



# Partnership with the Lightning Protection Institute

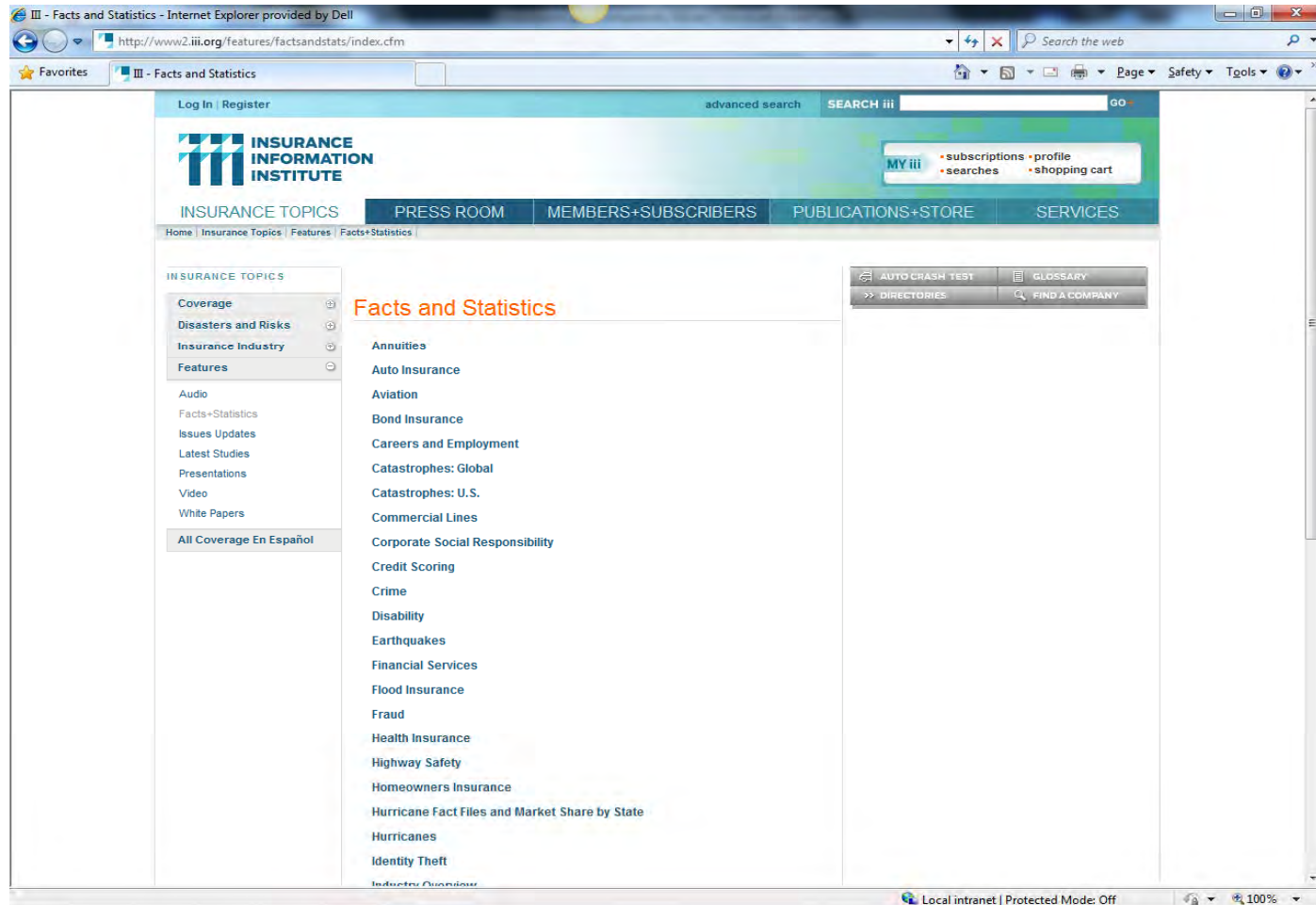
**2010 ULPA/LPI Conference**

**Gaylord Opryland Hotel, Nashville, TN  
Insurance, Friday, March 19th**

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

- 1. Updated I.I.I. Data on Lightning & Insurance**
- 2. Communications Plan to Promote Lightning Protection**
  - ☐ **Goals & Objectives**
  - ☐ **Key Audiences**
  - ☐ **Tactics**
  - ☐ **Strategic Partnerships**

