



Partnership with the Lightning Protection Institute

An Overview of Communications Strategies

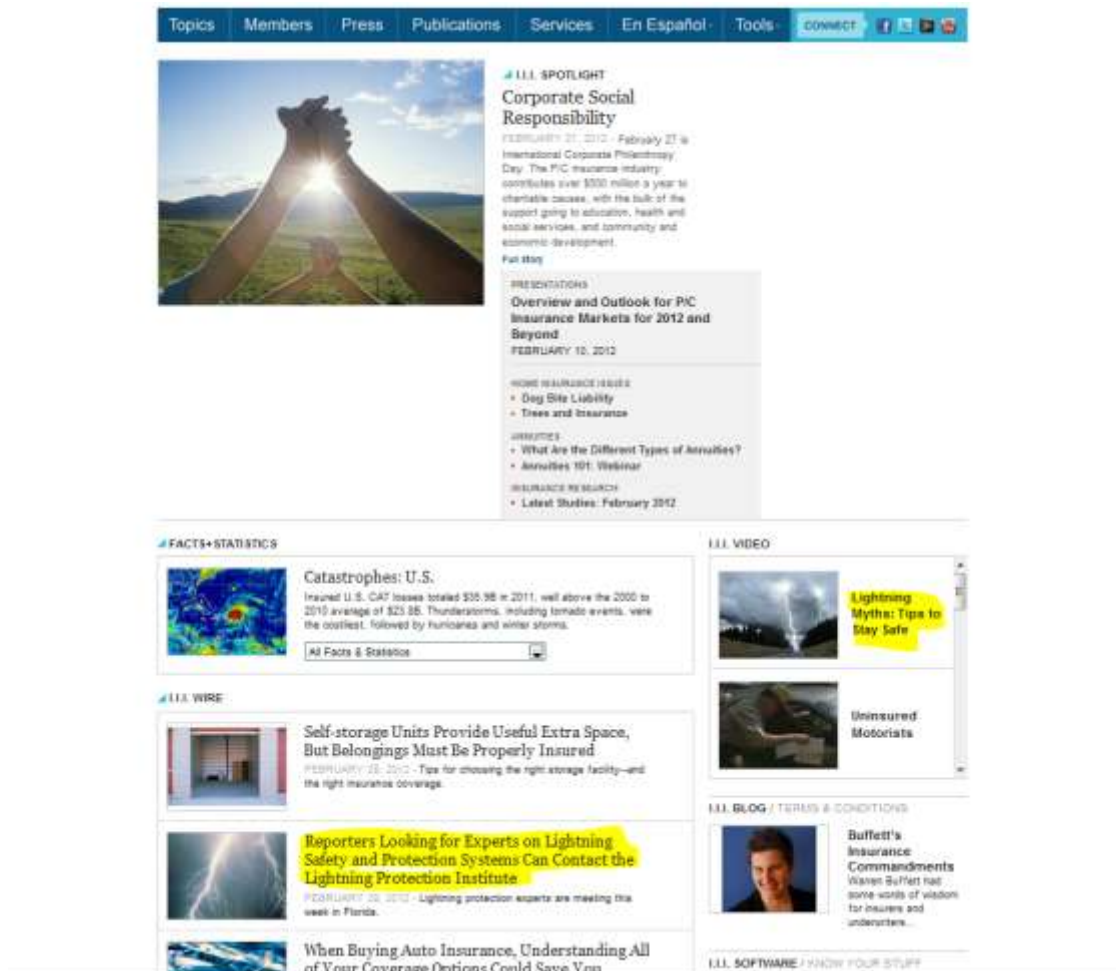
2012 ULPA/LPI Conference
Palm Beach Marriott, Singer Island, Florida,
Friday, March 2

Jeanne M. Salvatore, SVP, Public Affairs,
Insurance Information Institute ♦ 110 William Street ♦ New York, NY 10038

Communications Strategies

- I. Integrated lightning related information into the I.I.I. website and ongoing communications
 - Facts and Statistics
 - News Releases
 - Podcasts
- II. Plans for 2012
 - Outreach to traditional media
 - Getting ULPI/LPI into the social media conversation
 - Web videos and extraordinary videos
 - Monitoring traditional and social media

LPI Featured on Front Page of I.I.I. Website this week



The screenshot shows the I.I.I. website with a dark blue header containing navigation links: Topics, Members, Press, Publications, Services, En Español, Tools, and a CONNECT button with social media icons. The main content area features a large image of hands forming a triangle with the sun in the center, titled "I.I.I. SPOTLIGHT Corporate Social Responsibility". Below this, a sidebar lists "PRESENTATIONS" including "Overview and Outlook for PIC Insurance Markets for 2012 and Beyond" and "HOME REASSURANCE ISSUES" such as "Dog Bite Liability" and "Trees and Insurance". The main content area also lists "INSURANCE RESEARCH" and "Latest Studies: February 2012".

FACTS+STATISTICS

Catastrophes: U.S.
Insured U.S. CAT losses totaled \$35.96 in 2011, well above the 2000 to 2010 average of \$23.85. Thunderstorms, including tornado events, were the costliest, followed by hurricanes and winter storms.
[All Facts & Statistics](#)

I.I.I. WIRE

Self-storage Units Provide Useful Extra Space, But Belongings Must Be Properly Insured
FEBRUARY 28, 2012 - Tips for choosing the right storage facility—and the right insurance coverage.

Reporters Looking for Experts on Lightning Safety and Protection Systems Can Contact the Lightning Protection Institute
FEBRUARY 28, 2012 - Lightning protection experts are meeting this week in Florida.

When Buying Auto Insurance, Understanding All of Your Coverage Options Could Save You

I.I.I. VIDEO

Lightning Myths: Tips to Stay Safe

Uninsured Motorists

I.I.I. BLOG / TERMS & CONDITIONS

Buffett's Insurance Commandments
Warren Buffett had some words of wisdom for insurers and underwriters.

