



Partnership with the Lightning Protection Institute

An Overview of Communications Strategies

**LPI/ULPA 2014 Annual Conference
Singer Island, Florida
February 28, 2014**

**Lynne McChristian, I.I.I. Florida Representative and Catastrophe
Communications Expert**

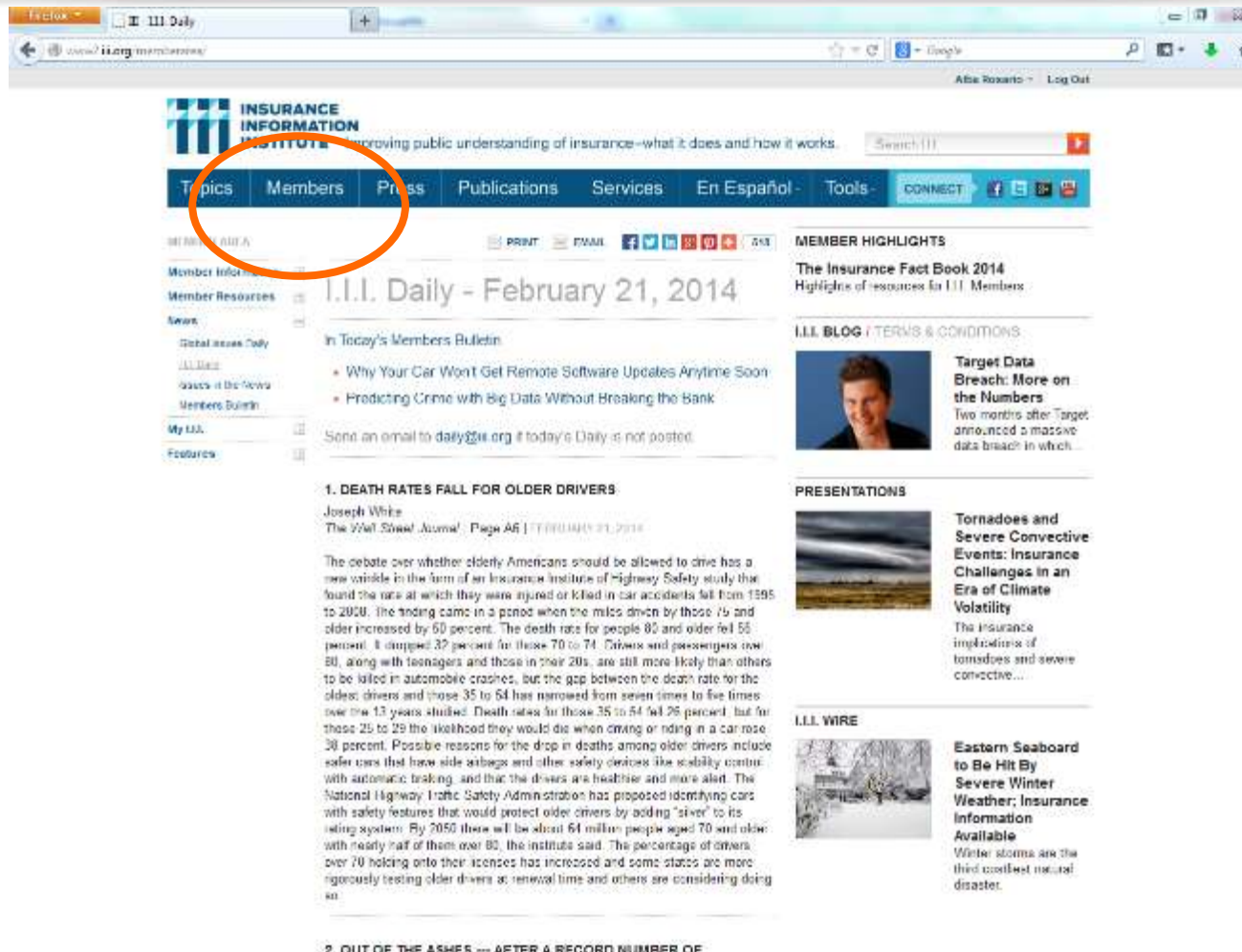
**Insurance Information Institute ♦ 110 William Street ♦ New York, NY 10038
Tel: 212.346.5520 ♦ Fax: (212) 32-1916 ♦ www.iii.org**

Greeting from I.I.I.'s Jeanne Salvatore



- **Overview of Communication Strategies**
 - Fully integrate lightning-related information into the I.I.I. website and its overall communications strategy, including:
 - Facts and Statistics
 - Consumer Articles
 - Videos
- **Highlights of 2013 Accomplishments**
 - Ongoing Partnership Activities
- **What's Ahead for 2014**

Strategy: Use I.I.I. website to promote LPI to insurance companies



Firefox - I.I.I. Daily

www.iii.org/members/

Alta Roxants - Log Out

INSURANCE INFORMATION INSTITUTE Improving public understanding of insurance--what it does and how it works.

Topics Members Press Publications Services En Español Tools CONNECT

Member Information Member Resources News Global Access Daily I.I.I. Daily Issues of the News Members Bulletin My I.I.I. Features

PRINT EMAIL

I.I.I. Daily - February 21, 2014

MEMBER HIGHLIGHTS

The Insurance Fact Book 2014
Highlights of resources for I.I.I. Members

I.I.I. BLOG / TERMS & CONDITIONS

Target Data Breach: More on the Numbers
Two months after Target announced a massive data breach in which...

PRESENTATIONS

Tornadoes and Severe Convective Events: Insurance Challenges in an Era of Climate Volatility
The insurance implications of tornadoes and severe convective...

I.I.I. WIRE

Eastern Seaboard to Be Hit By Severe Winter Weather; Insurance Information Available
Winter storms are the third costliest natural disaster.

In Today's Members Bulletin

- Why Your Car Won't Get Remote Software Updates Anytime Soon
- Predicting Crime with Big Data Without Breaking the Bank

Send an email to daily@iii.org if today's Daily is not posted.

