurance Information Institute

Local Business · New York, New York [Edit Info](#)



Wall Insurance Information Ins... · Most Recent ▾

Share: [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...

Insurance Information Institute
WATCH: Dr. Hartwig speaks briefly about the insurance implications of the Japanese earthquake (with link to his full presentation).



III - Dr. Hartwig Talks about the Insurance Impact of the Earthquake in Japan
www2.iii.org

3 hours ago · Like · Comment · Share

Insurance Information Institute
LISTEN: I.I.I.'s president, Dr. Hartwig, talks about the earthquake impact in Japan.



A.M. Best Video Archive
www3.ambest.com
Video coverage of insurance topics and interviews with insurance professionals by the staff of the A.M. Best Company, publisher of Best's Review, BestWeek, BestWire, Special Reports and more.

6 hours ago · Like · Comment · Share

Insurance Information Institute
Looking for information about the Japan earthquake and tsunamis? Check out our resource page:



III - Japan Earthquake and Pacific Tsunamis
www.iii.org

@Bob_Hartwig
Robert Hartwig

Media with question on the massive quake in Japan call me at 917-453-1885 or email at bobh@iii.org. Info to be posted to www.iii.org soon.

11 Mar via Twitter for BlackBerry® ☆ Favorite ↻ Retweet ↩ Reply

@iiiorg
I.I.I. website

We've been updating our Japan Earthquake page with the latest facts and statistics, and audio from **@Bob_Hartwig** - <http://bitly.com/iaVw2F>

1 hour ago via web ☆ Favorite ↻ Reply 🗑 Delete

Retweeted by OFarmersInsure and others

@iiiorg
I.I.I. website

I.I.I. news release: **#Japan Earthquake** Could be One of the Costliest In History - <http://bit.ly/gTqi8i> **#tsunami**

11 Mar via TweetDeck ☆ Favorite ↻ Reply 🗑 Delete

Retweeted by mjanczewski and others

- Hidden Posts
- Info
- Photos
- Discussions
- Reviews
- Links
- Video
- Notes
- More ▾

362 people like this

Likes See All



Along with continuing to grow our existing social media networks, in 2012 we plan to focus on:

- Producing more creative, low budget YouTube style videos that have the potential to reach a wider, younger audience through viral sharing
- Creating a series of insurance related mobile apps for iPhone and Android to make it easy for users to have the information they need literally at their fingertips. For example, homeowners and auto insurance checklists, and a home inventory app tied to our already popular and established software product

3. Challenges and Opportunities for Insurance Communicators

So, Why Don't More (Financial) Companies Do It?

Reasons Not To:

- Data Privacy
- Chinese Wall Rules
- Poor Platforms
- Competitive Culture
- Legal
- Data Security
- Cost of Surveillance/Monitoring
- Risk of Negative Reaction

Why Bother?

- Building Communities
- Client Service
- Real-time Feedback
- Employee Engagement
- Product Development
- Enhancement of Brand Recognition
- Risk of Not Participating In the Conversation (it's going to happen with or without you...)

Communications Challenges for the industry

- Fewer dedicated insurance journalists
- More and more web-based media (Insure.com, for example) that hires reporters with no financial training who are time consuming to work with and frequently get the story wrong
- Use of social media by reporters looking for negative stories
- Fear of use of social media after a major disaster like Hurricane Katrina to bash insurance companies.

- Social media can be a powerful tool to serve policyholders when purchasing a policy and filing a claim.
- User-friendly apps and use of social media can garner positive media coverage for both the industry and individual insurance companies.
- Four Square and other location -based social media can be a valuable tool in the aftermath of a disaster.
- Web-postings of news articles can provide invaluable insight into how individuals and business perceive insurance products.
- Respond immediately when there is a disaster

Changes in the media can mean opportunity!

What do you think?

Insurance Information Institute Online

www.iii.org

*Thank you for your time
and your attention!*

Download at www.iii.org/presentations

<http://twitter.com/JeanneSalvatore>