# 1. Updated I.I.I. Data on Lightning & Insurance



**Key Lightning Data Is Available in the Facts & Stats Section of the I.I.I. Website with a link to LPI/ULPA**

# Lightning Statistics, 2004-2009

	2004	2005	2006	2007	2008	2009	Percent change 2004-2009
Number of paid claims	278,000	265,700	256,000	177,100	246,200	185,789	-33.2%
Insured losses (\$ millions)	\$735.5	\$819.6	\$882.2	\$942.4	\$1,065.5	\$798.2	8.5%
Average cost per claim	\$2,646	\$3,084	\$3,446	\$5,321	\$4,329	\$4,296	62.4%

There is a decrease in the number of claims paid in 2009, simply because there were fewer disasters last year. Costs, however, have been rising. It is a covered peril in home, business and the comprehensive portion of an auto insurance policy.

# 1. Updated I.I.I. Data on Lightning & Insurance

## AVERAGE HOMEOWNERS LOSSES, 2003-2007 (1)

(Weighted average, 2003-2007)

Cause of loss	Claim frequency (2)	Claim severity (3)
<b>Property damage</b>		
Fire, lightning and debris removal	0.52	\$24,153
Wind and hail	2.13	7,163
Water damage and freezing	1.42	5,531
Theft	0.50	2,494
All other (4)	1.06	3,532
<b>Liability</b>		
Bodily injury and property damage	0.14	15,854
Medical payments and other	0.08	3,055
Credit card and other (5)	(6)	927
<b>Average (property damage and liability), 2003-2007</b>	<b>5.84</b>	<b>\$7,368</b>

(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.

(6) Less than 0.01.

Source: ISO.

# 1. Updated I.I.I. Data on Lightning & Insurance

## WHERE THE PREMIUM DOLLAR GOES, HOMEOWNERS INSURANCE, 2007

<b>PREMIUMS EARNED:</b>			<b>\$100</b>
<b>CLAIMS:</b>			
<b>Property damage:</b>			
Fire and lightning	\$23		
Wind and hail	10		
Water damage and freezing	12		
All other property damage (1)	5		
Theft	2		
Subtotal	\$52		
<b>Liability:</b>			
Bodily injury and property damage	\$2		
Medical payments and other	1		
Subtotal	\$3		
Costs of settling claims	8		
<b>Total claims</b>	<b>\$63</b>		
<b>EXPENSES:</b>			
Commissions and other selling expenses	\$22		
General expenses (costs of company operations)	5		
State premium taxes, licenses and fees	3		
<b>Total expenses</b>	<b>\$30</b>		
<b>Claims and expense total</b>			<b>\$93</b>
<b>BOTTOM LINE:</b>			
Investment gain (2)			\$10
Pretax income (\$100-\$93+\$10)			15
Tax			5
<b>Income after taxes</b>			<b>\$10</b>

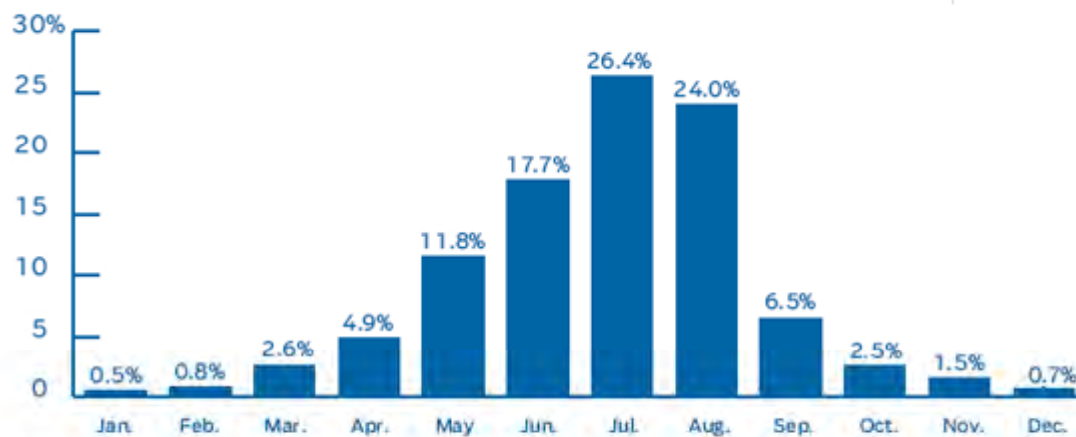
(1) Includes vandalism and malicious mischief.