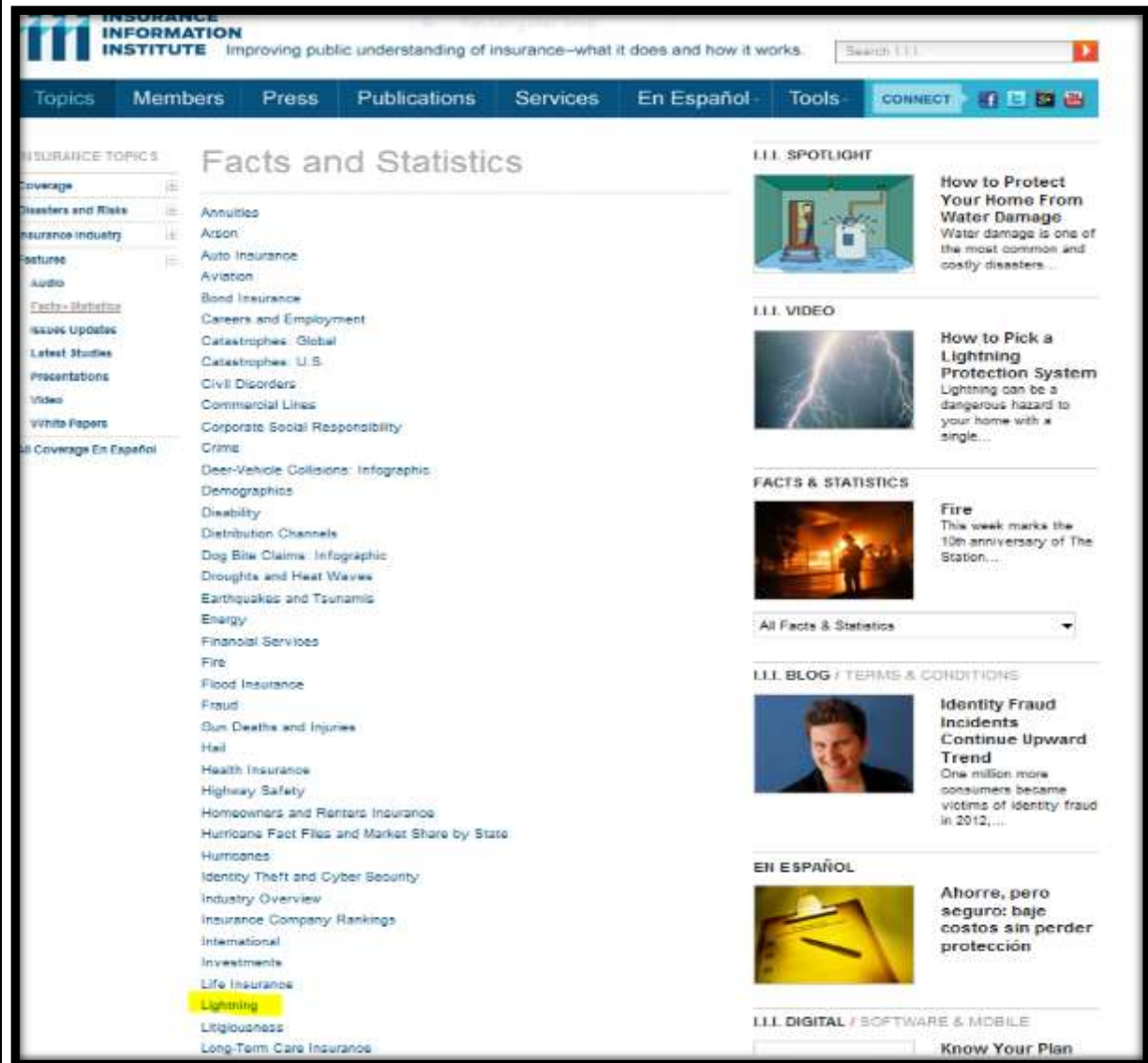
1. DEATH RATES FALL FOR OLDER DRIVERS
Joseph White
The Wall Street Journal | Page A6 | FEBRUARY 21, 2014

The debate over whether elderly Americans should be allowed to drive has a new wrinkle in the form of an Insurance Institute of Highway Safety study that found the rate at which they were injured or killed in car accidents fell from 1995 to 2010. The finding came in a period when the miles driven by those 75 and older increased by 60 percent. The death rate for people 80 and older fell 55 percent. It dropped 37 percent for those 70 to 74. Drivers and passengers over 80, along with teenagers and those in their 20s, are still more likely than others to be killed in automobile crashes, but the gap between the death rate for the oldest drivers and those 35 to 64 has narrowed from seven times to five times over the 13 years studied. Death rates for those 35 to 64 fell 26 percent, but for those 25 to 29 the likelihood they would die when driving or riding in a car rose 30 percent. Possible reasons for the drop in deaths among older drivers include safer cars that have side airbags and other safety devices like stability control, with automatic braking, and that the drivers are healthier and more alert. The National Highway Traffic Safety Administration has proposed identifying cars with safety features that would protect older drivers by adding "silver" to its rating system. By 2050 there will be about 64 million people aged 70 and older with nearly half of them over 80, the institute said. The percentage of drivers over 70 holding onto their licenses has increased and some states are more rigorously testing older drivers at renewal time and others are considering doing so.

2. OUT OF THE ASHES --- AFTER A RECORD NUMBER OF

Strategy: Lightning information appears in many places on the I.I.I. Website

Lightning facts and statistics are updated and featured on the I.I.I. website with a link to the [LPI](#).



The screenshot displays the Insurance Information Institute (I.I.I.) website. The header includes the I.I.I. logo, the tagline "Improving public understanding of insurance—what it does and how it works," and a search bar. The navigation menu features links for Topics, Members, Press, Publications, Services, En Español, Tools, and a CONNECT button with social media icons.

The main content area is divided into several sections:

- INSURANCE TOPICS:** A sidebar menu listing various insurance topics. The "Lightning" link is highlighted in yellow.
- Facts and Statistics:** A central section listing numerous topics such as Annuities, Arson, Auto Insurance, Aviation, Bond Insurance, Careers and Employment, Catastrophes: Global, Catastrophes: U.S., Civil Disorders, Commercial Lines, Corporate Social Responsibility, Crime, Deer-Vehicle Collisions: Infographic, Demographics, Disability, Distribution Channels, Dog Bite Claims: Infographic, Droughts and Heat Waves, Earthquakes and Tsunamis, Energy, Financial Services, Fire, Flood Insurance, Fraud, Gun Deaths and Injuries, Hail, Health Insurance, Highway Safety, Homeowners and Renters Insurance, Hurricane Fact Files and Market Share by State, Hurricanes, Identity Theft and Cyber Security, Industry Overview, Insurance Company Rankings, International, Investments, Life Insurance, **Lightning**, Litigiousness, and Long-Term Care Insurance.
- I.I.I. SPOTLIGHT:** A section featuring a video titled "How to Protect Your Home From Water Damage" with a description: "Water damage is one of the most common and costly disasters..."
- I.I.I. VIDEO:** A section featuring a video titled "How to Pick a Lightning Protection System" with a description: "Lightning can be a dangerous hazard to your home with a single..."
- FACTS & STATISTICS:** A section featuring a video titled "Fire" with a description: "This week marks the 10th anniversary of The Station..."
- I.I.I. BLOG / TERMS & CONDITIONS:** A section featuring a video titled "Identity Fraud Incidents Continue Upward Trend" with a description: "One million more consumers became victims of identity fraud in 2012..."
- EN ESPAÑOL:** A section featuring a video titled "Ahorre, pero seguro: baje costos sin perder protección"
- I.I.I. DIGITAL / SOFTWARE & MOBILE:** A section with a "Know Your Plan" button.

Strategy: Lightning data included in Facts & Statistics

Lightning strikes cost nearly \$1 billion in homeowners insurance losses in 2012, according to the Insurance Information Institute (I.I.I.). An analysis of homeowners insurance data by the I.I.I. and State Farm ® found there were 151,000 lightning claims in 2012, down nearly 19 percent from 2011. The I.I.I. puts the average lightning claim at \$6,400 in 2012, up 25 percent from 2011. Georgia had the largest number of homeowner insurance claims for lighting losses in 2012, followed by North Carolina and Pennsylvania, according to the I.I.I.

HOMEOWNERS INSURANCE CLAIMS AND PAYOUTS FOR LIGHTNING LOSSES, 2008-2012

| | 2008 | 2009 | 2010 | 2011 | 2012 | Percent change | |
|------------------------------|-----------|---------|-----------|---------|---------|----------------|-----------|
| | | | | | | 2008-2012 | 2011-2012 |
| Number of paid claims | 246,200 | 185,789 | 213,278 | 186,307 | 151,000 | -38.7% | -19.0% |
| Insured losses (\$ millions) | \$1,065.5 | \$798.0 | \$1,033.5 | \$952.5 | \$969.0 | -9.1 | 1.7 |
| Average cost per claim | \$4,329 | \$4,296 | \$4,846 | \$5,112 | \$6,400 | 47.8 | 25.2 |

Source: Insurance Information Institute, State Farm ®.