I.I.I. SOFTWARE / KNOW YOUR STUFF

Integrated Lightning information into the I.I.I. Website

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

In 2011, there were 658,149 visitors to the I.I.I. website.


INSURANCE TOPICS

- Coverage
- Disasters and Risks
- Insurance Industry
- Features
 - Audio
 - Facts & Statistics**
 - Issues Updates
 - Latest Studies
 - Presentations
 - Video
 - White Papers
- All Coverage En Español

Facts and Statistics


- Annuities
- Arson
- Auto Insurance
- Aviation
- Bond Insurance
- Careers and Employment
- Catastrophes: Global
- Catastrophes: U.S.
- Civil Disorders
- Commercial Lines
- Corporate Social Responsibility
- Credit Scoring
- Crime
- Deer-Vehicle Collisions: Infographic
- Demographics
- Disability
- Droughts and Heat Waves
- Earthquakes and Tsunamis
- Energy
- Financial Services
- Fire
- Flood Insurance
- Fraud
- 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
- Long-Term Care Insurance
- Marine Accidents
- Mortality Risk
- Municipal Bonds

I.I.I. SPOTLIGHT



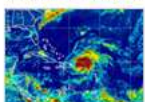
Corporate Social Responsibility
February 27 is International Corporate Philanthropy Day. The P/C...

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

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EN ESPAÑOL



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I.I.I. SOFTWARE / KNOW YOUR STUFF



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Lightning strikes resulted in more than a billion dollars in home insurance losses in 2010. The cost per claim has been rising in part because of the increase in the number and value of expensive electronics

Lightning

LIGHTNING

In 2010 there were 29 lightning fatalities, five fewer than the 2009 total of 34 deaths and ten fewer than the 10-year average of 39 fatalities, according to data from the National Oceanic Atmospheric Administration.

HOMEOWNERS INSURANCE CLAIMS AND PAYOUT FOR LIGHTNING LOSSES, 2006-2010

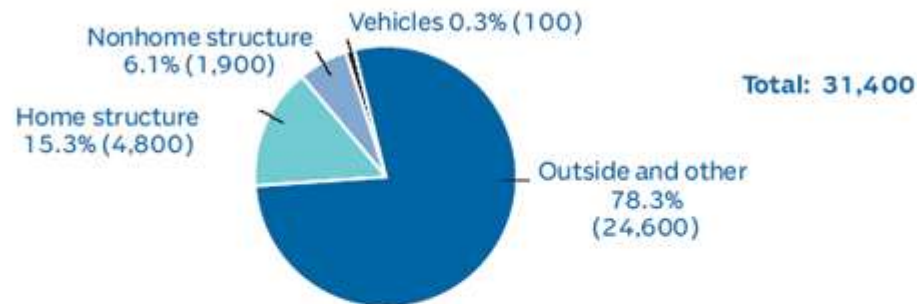
	2006	2007	2008	2009	2010	Percent change	
						2006-2010	2009-2010
Number of paid claims	256,000	177,100	246,200	185,789	213,278	-16.7%	14.8%
Insured losses (\$ millions)	\$882.2	\$942.4	\$1,065.5	\$798.0	\$1,033.5	17.2	29.5
Average cost per claim	\$3,446	\$5,321	\$4,329	\$4,296	\$4,846	40.6%	12.8%

Source: Insurance Information Institute.

[View Archived Tables](#)

Note: 2011 Numbers will be updated as soon as the NAIC issues market share data estimated to be released in early April

FIRES STARTED BY LIGHTNING BY TYPE, 2002-2005 (1)



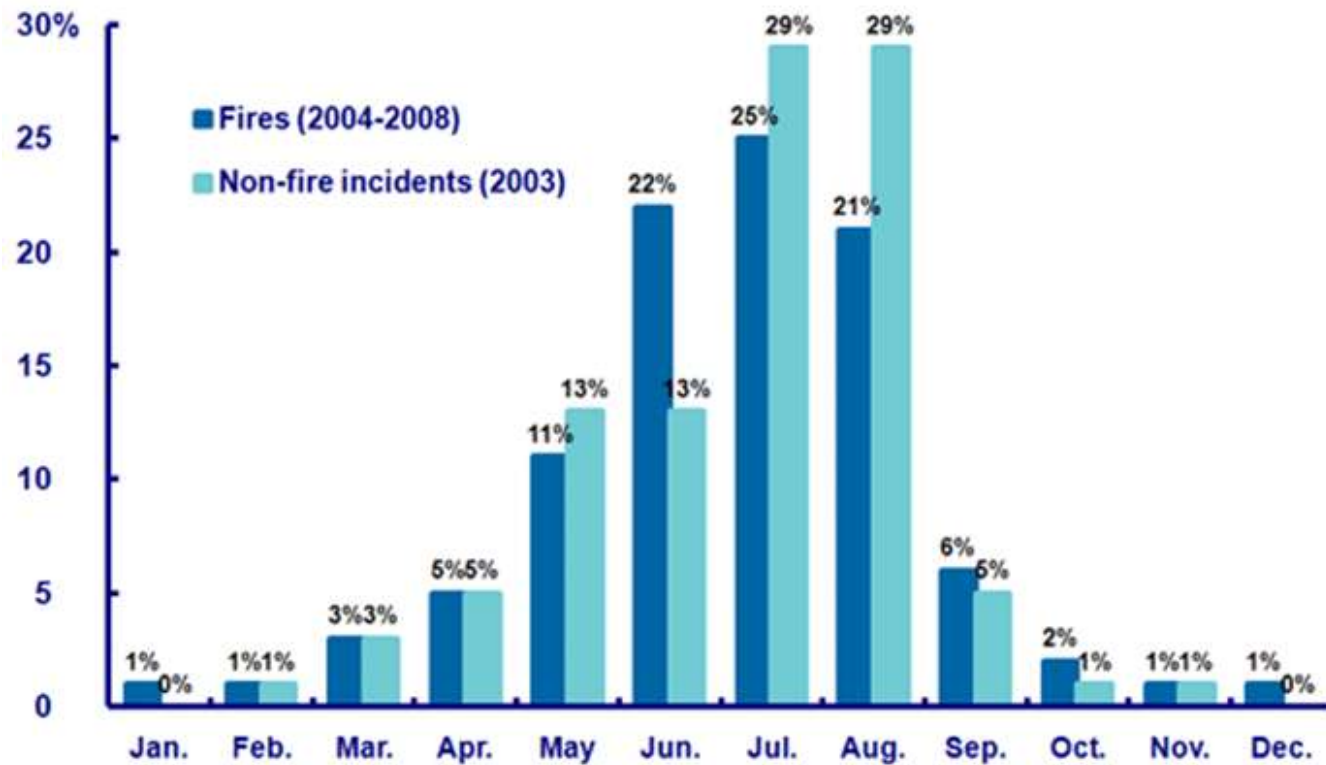
(1) Reported to local fire departments.