(2) Includes interest, dividends, and realized capital gains.

Source: Insurance Information Institute estimate based on data from ISO and the National Association of Insurance Commissioners (NAIC) Annual Statement Database, via Highline Data, LLC. Copyrighted information. No portion of this work may be copied or redistributed without the express written permission of Highline Data, LLC.

# 1. Updated I.I.I. Data on Lightning & Insurance

LIGHTNING INCIDENTS BY MONTH, 2002-2005 (1)

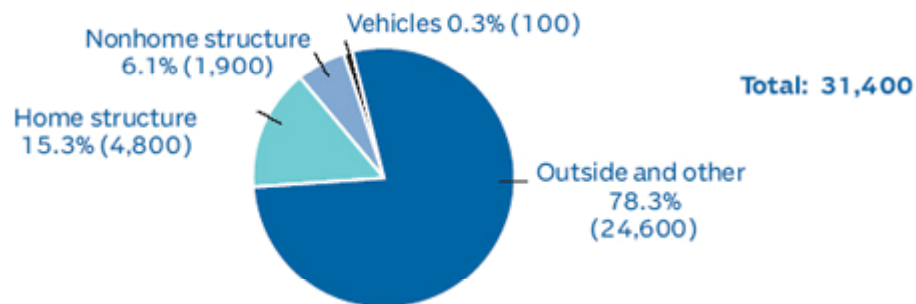


(1) Reported to local fire departments.

Source: National Fire Protection Association.

# 1. Updated I.I.I. Data on Lightning & Insurance

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



(1) Reported to local fire departments.

Source: National Fire Protection Association.



# Communications Plan to Promote Lightning Protection

- ☐ **Goals & Objectives**
- ☐ **Key Audiences**
- ☐ **Tactics**
- ☐ **Strategic Partnerships**
- ☐ **Next Steps and Other Ideas**

- Educate consumers about general lightning safety.
- Advance understanding about the lightning protection systems, why they are important and how to select a company to install the system.
- Create additional awareness about the work of LPI and ULPA within the insurance industry: underwriters, claims professionals, loss control specialists and risk managers.