- Lightning damage accounted for about \$1 billion in homeowners insurance claims each year from 2010 to 2012, according to an analysis by the Insurance Information Institute.

NOTE: Statistics for 2013 will be updated when the NAIC issues market share data. This is expected prior to the June press conference to promote Lightning Safety Awareness Week

Feature Data from the National Fire Protection Association

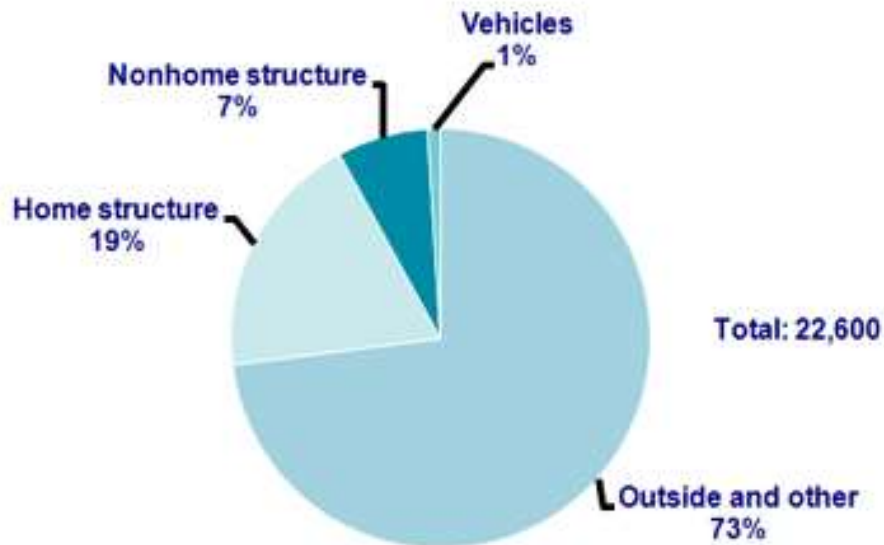
Lightning Fires in Residential Vs. Non-Residential Properties

From 2007 to 2011 local U.S. fire departments responded to an average of 22,600 fires per year that were started by lightning, according to an analysis by the National Fire Protection Association (NFPA). These fires caused an average of nine civilian deaths and \$451 million in direct property damage per year, according to the NFPA. Home fires accounted for 19 percent of the lightning fires, fires in non-residential structures, including businesses and other non-residential properties, accounted for 7 percent; vehicle fires accounted for 1 percent. The remaining 73 percent were in outdoor and unclassified properties.

Lightning fires in non-residential properties caused an average of \$108 million in direct property damage each year from 2007 to 2011, according to the survey. The average annual damage in non-residential properties includes:

- \$28 million in storage facilities
- \$22 million in places of assembly, such as houses of worship and restaurants
- \$19 million in nonhome residential properties such as hotels and motels
- \$15 million in mercantile and business properties such as offices, specialty shops and department stores
- \$15 million in industrial and manufacturing facilities
- \$3 million in outside properties
- \$3 million in educational and healthcare facilities
- \$3 million in miscellaneous properties

FIRES STARTED BY LIGHTNING BY TYPE OF STRUCTURE, 2007-2011 (1)



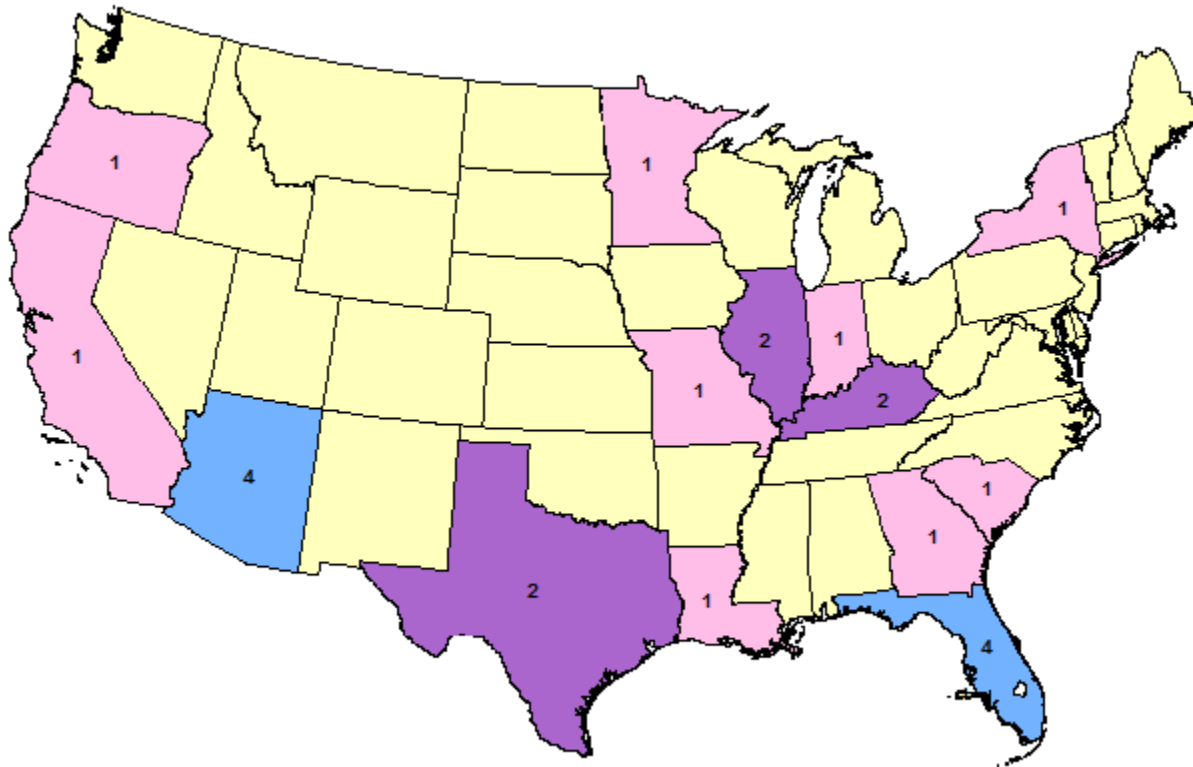
(1) Reported to local fire departments.

Source: National Fire Protection Association.