Source: National Fire Protection Association.

For more information on lightning, please see The Lightning Protection Institute. [Link to LPI in many parts of the I.I.I. web site](#)

Data in Facts and Statistics

LIGHTNING INCIDENTS BY MONTH



Source: National Fire Protection Association.

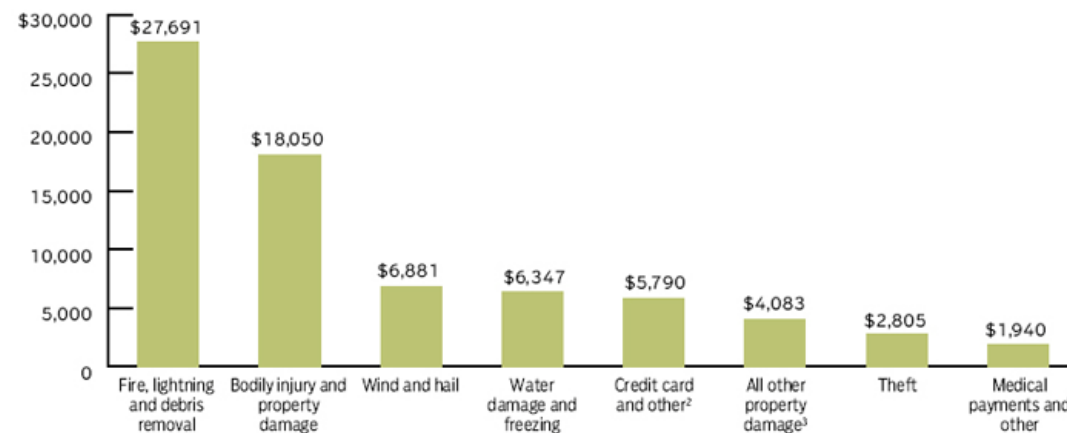
Homeowners and Renters Insurance

CAUSES OF HOMEOWNERS INSURANCE LOSSES

In 2009 6 percent of insured homes had a claim, according to ISO. About 95 percent of those claims were for property damage, including theft. Changes in the percentage of each type of homeowners loss from one year to another are partially influenced by large fluctuations in the number and severity of weather-related events such as hurricanes and winter storms. There are two ways of looking at losses: by the average number of claims filed per 100 policies (frequency) and by the average amount paid for each claim (severity). The loss category “water damage and freezing” includes damage caused by mold, if covered. Every state except Arkansas, New York, North Carolina and Virginia has adopted an ISO mold limitation for homeowners insurance coverage, which allows insurers to exclude the coverage unless the condition results from a covered peril.

HOMEOWNERS LOSSES RANKED BY CLAIMS SEVERITY (AVERAGE CLAIM), 2005-2009 (1)

(Weighted average, 2005-2009)



Data in Facts and Statistics

AVERAGE HOMEOWNERS LOSSES, 2005-2009 (1)

(Weighted average, 2005-2009)

Cause of loss	Claim frequency (2)	Claim severity (3)
Property damage		
Fire, lightning and debris removal	0.49	\$27,691
Wind and hail	2.19	6,881
Water damage and freezing	1.44	6,347
Theft	0.50	2,805
All other (4)	0.88	4,083
Liability		
Bodily injury and property damage	0.11	18,050
Credit card and other (5)	0.08	5,790
Medical payments and other	0.05	1,940
Average (property damage and liability), 2005-2009	5.73	\$7,876

- In the six-year period, 2005-2009, 5.7 percent of insured homes had a claim.

(1) For homeowners multiple peril policies. Excludes tenants and condominium owners policies.

(2) Claims per 100 house years (policies).

(3) Accident year incurred losses, excluding loss adjustment expenses, i.e., indemnity costs per accident year incurred claims.

(4) Includes vandalism and malicious mischief.

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

Source: ISO, a Verisk Analytics company.

[View Archived Tables](#)

HOMEOWNERS INSURANCE LOSSES BY CAUSE, 2005-2009 (1)

(Percent of losses incurred)

Cause of loss	2005	2006	2007	2008	2009
Property damage	94.95%	93.17%	93.07%	94.97%	95.70%
Fire, lightning and debris removal	22.01%	32.80%	39.22%	29.05%	29.22%
Wind and hail	49.10	28.64	18.71	34.59	31.31
Water damage and freezing	14.60	18.90	23.00	20.90	23.70
Theft	2.27	3.47	3.45	3.15	3.36
All other property damage (2)	6.97	9.37	8.74	7.25	8.11
Liability	5.06	6.83	6.93	5.04	4.29
Bodily injury and property damage	4.29	5.57	5.42	3.64	2.86
Medical payments and other	0.18	0.29	0.25	0.22	0.23
Credit card and other (3)	0.59	0.97	1.26	1.18	1.20
Total (4)	100.00	100.00	100.00	100.00	100.00

(1) 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.