# Key Audiences

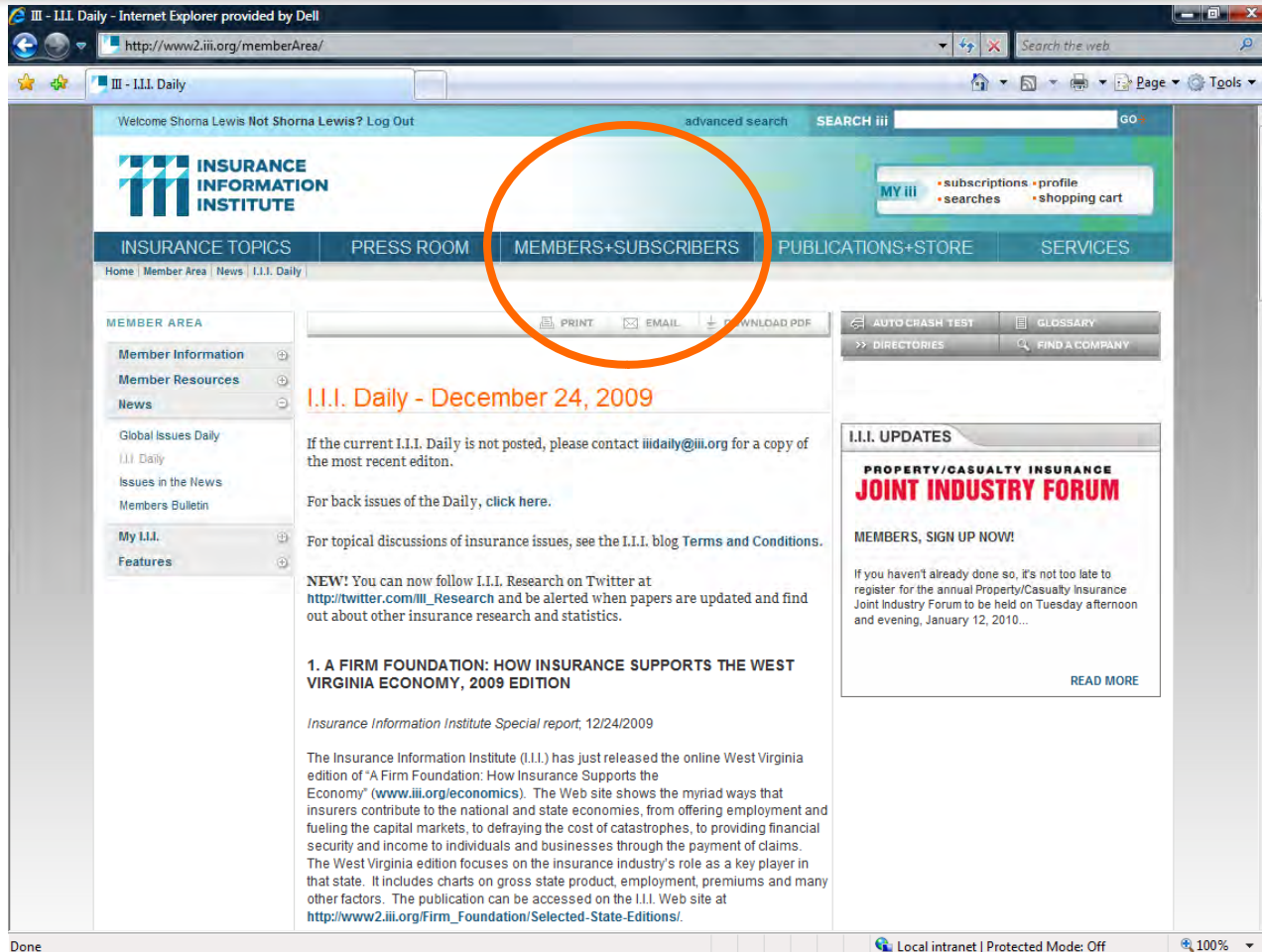
- Individuals
- Insurers and insurance agents
- Consumer media
- Insurance trade press

- Use lightning safety week as a news hook to educate individuals about how to protect themselves against lightning strikes both inside the house and outside. LPI tips will be featured, this may also include golf course safety which is likely to generate media interest.
- Translate consumer information into Spanish and distribute to Spanish-language media.
- Distribute news releases to consumer media, state insurance trade association and I.I.I.'s social media outlets.
- Work with trade press to promote work of LPI/ULPA. A story in Florida Underwriter is already underway.
- Survey I.I.I. Members about discounts for lightning protection systems.

# Strategic Partners – Coordinate Communications

- Consumers Union (publisher of Consumer Reports)
- FEMA
- FLASH
- Institute for Business & Home Safety
- NeighborWorks
- NOAA

# Tactic: 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

Welcome Shorna Lewis Not Shorna Lewis? Log Out

advanced search SEARCH III GO

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MEMBER AREA

Member Information Member Resources News

Global Issues Daily I.I.I. Daily Issues in the News Members Bulletin

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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](mailto: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](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](http://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/](http://www2.iii.org/Firm_Foundation/Selected-State-Editions/).

AUTO CRASH TEST GLOSSARY

DIRECTORIES FIND A COMPANY

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...

[READ MORE](#)

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## Continues to Seesaw

By TIM HOELLE

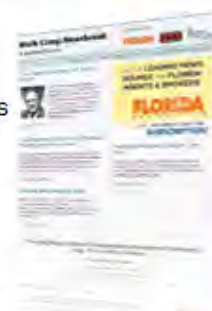
For the past several years, rates in the E&S commercial property insurance market have been flat, making consumers happy. However, carriers and brokers continue to fight for an ever-shrinking market share.

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## eNewsletter

Work Comp Newsbreak provides national workers' compensation news each month across all disciplines - regulatory, legal, claims, carrier, broker, agent, employee and employer.