Note: Archived data available back to 2002

Data in Facts and Statistics

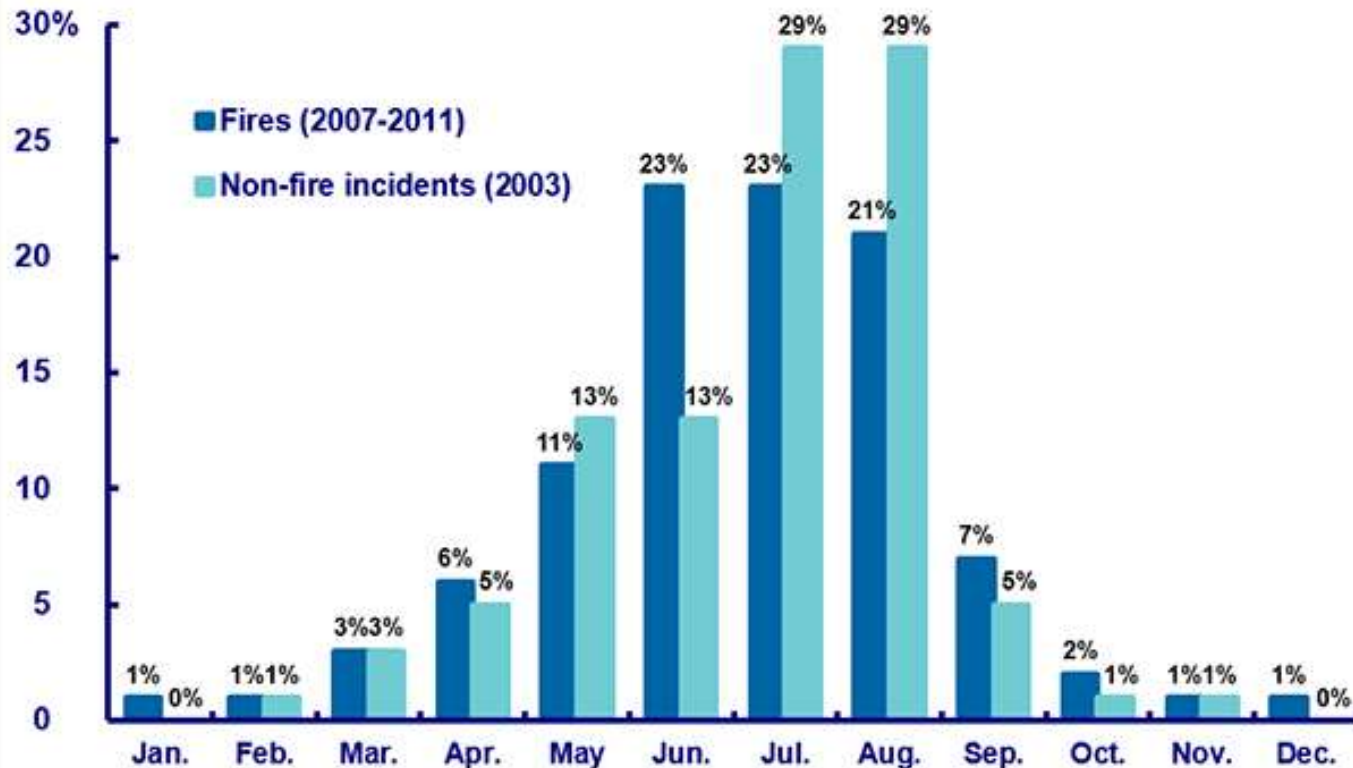
LIGHTNING FATALITIES BY STATE, 2013



Source: U.S. Department of Commerce, National Oceanic and Atmospheric Administration, National Weather Service.

Data in Facts and Statistics

LIGHTNING INCIDENTS BY MONTH, 2007-2011



Source: National Fire Protection Association.

2012 WEATHER EVENTS, FATALITIES, INJURIES AND DAMAGE (1)

| Weather events | Fatalities | Injuries | Property damage (\$ millions) | Crop damage (\$ millions) | Total damage (\$ millions) |
|-------------------|------------|--------------|----------------------------------|------------------------------|-------------------------------|
| Lightning | 28 | 139 | \$47.89 | \$0.45 | \$48.34 |
| Tornado | 70 | 822 | 1,648.68 | 1.06 | 1,649.73 |
| Thunderstorm wind | 50 | 332 | 312.11 | 10.30 | 322.40 |
| Hail | 0 | 54 | 2,414.43 | 93.91 | 2,508.34 |
| Total | 148 | 1,347 | \$4,423.11 | \$105.72 | \$4,528.81 |

(1) Includes the 50 states, Puerto Rico, Guam and the Virgin Islands.

Source: U.S. Department of Commerce, National Oceanic and Atmospheric Administration, National Weather Service.

For more information on lightning, please see [The Lightning Protection Institute](#).

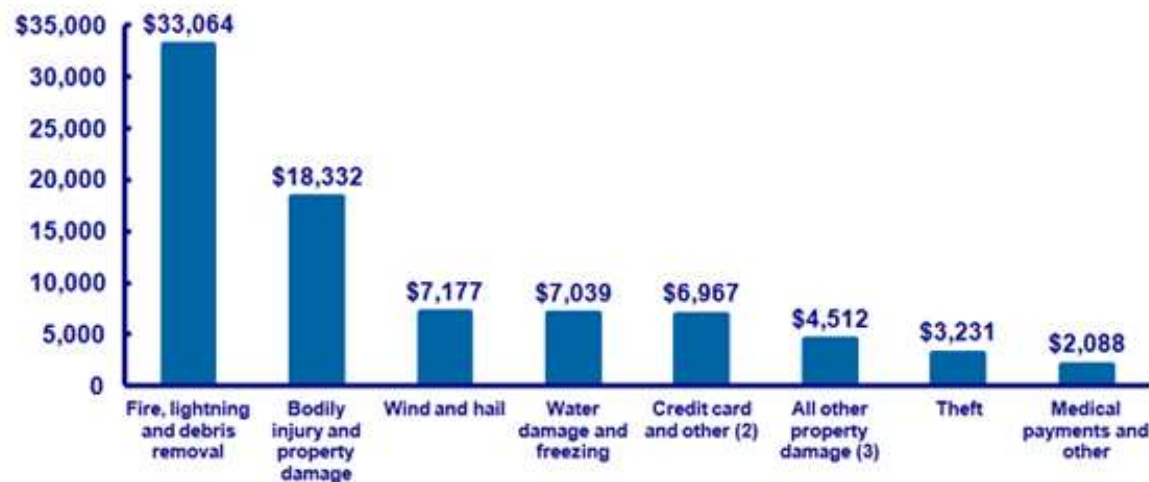
Strategy:

Encourage web users to contact LPI for additional information by linking to its website with all data sets.

Data in Facts and Statistics – Homeowners Insurance

HOMEOWNERS LOSSES RANKED BY CLAIMS SEVERITY (AVERAGE CLAIM), 2007-2011 (1)

(Weighted average, 2007-2011)



(1) For homeowners multiple peril policies. Excludes tenants and condominium owners policies. Accident year incurred losses, excluding loss adjustment expenses, i.e., indemnity costs per accident year incurred claims.

(2) Includes coverage for unauthorized use of various cards, forgery, counterfeit money and losses not otherwise classified.

(3) Includes vandalism and malicious mischief.

Source: ISO, a Verisk Analytics company.

Data in Facts and Statistics – Homeowners Insurance

HOMEOWNERS LOSSES RANKED BY CLAIMS FREQUENCY, 2006-2010 (1)

(Weighted average, 2006-2010)



(1) Claims per 100 house years (policies). For homeowners multiple peril policies. Excludes tenants and condominium owners policies.

(2) Includes vandalism and malicious mischief.

(3) Includes coverage for unauthorized use of various cards, forgery, counterfeit money and losses not otherwise classified.

Source: ISO, a Verisk Analytics company.

[View Archived Graphs](#)

PRINT EMAIL       41

Lightning Coverage and Safety

Damage caused by lightning, such as fire, is covered by standard homeowners and business insurance policies. Some home and business insurance policies provide coverage for power surges that are the direct result of lightning striking a home or business. There is also coverage for lightning damage under the comprehensive portion of an auto insurance policy.

With the explosion in the number and value of consumer electronics in homes, such as flat screen TVs, home entertainment centers, multiple computers, gaming systems and other expensive devices, it is more important than ever to take precautions.

Preventing Losses

The I.I.I. offers the following tips to protect homes and businesses against power surges and lightning strikes:

1. Install a lightning protection system. A lightning protection system supplies structural protection by providing a specified path on which lightning can travel. When a building is equipped with a lightning protection system, the destructive power of the lightning strike is directed safely into the ground, leaving the structure and its contents undamaged. The system includes a lightning rod or air terminals at the top of the house that can be disguised to look like a weather vane and wires to carry the current down to grounding rods at the bottom of the house. According to the Institute for Business & Home Safety (IBHS), the lightning protection

electrical discharges that can damage a building's electrical system, computers, appliances and other systems. UL-listed transient voltage surge suppressors can also be installed to protect specific pieces of electronic equipment. Keep in mind that power strips offer little protection from electrical power surges.