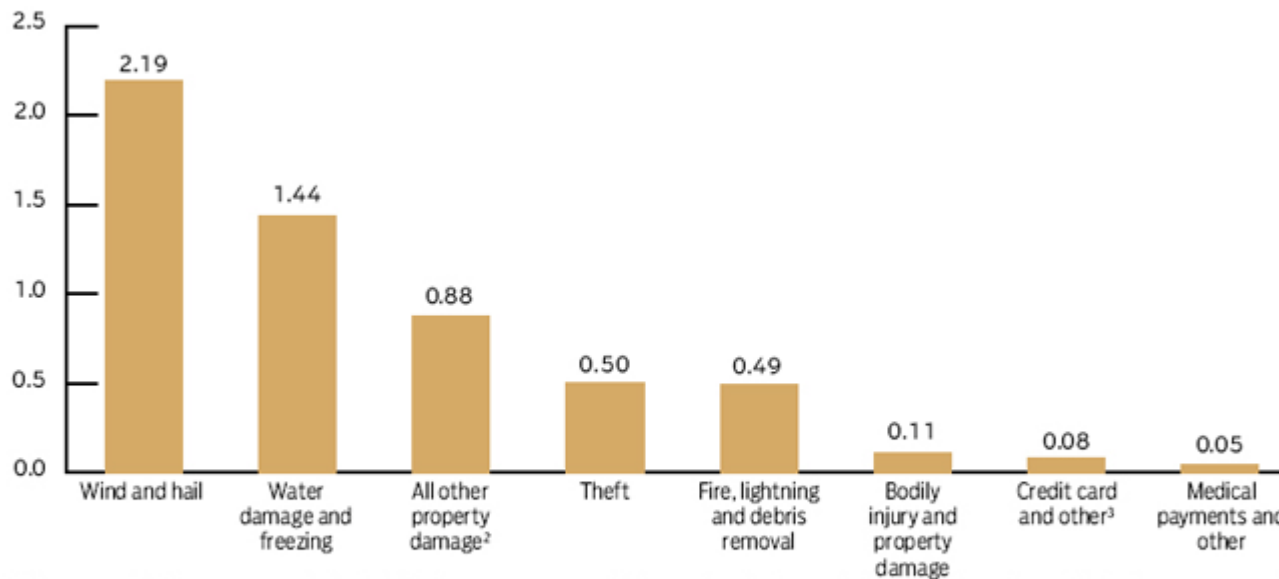
(4) May not add up to 100 due to rounding.

Source: ISO, a Verisk Analytics company.

[View Archived Tables](#)

HOMEOWNERS LOSSES RANKED BY CLAIMS FREQUENCY, 2005-2009 (1)

(Weighted average, 2005-2009)



(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.

AVERAGE HOMEOWNERS LOSSES, 2005-2009, RANKED BY CLAIMS FREQUENCY (1)

(Weighted average, 2005-2009)

Cause of loss and type of coverage (2)	Claim frequency (3)	Claim severity (4)
Wind and hail (property damage)	2.19	\$6,881
Water damage and freezing (property damage)	1.44	6,347
All other property damage (5)	0.88	4,083
Theft (property damage)	0.50	2,805
Fire, lightning and debris removal (property damage)	0.49	27,691
Bodily injury and property damage (liability)	0.11	18,050
Credit card and other (liability) (6)	0.08	5,790
Medical payments and other (liability)	0.05	1,940

(1) For homeowners multiple peril policies. Excludes tenants and condominium owners policies.

(2) Types of homeowners coverages are property damage and liability.

(3) Claims per 100 house years (policies).

(4) Accident year incurred losses, excluding loss adjustment expenses, i.e., indemnity costs per accident year incurred claims.

(5) Includes vandalism and malicious mischief.

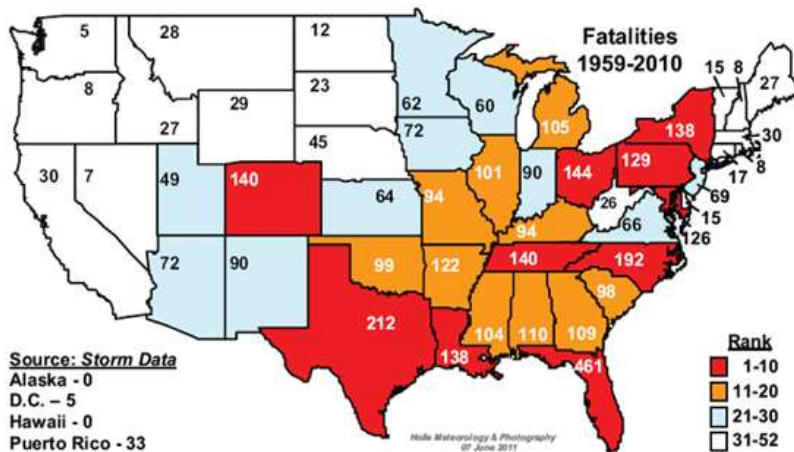
(6) Includes coverage for unauthorized use of various cards, forgery, counterfeit money and losses not otherwise classified.

Source: ISO, a Verisk Analytics company.

[View Archived Tables](#)

Lightning fatalities by state and compared to other natural disasters with a link to LPI

LIGHTNING FATALITIES BY STATE, 1959-2010



Source: National Weather Service.