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## Personalities

GARY FINEOUT

### Citizens' Board Divided Over Borrowing

Citizens Property Insurance Corp. has found itself on the defensive once again. Questions about its contracts and finances have sparked criticism from elected officials and divided the governing board.

SHARON MOORHEAD

### Florida PEOs Mind Their Own Business - and Their Clients - in Tough Times

Florida has the highest PEO market penetration of any

- 9/11 Nightmare Coming to an End
- Sink Wants Answers
- Workers' Compensation Premium Fraud Claims Many Victims
- Florida's E&S Commercial Property Insurance Market Continues to Seesaw

## Blog



### Insuring Florida

Lynne McChristian is the Florida representative for the Insurance Information Institute. Her blog, Straight Talk, [www.insuringflorida.org/blog/](http://www.insuringflorida.org/blog/), addresses Florida-specific insurance issues.

## Recent Posts

- One DIY project leads to more for stronger home
- Getting insurance credits that are deserved
- Some auto insurance rates rising
- Why "insurance deregulation" are scary words

## Calendar

HIPAA and the HITECH Act of 2009

Hotel Indigo Jacksonville, Jacksonville, FL

March 18, 2010

PLRB/LIRB 2010 Claims Conference & Insurance Services Expo

☒ Book a flight
 ☒ Check in at the office

☒ Quote, bind and deliver insurance policies

800-334-5579 [www.getapco.com](http://www.getapco.com)

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From The Weather Channel®

Spring break.

Current Surface

# Tactic: Social Media



The screenshot shows the Insurance Information Institute's Facebook page in an Internet Explorer browser window. The page layout includes a top navigation bar with the Facebook logo and login options. Below this is a section for the page's cover photo and a brief description of the organization's mission. The main content area displays a list of posts, including a post by Elianne E. Torres Gonzalez about tax filing, a post by the Insurance Information Institute about an above-average tornado season, and a post about a windstorm. The left sidebar contains information about the organization's location (New York, NY), a list of fans, and social RSS links. The bottom of the browser window shows the status bar with "Done" and "Internet | Protected Mode: On".

Insurance Information Institute | Facebook - Internet Explorer provided by Dell

http://www.facebook.com/InsuranceInformationInstitute

Search the web

Insurance Information Institute | Facebook

Keep me logged in Forged your password?

Email Password Login

**facebook**

**Sign Up** Insurance Information Institute is on Facebook  
Sign up for Facebook to connect with Insurance Information Institute.

**Insurance Information Institute**

Wall Info Photos Discussions Reviews Boxes >>

**Elianne E. Torres Gonzalez** Many people really don't know big losses could have a role in their tax filing. I'll be talking about that with our friends at ACTUALIDAD 1020 Miami talk radio, early in the morning 6:30-6:40, in Spanish!  
March 11 at 9:00pm · Comment · Like · Report

**Insurance Information Institute** We may be in for an above-average tornado season, according to the weather experts, even if we're off to a slow start.  
**MY YANCOO** Tornado Watch » Insurance Industry Blog  
www.ii.org  
It looks as if spring will bring increased tornado and severe storm activity for property/casualty insurers due to the wet El Niño winter, at least that's what the weather experts believe. Greg Forbes, ...  
March 10 at 7:43am · Comment · Like

**Insurance Information Institute** If your home, car or boat was damaged or destroyed by a windstorm, fire, flood or vandalism in 2009, you may be able to deduct a portion of the loss from your taxes.  
**III - Did You Have Substantial Property Damage in 2009? You May Be Able to Deduct Unreimbursed Losses**  
www.ii.org  
—With tax day rapidly approaching, taxpayers are sifting through their files to assess last year's gains and losses. If you suffered a loss of personal property not entirely covered by insurance, a portion ...  
March 9 at 7:56am · Comment · Like

**Insurance Information Institute** Social media in action: OK Go's fabulous new Rube Goldberg-esque video was sponsored by State Farm; following its release on March 1, it has already been viewed on YouTube over 6 million times.  
**OK Go - This Too Shall Pass - Rube Goldberg Machine version**  
www.youtube.com  
From the new album "Of the Blue Colour of the Sky" available at http://www.okgo.net/store Directed by James Frost, OK Go and Siynn Labs. Produced by Shelley Meyers. The official video for the recorded version of "This Too Shall Pass" off of the album "Of the Blue Colour of the Sky". ...  
March 8 at 9:12am · Comment · Like