3. Unplug expensive electronic equipment. As an added precaution, unplug expensive electronic equipment such as TVs, computers and the like if you know a storm is approaching.

Do's and Don'ts for Lightning Safety

1. When Thunder Roars...GO INDOORS! Take shelter in a home, large building or substantial fully enclosed building, preferably protected with a lightning protection system. Hard topped vehicles are generally safe shelters, as well.

2. Avoid areas where you will be the highest object. If you are caught in an open field with no nearby shelter, and your hair begins to stand on end (an indication that lightning is about to strike) drop down and crouch with hands on knees, rocking up on the balls of your feet. (The idea is to make as little contact with the ground as possible.) Never lie down flat or place your hands on the ground.

3. Certain locations are extremely hazardous during thunderstorms. Avoid lakes, beaches or open water, fishing from a boat or dock, riding on golf carts, farm equipment, motor cycles or bicycles. Take shelter in tunnels, subways, even ditches or caves if necessary—but never under a tree!

4. If caught on high ground or in an open area, seek shelter in a low area and stay away from trees. A small grove of bushes or shrubs is preferable to lone trees.

5. To avoid side flashes (voltage from a nearby struck object) stay clear of fences or isolated trees. Keep away from telephone poles, power lines, pipelines or other electrically conductive objects.

6. Stay off the telephone! In your home, don't stand near open windows, doorways or metal piping. Stay away from the TV, plumbing,

Lightning Myths



LIGHTNING MYTHS: TIPS TO STAY SAFE

Jeanne Salvatore dispels common myths about lightning safety and provides the basic tips for staying safe when a storm approaches.

[GET EMBED CODE](#)[DOWNLOAD](#)[YOUTUBE](#)

[Watch Video](#)

How to Pick a Lightning Protection System



HOW TO PICK A LIGHTNING PROTECTION SYSTEM

Lightning can be a dangerous hazard to your home with a single bolt carrying as much as 30 million volts of electricity. Fortunately there are lightning protection systems available to keep your home safe. Find out how to choose the right system from the right professionals to protect yourself from disaster.

[GET EMBED CODE](#)[DOWNLOAD](#)[YOUTUBE](#)[Watch Video](#)

Corporate Social Responsibility

February 27 is International Corporate Philanthropy Day. The P/C...

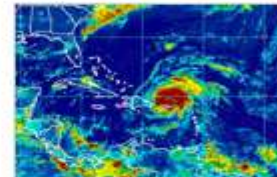
I.I.I. VIDEO



Lightning Myths: Tips to Stay Safe

Jeanne Salvatore dispels common myths about lightning safety...

FACTS & STATISTICS



Catastrophes: U.S.

Insured U.S. CAT losses totaled \$35.9B in 2011, well above...

All Facts & Statistics



I.I.I. BLOG / TERMS & CONDITIONS



Buffett's Insurance Commandments

Warren Buffett had some words of wisdom for insurers and underwriters...

Beyond Thunder Dumb: When Lightning Strikes...



BEYOND THUNDER DUMB: WHEN LIGHTNING STRIKES...

More than 80% of lightning fatalities are men who did not seek shelter from an approaching storm, but instead kept on fishing, boating, golfing, biking, or working outdoors. Be prepared by recognizing danger and knowing what to do and what not to do. If you can hear thunder, even a distant rumble, lightning is close enough to strike you. Immediately seek shelter in a substantial building or a metal-topped vehicle. Voices by: Michael Barry and Justin Shaddix Script by: James P. Ballot



Your Home From Water Damage
Water damage is one of the most common and costly disasters...

I.I.I. VIDEO



Water Damage
Running water is an everyday convenience that if not properly...

FACTS & STATISTICS



Fire
This week marks the 10th anniversary of The Station...

All Facts & Statistics

I.I.I. BLOG / TERMS & CONDITIONS



Identity Fraud Incidents Continue Upward Trend
One million more consumers became victims of identity fraud in 2012...

<http://www2.iii.org/video/beyond-thunder-dumb-when-lightning-strikes.html>

[Topics](#) [Members](#) [Press](#) [Publications](#) [Services](#) [En Español](#) [Tools](#)

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Don't Be a Dummy About Lightning Protection Systems



 share

 00:00  00:00  

[Watch Video](#)

Video: b-roll/bites

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[Features](#) 

[All Coverage En
Español](#)

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Lightning, b-roll/bites



LIGHTNING, B-ROLL/BITES

I.I.I. SPOTLIGHT



How to Protect Your Home From Water Damage

Water damage is one of the most common and costly disasters...

I.I.I. VIDEO



How to Pick a Lightning Protection System

Lightning can be a dangerous hazard to your home with a single...

FACTS & STATISTICS



Fire

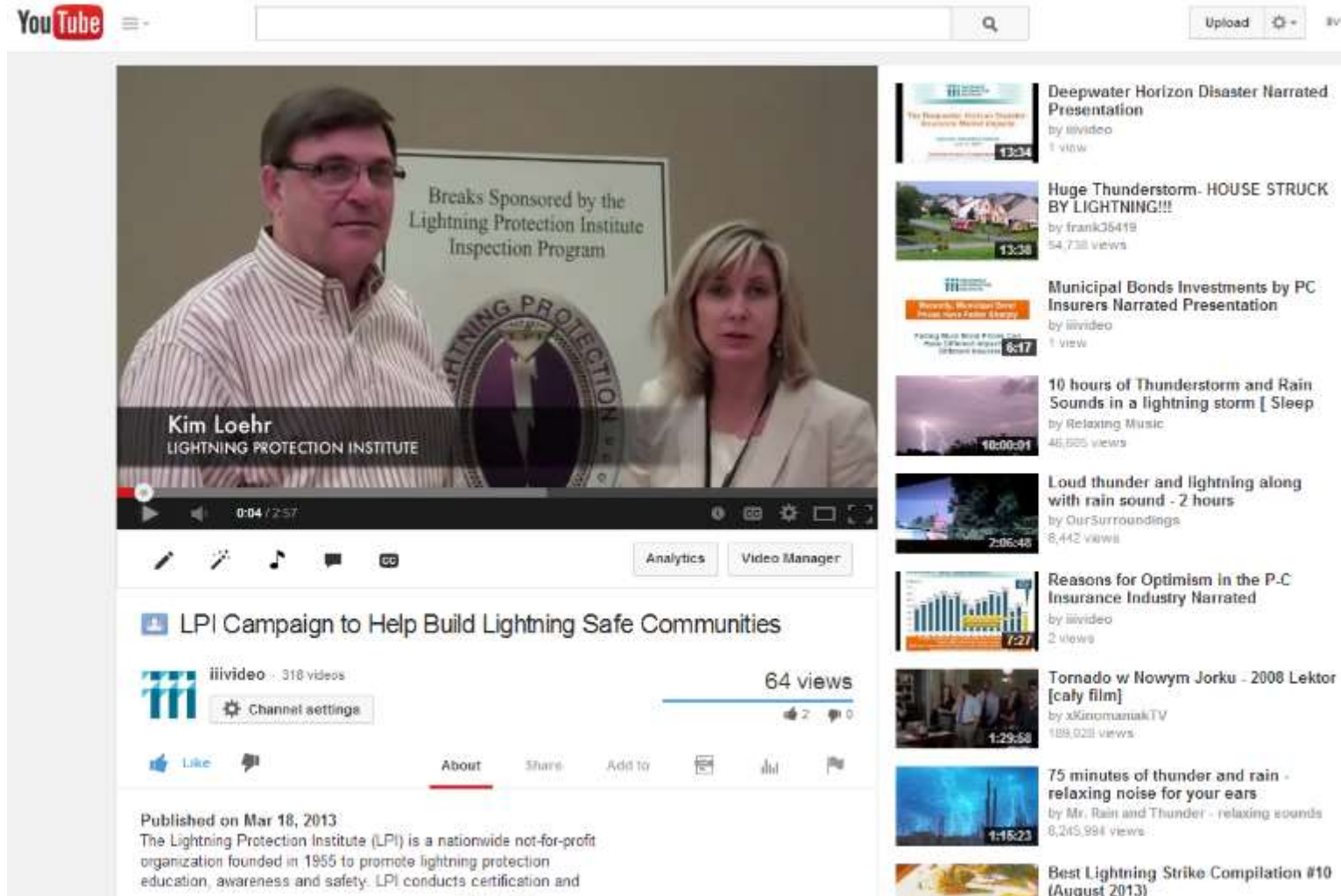
This week marks the 10th anniversary of The Station...