2010 WEATHER EVENTS, FATALITIES, INJURIES AND DAMAGES (1)

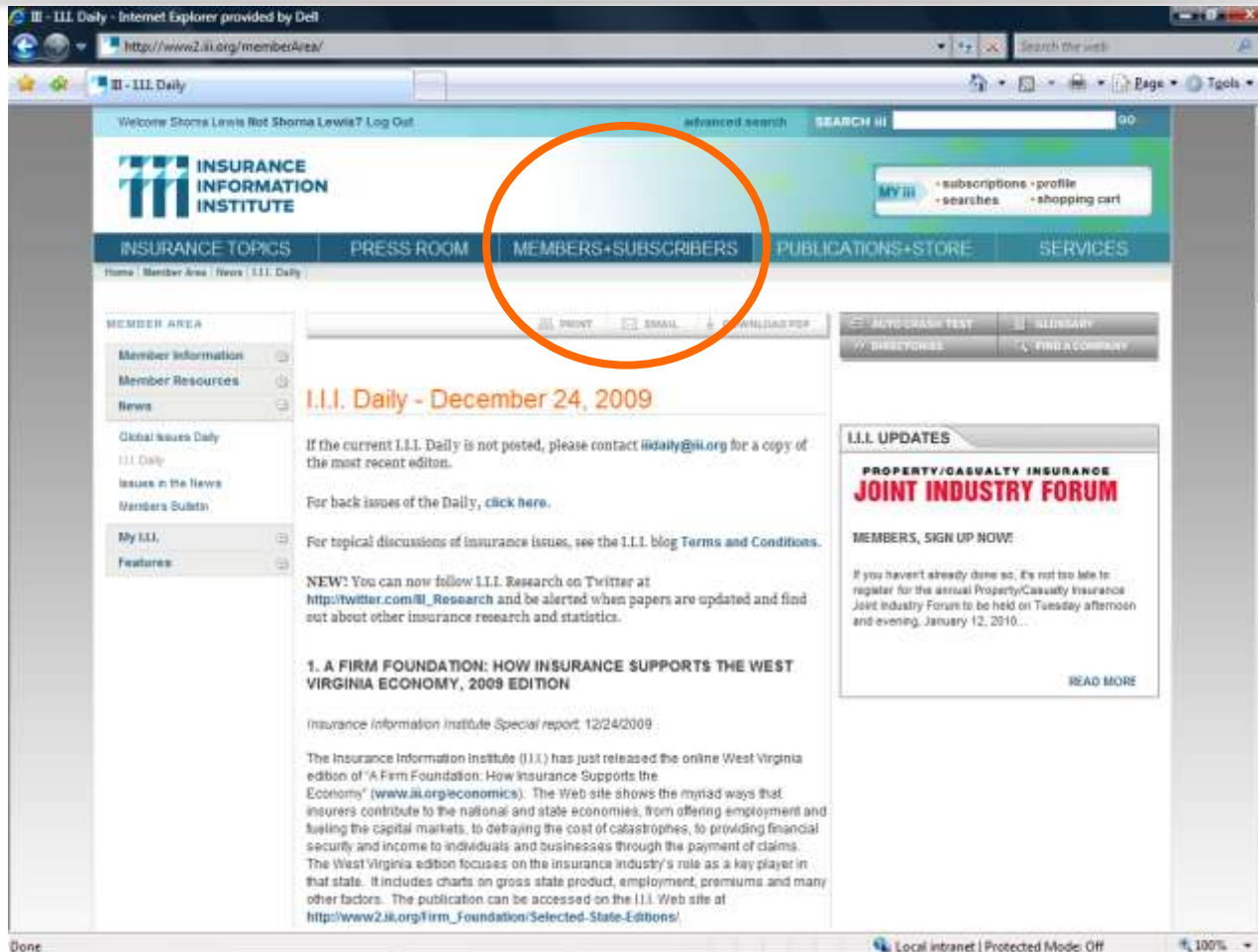
Weather events	Fatalities	Injuries	Property damage (\$ millions)	Crop damage (\$ millions)	Total damage (\$ millions)
Lightning	29	182	\$71.13	\$0.45	\$71.58
Tornado	45	699	1,106.92	27.64	1,134.57
Thunderstorm wind	15	325	214.04	10.56	224.61
Hail	0	42	924.11	99.82	1,023.93
Total	89	1,248	\$2,316.20	\$138.47	\$2,454.69

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

Source: National Weather Service.

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

Use I.I.I. Website to Promote LPI work to Insurance Companies



III - I.I.I. Daily - Internet Explorer provided by Dell

http://www2.iii.org/memberArea/

III - I.I.I. Daily

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I.I.I. Daily - December 24, 2009

If the current I.I.I. Daily is not posted, please contact iiidaily@iii.org for a copy of the most recent edition.

For back issues of the Daily, click [here](#).

For topical discussions of insurance issues, see the I.I.I. blog [Terms and Conditions](#).

NEW! You can now follow I.I.I. Research on Twitter at http://twitter.com/III_Research and be alerted when papers are updated and find out about other insurance research and statistics.

1. A FIRM FOUNDATION: HOW INSURANCE SUPPORTS THE WEST VIRGINIA ECONOMY, 2009 EDITION

Insurance Information Institute Special report: 12/24/2009

The Insurance Information Institute (I.I.I.) has just released the online West Virginia edition of "A Firm Foundation: How Insurance Supports the Economy" (www.iii.org/economics). The Web site shows the myriad ways that insurers contribute to the national and state economies, from offering employment and fueling the capital markets, to defraying the cost of catastrophes, to providing financial security and income to individuals and businesses through the payment of claims. The West Virginia edition focuses on the insurance industry's role as a key player in that state. It includes charts on gross state product, employment, premiums and many other factors. The publication can be accessed on the I.I.I. Web site at http://www2.iii.org/Firm_Foundation/Selected-State-Editions/

I.I.I. UPDATES

**PROPERTY/CASUALTY INSURANCE
JOINT INDUSTRY FORUM**

MEMBERS, SIGN UP NOW!

If you haven't already done so, it's not too late to register for the annual Property/Casualty Insurance Joint Industry Forum to be held on Tuesday afternoon and evening, January 12, 2010...