**Elianne** likes this.

**Information**  
Location:  
New York, NY  
Phone:  
212-346-5500

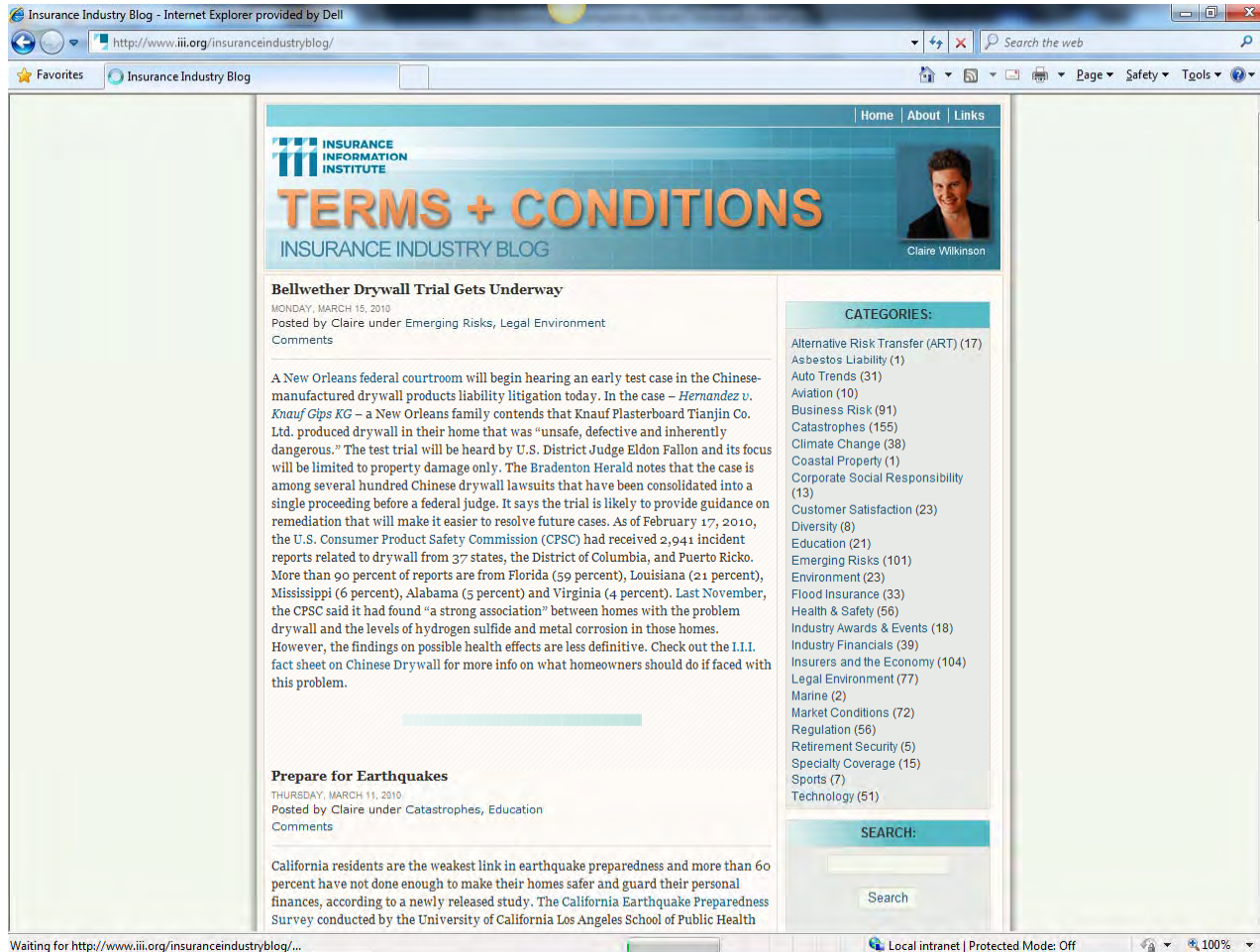
**Fans**  
6 of 208 fans See All  
Kevin Kevin Pacoti  
Louis Andre Mina