[All Facts & Statistics](#) 

Highlights

2013 Accomplishments and Ongoing Partnership Activities

Recorded and edited a Web video at 2013 conference



The screenshot shows a YouTube video player with a video titled "Breaks Sponsored by the Lightning Protection Institute Inspection Program". The video features two speakers, Kim Loehr and a woman, in front of a banner for the Lightning Protection Institute. The video is from the channel "LPI Campaign to Help Build Lightning Safe Communities". The video player shows a progress bar at 0:04 / 2:57. Below the video player, there are links for "Analytics" and "Video Manager". The channel name "LPI Campaign to Help Build Lightning Safe Communities" is displayed, along with the channel logo and a link to "Channel settings". The video has 64 views. Below the video player, there is a description: "Published on Mar 18, 2013. The Lightning Protection Institute (LPI) is a nationwide not-for-profit organization founded in 1955 to promote lightning protection education, awareness and safety. LPI conducts certification and..."

YouTube

Search

Upload

Deepwater Horizon Disaster Narrated Presentation
by iivideo
1 view

Huge Thunderstorm- HOUSE STRUCK BY LIGHTNING!!!
by frank35419
54,738 views

Municipal Bonds Investments by PC Insurers Narrated Presentation
by iivideo
1 view

10 hours of Thunderstorm and Rain Sounds in a lightning storm [Sleep
by Relaxing Music
46,605 views

Loud thunder and lightning along with rain sound - 2 hours
by OurSurroundings
8,442 views

Reasons for Optimism in the P-C Insurance Industry Narrated
by iivideo
2 views

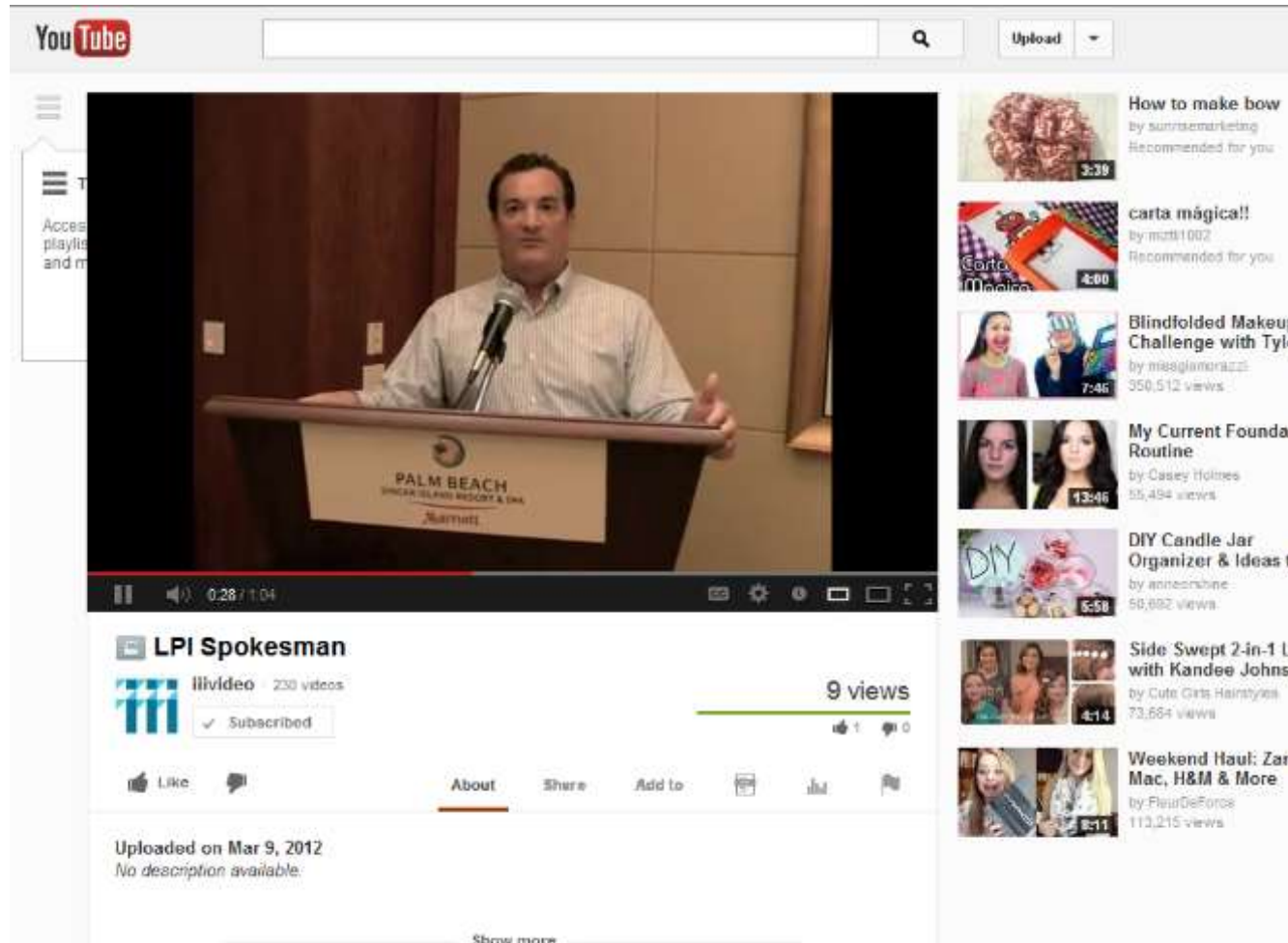
Tornado w Nowym Jorku - 2008 Lektor [caly film]
by xKinomaniakTV
189,028 views

75 minutes of thunder and rain - relaxing noise for your ears
by Mr. Rain and Thunder - relaxing sounds
8,245,994 views

Best Lightning Strike Compilation #10 (August 2013)

Link: <http://www.youtube.com/watch?v=zFxK6YEO8A>

Recorded and edited a Web video at 2012 conference, too!



The screenshot shows a YouTube video player interface. The main video displays a man in a light-colored shirt speaking at a podium. The podium has a sign that reads "PALM BEACH SUMMIT" and "INSURANCE INFORMATION INSTITUTE". The video player includes a search bar, an "Upload" button, and a list of recommended videos on the right side. Below the video player, the channel name "LPI Spokesman" is visible, along with a "Subscribed" button and a "9 views" count. The video was uploaded on Mar 9, 2012, and no description is available.