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News Releases – Since I.I.I. began Partnering with the UPLA/LPI 10 releases were issued and posted to our website

Content Type	Result	Ranking
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.</p> <p>POSTED: JUNE 15, 2011</p>	★★★★★
Press Room Landing	Press Room	★★★★★
Press Release	<p>Lightning Is an Underrated Killer; Knowing Fact From Fiction Can Save Lives and Prevent Injuries</p> <p>Lightning safety tips.</p> <p>POSTED: JUNE 13, 2011</p>	★★★★★
Press Release	<p>Claim Costs From Lightning Continue to Rise; the Culprit Is Often Expensive Electronics</p> <p>Lightning claims costs on the rise.</p> <p>POSTED: JUNE 20, 2011</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.</p> <p>POSTED: JUNE 18, 2010</p>	★★★★★
Press Release	<p>Lightning Protection Systems Offer A Key Form Of Fire Prevention</p> <p>POSTED: OCTOBER 04, 2010</p>	★★★★★
Press Release	<p>Lightning Striking Again and Again: New I.I.I. Study Finds Increase in Lightning Claim Costs</p> <p>POSTED: JUNE 21, 2007</p>	★★★★

Lightning Information - Distributed to Florida-Specific Audiences

Press Release

Believing Lightning Myths Is Dangerous, Especially In Florida: Get The Facts To Protect Yourself And Your Property

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



The screenshot shows the Insuring Florida website interface. At the top, there's a navigation bar with the Insuring Florida logo, "PRESS RELEASES", "EN ESPAÑOL", and "INSURANCE TOOLS". Below this is a search bar and a row of four image-based links: "HOMEOWNERS + RENTERS", "AUTO", "LIFE", and "BUSINESS". The main content area features a headline: "Improving public understanding of insurance in Florida—what it does and how it works". Below this is a featured article titled "STRAIGHT TALK Blogging about insurance in Florida" with a sub-headline "The value of understanding appraised value, real estate value & insured value" and a date "FEBRUARY 22, 2012". To the right of the article is a sidebar with two sections: "INSURANCE 101" titled "What percentage of Florida drivers are uninsured?" and "I.I.I. SOFTWARE" titled "Home Inventory". At the bottom, there's a section titled "MORE FROM THE STRAIGHT TALK BLOG" with a link to "My motivation education: lessons from a home inspection | FEBRUARY 09, 2012".

Issued News Releases in English and Spanish to Announce New Lighting Claim Stats and Promote Lightning Safety Awareness Week

Claim Costs From Lightning Continue to Rise; the Culprit Is Often Expensive Electronics

INDUSTRY SEES MORE THAN \$1 BILLION IN INSURED LOSSES, I.I.I. STUDY FINDS

JUNE 23, 2011

INSURANCE INFORMATION INSTITUTE
New York Press Office: (212) 246-5500; media@i.i.i.org

NEW YORK, June 20, 2011 — While the deadly tornadoes that have caused massive destruction in multiple states have been making the headlines recently, intense lightning storms have also done extensive damage. In fact, lightning strikes cost more than \$1 billion in insured losses in 2010—a significant increase from 2009, according to the Insurance Information Institute (I.I.I.).

An analysis of homeowners insurance data by the I.I.I. found there were more than 215,000 lightning claims in 2010, up nearly 15 percent from 2009. Those losses ranged from damage to expensive electronic equipment to structural fires that destroyed entire homes.

The I.I.I. puts the average lightning claim at \$4,846. By comparison, in 2009, there were about 185,000 lightning claims, which caused nearly \$800 million in insured losses with the average claim totaling \$4,296. The average cost per claim rose nearly 15 percent from 2009 to 2010, and more than 80 percent from 2004 to 2010, even as the actual number of claims fell by a little over 35 percent in the six-year period.

"The number of claims is down, but the average cost per claim continues to rise, in part because of the huge increase in the number and value of consumer electronics in homes," said Louise Worters, vice president of the I.I.I. "Plasma and high-definition television sets, home entertainment centers, multiple computer households, gaming systems and other expensive devices—which can all be destroyed by power surges—are having a significant impact on claims losses."

HOMEOWNER'S INSURANCE CLAIMS AND PAYOUT FOR LIGHTNING LOSSES, 2004-2010

	2004	2005	2006	2007	2008	2009	2010	% Change 2009-2010	% Change 2004-2010
Number of paid claims	215,000	285,100	236,000	177,100	248,200	185,789	213,275	14.5%	-23.3%
Insured losses (\$millions)	\$725.5	\$812.6	\$552.3	\$542.4	\$1,065.9	\$725.0	\$1,021.5	22.5%	40.5%
Average cost per claim	\$3,376	\$2,848	\$2,340	\$3,063	\$4,296	\$3,903	\$4,846	12.6%	23.1%

"The record losses are a result, in part, of the large number of storms occurring last year," said Worters. "Catastrophe losses in 2010 totaled \$10.6 billion."

Worters noted that given last year's record tornado activity and the fact that tornadoes are usually accompanied by severe thunderstorms, it was not surprising that the number of such claims increased substantially in 2010.

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 a lightning strike. There is also coverage for lightning damage



Uninsured Motorists
Drivers with no auto insurance coverage are more common than...

FACTS & STATISTICS



Catastrophes: U.S. insured U.S. CAT losses totaled \$25.2B in 2011, up 10%...

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Study On Extreme Weather Events
The Insurance Information Institute has been about over a report on extreme weather events...

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Costos de reclamaciones por rayos continúan en aumento... amenudo los causantes son los equipos electrónicos

UN ESTUDIO DEL I.I.I. ENCUENTRA QUE LA INDUSTRIA PAGA MÁS DE \$1,000 MILLONES EN PERDIDAS AL AÑO

JUNIO 23, 2011

INSURANCE INFORMATION INSTITUTE
Oficina de Prensa New York: 212-246-5500; media@i.i.i.org
Eliana E. González, Florida: 954-350-0517 o 954-684-4410

NEW YORK, 20 de junio de 2011 — Mientras los protagonistas de los titulares de noticias han sido los tornados y sus devastadoras víctimas, los efectos de los rayos no han sido tan notables pero sí muy costosos. De hecho, los efectos de las descargas de rayos costaron en el año 2010 pérdidas aseguradas que sumaron más de \$1,000 millones, lo que supone un sustancial incremento de los costos del año previo 2009, según el Insurance Information Institute (I.I.I.).

Un análisis de los datos recopilados de reclamaciones de seguros de propietarios de viviendas (homeowners insurance) mostró más de 215,000 reclamaciones de seguros debidas a rayos en 2010, un 15% de incremento con respecto al número de reclamaciones presentadas en 2009. Las pérdidas que este tipo de fenómeno causa van desde daños a equipos electrónicos costosos hasta incendios que consumen casas enteras.