**Social RSS**

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# Social Media: I.I.I.'s Blog



The screenshot shows the Insurance Industry Blog website in an Internet Explorer browser window. The address bar displays <http://www.iii.org/insuranceindustryblog/>. The page features the Insurance Information Institute logo and a navigation bar with links to Home, About, and Links. A prominent banner reads "TERMS + CONDITIONS" for the "INSURANCE INDUSTRY BLOG". A profile picture of Claire Wilkinson is shown. The main content area includes two articles: "Bellwether Drywall Trial Gets Underway" (dated Monday, March 15, 2010) and "Prepare for Earthquakes" (dated Thursday, March 11, 2010). A sidebar on the right lists various categories with their respective counts, such as Alternative Risk Transfer (ART) (17), Asbestos Liability (1), and Auto Trends (31). A search bar is located at the bottom of the sidebar. The status bar at the bottom indicates "Waiting for http://www.iii.org/insuranceindustryblog/..." and "Local intranet | Protected Mode: Off".

Insurance Industry Blog - Internet Explorer provided by Dell  
<http://www.iii.org/insuranceindustryblog/>  
Search the web  
Favorites Insurance Industry Blog  
Home About Links  
INSURANCE INFORMATION INSTITUTE  
**TERMS + CONDITIONS**  
INSURANCE INDUSTRY BLOG  
Claire Wilkinson  
**Bellwether Drywall Trial Gets Underway**  
MONDAY, MARCH 15, 2010  
Posted by Claire under Emerging Risks, Legal Environment  
Comments  
A New Orleans federal courtroom will begin hearing an early test case in the Chinese-manufactured drywall products liability litigation today. In the case – *Hernandez v. Knauf Gips KG* – a New Orleans family contends that Knauf Plasterboard Tianjin Co. Ltd. produced drywall in their home that was “unsafe, defective and inherently dangerous.” The test trial will be heard by U.S. District Judge Eldon Fallon and its focus will be limited to property damage only. The Bradenton Herald notes that the case is among several hundred Chinese drywall lawsuits that have been consolidated into a single proceeding before a federal judge. It says the trial is likely to provide guidance on remediation that will make it easier to resolve future cases. As of February 17, 2010, the U.S. Consumer Product Safety Commission (CPSC) had received 2,941 incident reports related to drywall from 37 states, the District of Columbia, and Puerto Rico. More than 90 percent of reports are from Florida (59 percent), Louisiana (21 percent), Mississippi (6 percent), Alabama (5 percent) and Virginia (4 percent). Last November, the CPSC said it had found “a strong association” between homes with the problem drywall and the levels of hydrogen sulfide and metal corrosion in those homes. However, the findings on possible health effects are less definitive. Check out the I.I.I. fact sheet on Chinese Drywall for more info on what homeowners should do if faced with this problem.  
**Prepare for Earthquakes**  
THURSDAY, MARCH 11, 2010  
Posted by Claire under Catastrophes, Education  
Comments  
California residents are the weakest link in earthquake preparedness and more than 60 percent have not done enough to make their homes safer and guard their personal finances, according to a newly released study. The California Earthquake Preparedness Survey conducted by the University of California Los Angeles School of Public Health  
CATEGORIES:  
Alternative Risk Transfer (ART) (17)  
Asbestos Liability (1)  
Auto Trends (31)  
Aviation (10)  
Business Risk (91)  
Catastrophes (155)  
Climate Change (38)  
Coastal Property (1)  
Corporate Social Responsibility (13)  
Customer Satisfaction (23)  
Diversity (8)  
Education (21)  
Emerging Risks (101)  
Environment (23)  
Flood Insurance (33)  
Health & Safety (56)  
Industry Awards & Events (18)  
Industry Financials (39)  
Insurers and the Economy (104)  
Legal Environment (77)  
Marine (2)  
Market Conditions (72)  
Regulation (56)  
Retirement Security (5)  
Specialty Coverage (15)  
Sports (7)  
Technology (51)  
SEARCH:  
Search  
Waiting for <http://www.iii.org/insuranceindustryblog/>...  
Local intranet | Protected Mode: Off  
100%