YouTube

Search

Upload

Access
playlist
and more

0:28 / 1:04

LPI Spokesman

ilivideo 230 videos

Subscribed

9 views

Like

About Share Add to

Uploaded on Mar 9, 2012
No description available.

Show more

How to make bow
by sunnemarketing
Recommended for you
3:39

carta mágica!!
by mrtti1002
Recommended for you
4:00

Blindfolded Makeup
Challenge with Tyle
by maeiglamorazzi
350,512 views
7:46

My Current Foundati
Routine
by Casey Holmes
55,494 views
13:46

DIY Candle Jar
Organizer & Ideas to
by aonecshine
50,692 views
5:58

Side Swept 2-in-1 Lo
with Kandee Johnso
by Cute Girls Hairstyles
73,664 views
4:14

Weekend Haul: Zara
Mac, H&M & More
by FleurDeForce
113,215 views
8:11

Issue News Releases – Since I.I.I. began partnering with the UPLA/LPI, 15 releases were issued and posted to our website -- with four issued in 2013.

| Content Type | Result | Ranking |
|---------------|---|---------|
| Press Release | <p>Lightning Claim Costs Continue to Rise; Surging Electronics Prices, Product Shortages, Partly to Blame</p> <p>Lightning strikes cost nearly \$1 billion in insured losses in 2011. POSTED: JUNE 21, 2012</p> | ★★★★★ |
| Press Release | <p>Thunderstruck! Average Lightning Claim Costs Up by 25 Percent, But Number of Claims Continues to Fall</p> <p>Lightning storms can cause extensive damage to life and property. POSTED: JUNE 25, 2013</p> | ★★★★★ |
| Press Release | <p>Believing Lightning Myths Is Dangerous, Especially In Florida; Get The Facts To Protect Yourself And Your Property</p> <p>Everyday storms during summer months may cause people to disregard lightning, and that could have deadly consequences. On average, lightning is responsible for more weather-related deaths in Florida than all other weather hazards combined, and Florida has the highest number of lightning casualties of all 50 states. POSTED: JUNE 15, 2011</p> | ★★★★★ |
| Press Release | <p>Lightning Protection Institute (LPI) to Host Summit on Lightning Safety</p> <p>Experts will discuss the latest developments in lightning protection technologies and safety practices. POSTED: FEBRUARY 21, 2014</p> | ★★★★★ |
| Press Release | <p>Lightning Is an Underrated Killer; Knowing Fact From Fiction Can Save Lives and Prevent Injuries</p> <p>Lightning safety tips. POSTED: JUNE 13, 2011</p> | ★★★★★ |
| Press Release | <p>"Flash Animation": Insurance Information Institute Teams Up With NOAA, LPI to Spread Word About Lightning Safety</p> <p>New I.I.I. lightning safety video. POSTED: JUNE 27, 2012</p> | ★★★★★ |
| Press Release | <p>Lightning Protection Institute Hosts "Search For Storm Heroes" During Lightning Safety Awareness Week</p> <p>Lightning Protection Institute offers tips for protecting homes against damage from lightning. POSTED: JUNE 18, 2010</p> | ★★★★★ |

News releases issued in English and Spanish to announce new lightning claim data and promote Lightning Safety Awareness Week



Distributed information through I.I.I.'s social media network. On Facebook alone we reached 77,071 users



Lightning information, tailored to Florida audiences

 **INSURING FLORIDA**

[PRESS RELEASES](#) [EN ESPAÑOL](#) [INSURANCE TOOLS](#)

 **HOMEOWNERS
+ RENTERS**

 **AUTO**

 **LIFE**

 **BUSINESS**

[SEARCH >](#)

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



[More](#)

STRAIGHT TALK

Blogging about insurance in Florida

[Share This Story](#)



Leaky pipes a figment of fraudsters' imagination

FEBRUARY 05, 2014 |

More than two dozen people have been arrested in the past two weeks for faking damage to their homes in order to file an insurance claim. They said their cabinets and flooring were damaged by leaky pipes, but fraud investigators say their stories are all wet.

INSURANCE 101

Understanding Florida's Property Insurance Market

Dr. Robert Hartwig, CEO/President of the Insurance Information Institute, gave a presentation recently about Florida's property insurance market. He called Florida the "catastrophe epicenter of the U.S.," and the data and history bear that out. You can view the presentation to learn what affects the cost of coverage and to view the insurance industry's financial performance.

[PRESENTATION ON FLORIDA'S PROPERTY INSURANCE HISTORY AND FUTURE](#)

I.I.I. DIGITAL



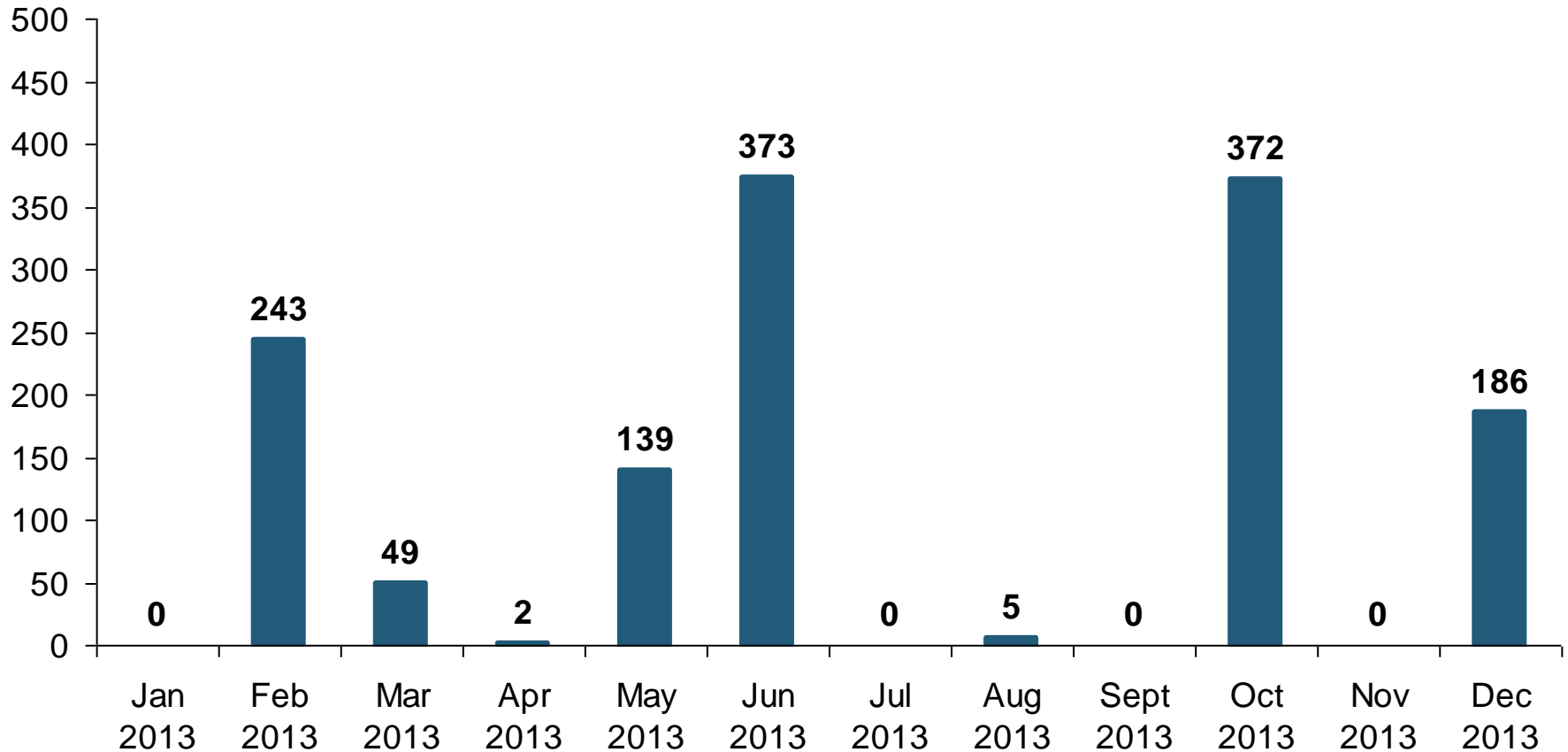
iiiToolkit App

Free app suite: Everything you need to plan, prepare, respond, and restore.
[MORE](#)