El I.I.I. sitúa en \$4,846 el monto promedio de una reclamación por daños de rayos y tormentas eléctricas. En comparación, en 2009 se registraron 185,000 reclamaciones por rayos a un costo promedio de \$4,296 y con un total de \$800 millones de pérdidas cubiertas en todo el año.

El costo promedio de las reclamaciones aumentó un 15% entre 2009 y 2010 y más del 80% entre 2004 y 2010, incluso cuando el número de reclamaciones bajó en un 23% en el mismo periodo de seis años.

"El número de reclamaciones ha bajado pero el costo por reclamaciones sigue en aumento, en gran parte debido al enorme incremento del costo de los equipos electrónicos que hoy día hay en una vivienda", dijo Eliana E. González, portavoz del I.I.I. "Televisores de plasma, equipos electrónicos, computadoras y juegos electrónicos, son solo unos de los muchos equipos costosos que hoy día se encuentran en las casas y que están sujetos a daños con los cambios bruscos de corriente eléctrica que suelen causar las descargas de rayos y por tanto, han generado un impacto sustancial en el costo de las reclamaciones de seguros."

RECLAMACIONES DE SEGUROS DE PROPIETARIOS DE VIVIENDA CAUSADAS POR RAYOS Y COSTO DE LOS PAGOS DESDE 2004 HASTA 2010

	2004	2005	2006	2007	2008	2009	2010	% Cambio 2009-2010	% Cambio 2004-2010
Número de Reclamaciones Pagadas	215,000	285,100	236,000	177,100	248,200	185,789	213,275	14.5%	-23.3%
Pérdidas Aseguradas (\$ millones)	\$725.5	\$812.6	\$552.3	\$542.4	\$1,065.9	\$725.0	\$1,021.5	22.5%	40.5%
Costo Promedio por Reclamación	\$3,376	\$2,848	\$2,340	\$3,063	\$4,296	\$3,903	\$4,846	12.6%	23.1%

"Las pérdidas récord son el resultado en parte de la gran cantidad de tormentas eléctricas que ocurrieron el pasado año", explicó González. "Las pérdidas catastróficas totalizaron los \$10,600 millones en 2010."

González destacó que las tormentas de rayos son parte de los sistemas de tormentas severas que acompañan a tornados y otras violentas actividad récord el año pasado, por lo que no es sorprendente que los costos de rayos también hayan aumentado sustancialmente en 2010.

Los daños causados por rayos, tales como los incendios que producen,



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FACTS & STATISTICS



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EN ESPAÑOL



¿Seis dudas que responderse cuando compre seguro para su vivienda?

Chart also translated

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](#)

[Link to the 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](#)

Corporate Social Responsibility

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

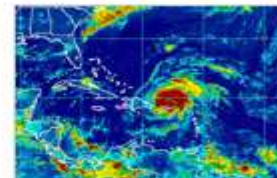
I.I.I. VIDEO



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...

[Link to the video](#)

Plans for 2012 – Outreach to Traditional Media

- Issued a news release on LPI/ULPI resources 2/28 to PR Newswire, insurance trade press, Florida-specific media, Spanish language outlets and insurance writers nationwide.
- Drafting news releases on the conference with a special emphasis on LPI Inspection – Process & Forms.
- Will promote the Recreational Facilities Lightning Education Initiative and Campaign.
- Will promote Lightning Safety Awareness Week with updated insured lightning stats.
- Reissue news releases promoting the two videos (How to pick a lightning protection system and lightning myths) when new lightning stats are developed.

I.I.I. will also be taping at
the conference

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Don't Be a Dummy About Lightning Protection Systems



[share](#)

[Link to the video](#)