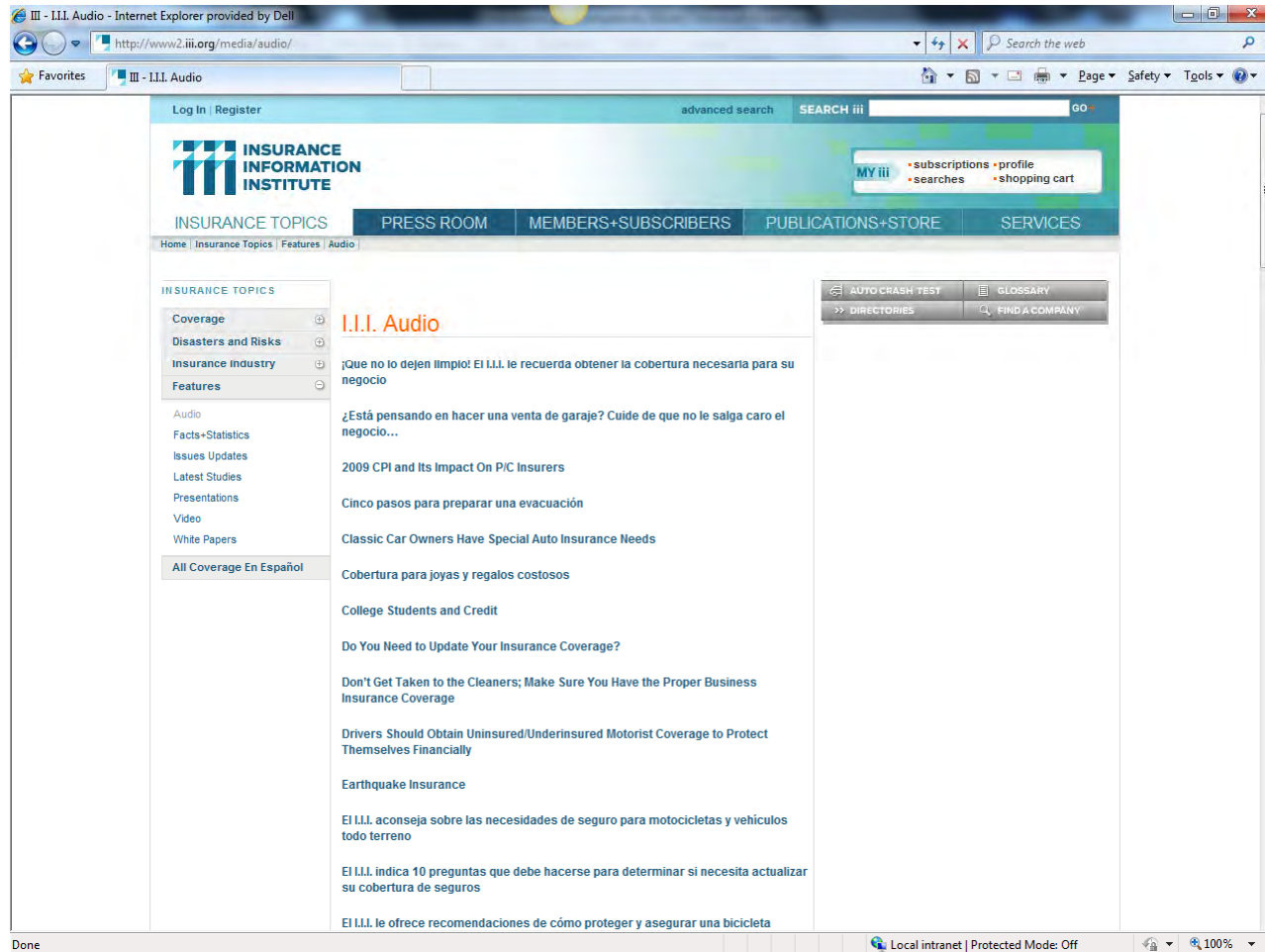
Promote LPI information to insurers, trade press and others

# Social Media: I.I.I. has several Twitter Accounts



Reach individuals, trade press, consumers and general media

# Tactic: Traditional Media



Audio will be embedded in News Releases

**Insurance Information Institute Website**

**[www.iii.org](http://www.iii.org)**