Tracking of Media Coverage

- Meltwater News reported 1,369 mentions of the LPI in 2013.
- Some of these hits were generated by news releases issued by the LPI; others by the I.I.I. releases on behalf of the LPI.
- Topics included: Promotion of lightning safe communities campaign, proposed disaster savings accounts, promotion of Thunderstruck video, release on the problems of unapproved lightning protection systems, new application for lightning protection and Lightning Safety Awareness Week.
- There were 7 LPI mentions in social media.
 - ◆ Full reports were provided to LPI.

Track Traditional Media Coverage of LPI



Source: Meltwater News.

Plans for 2014 – Outreach to Traditional Media



- Promote the 2014 conference in a media advisory, draft news releases at the event, promote conference via social media and tape a web video.
- Promote Lightning Safety Awareness Week with updated insured lightning stats.
- Make Kim Loehr available to speak to I.I.I. member companies, including attending the I.I.I. Communications meeting in June.
- Ask about discounts for lightning protection systems during a planned survey of other home insurance discounts.
- Incorporate lightning protection systems in the home buyers checklist.
- Support Lightning Safe Communities campaign.

Plans for 2014 (continued)

- Incorporate information on the value of lightning protection systems into post-disaster communication on rebuilding a home and when renovating or building a new structure.
- Meet with fire safety organizations to develop more partnerships and encourage better data collection of lightning losses.
- Reissue news releases promoting the three videos (How to Pick a Lightning Protection System, Lightning Myths and Lightning Safety).
- Track both traditional and social media coverage to find out what works and identify promotion opportunities.
- Lastly, a long shot idea: Pitch Richard Branson to do a public service announcement, as his home was struck by lightning and is being rebuilt with a lightning protection system.

2014: Issued a Media Advisory



Media Advisory

FOR IMMEDIATE RELEASE

New York Press Office: (212) 346-5500; media@iii.org

REPORTERS LOOKING FOR EXPERTS ON LIGHTNING SAFETY AND PROTECTION SYSTEMS ARE ENCOURAGED TO CONTACT THE LIGHTNING PROTECTION INSTITUTE

Contact: Kim Loehr / LPI Director of Communications/ LLpco@aol.com or 804-314-8955

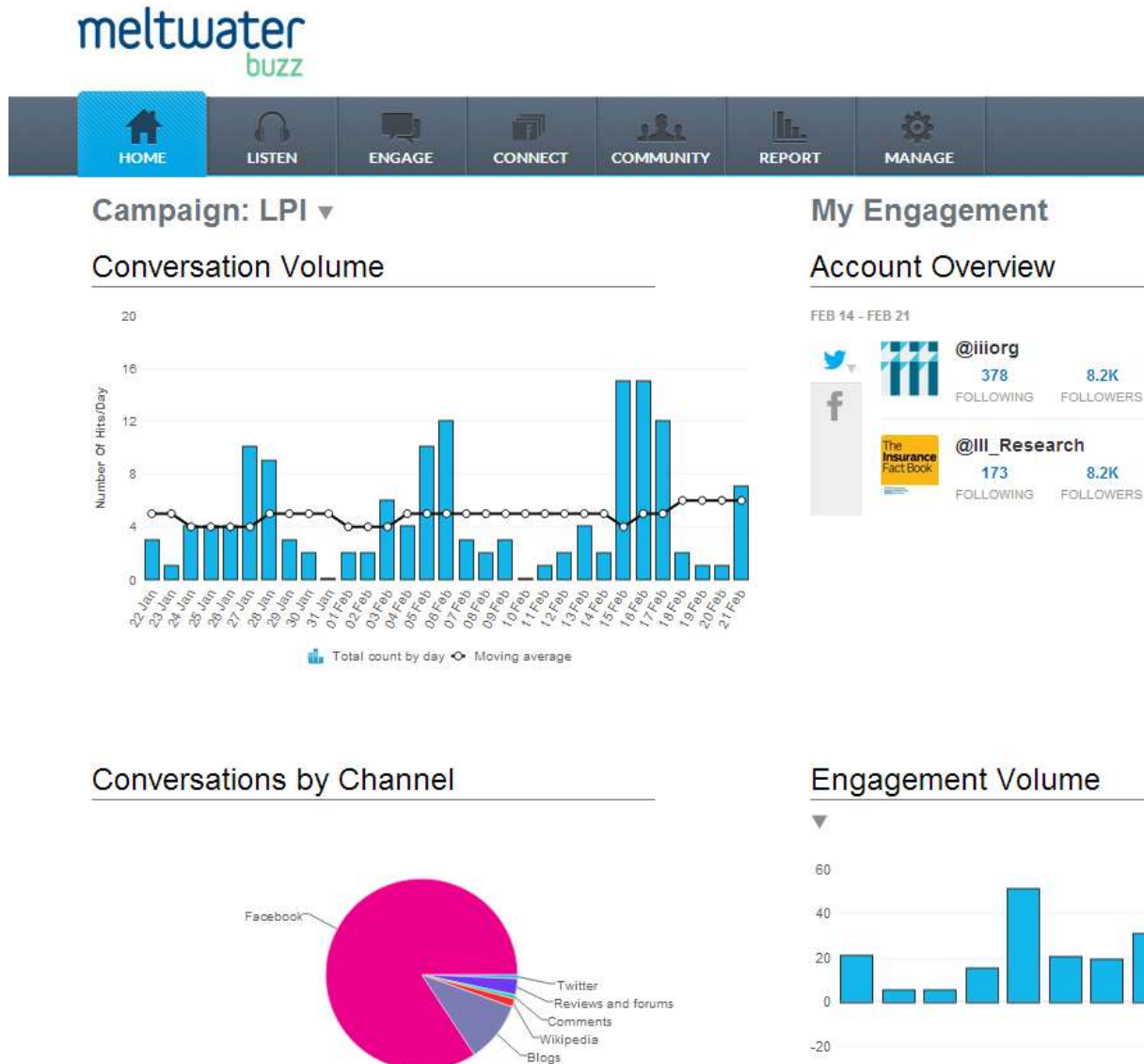
LAS VEGAS, NEVADA, February 26, 2013 – Lightning protection experts, engineers and safety directors will be meeting in Las Vegas this week (2/26 – 3/2) at the Aria Resort and Casino to discuss the latest advances in lightning protection, according to the Lightning Protection Institute (LPI). The full meeting agenda can be found at the LPI website at www.lightning.org.

Topics will include:

- Lightning Protection Inspection Programs
- Proper Installation of Lightning Protection Systems
- Lightning Safe Communities Campaign

Distributed the advisory by PR Newswire. It appeared on over 300 websites of newspapers, radio and TV stations in the first 24 hours!

Tracking Lightning for Trends in Social Media in 2013



Insurance Information Institute Website

www.iii.org