I.I.I. Will Include UPLI/LPI in Social Media Conversation

Social Media Statistics



564 likes



5,223 followers



553,569 video views



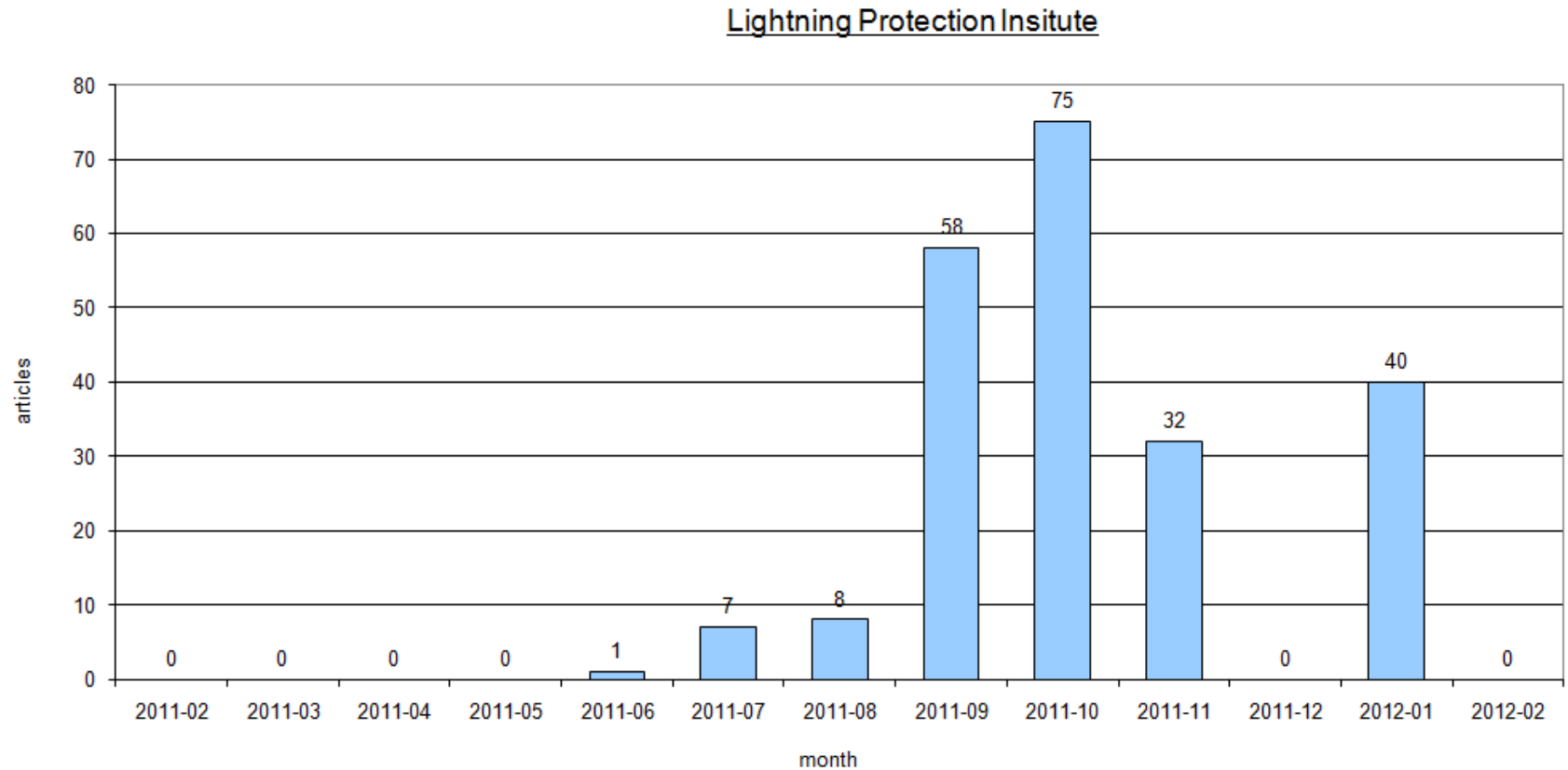
26 users in our circle



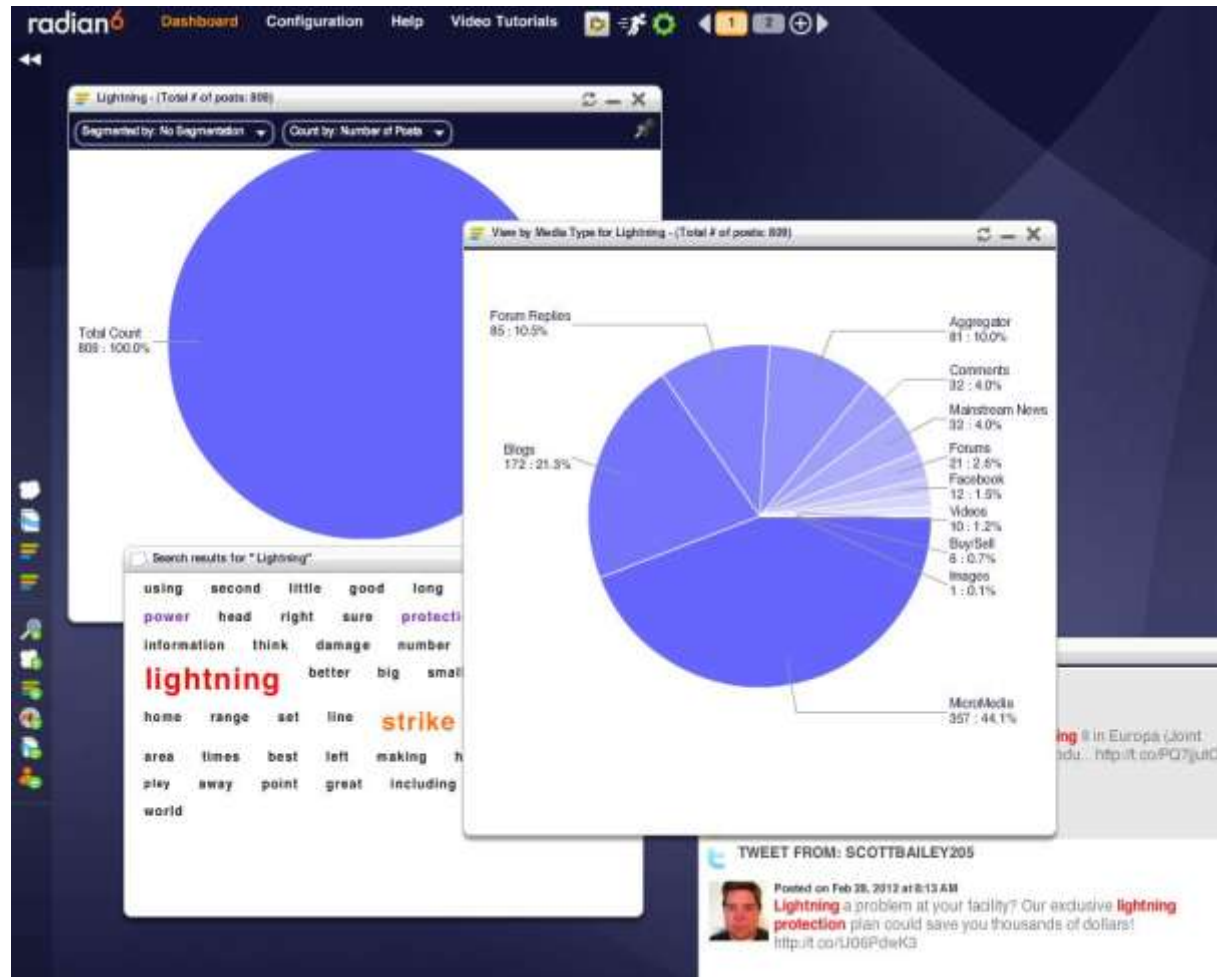
131,225 visitors

Will create a Bit.ly tag for distribution to members

Media Coverage of LPI in 2011 by Month



Tracking Lightning for Trends in Social Media in 2012



Insurance Information Institute Website

www.iii.org

<http://twitter.com/JeanneSalvatore>

