2017 Conference of United Lightning Protection Association and Lightning Protection Institute
Woodlands, Texas
February 10, 2017

Partnership with the LPI/ULPA

An Overview of Communications Strategies

Jeanne Salvatore, Senior Vice President, 212-346-5555, jeannes@iii.org
Insurance Information Institute • www.iii.org • 110 William Street • New York, NY 10038
Agenda

- Who Is the Insurance Information Institute.
- Overview of Partnership Between the I.I.I. and LPI/ULPA
- Insurance Coverage Information
- Lightning Data and Statistics
- Educational Videos
- 2017 Activities Planned
- Questions
I.I.I. Mission Statement

Improving public understanding of insurance...

...what it does and how it works
Overview of I.I.I. and LPI/Relationship

Mutually Beneficial
Update: Partnership Between the I.I.I. and the LPI/ULPA

- The I.I.I. and the LPI/ULPA have been working together for several years now.
- I.I.I. has benefited from the resources and expertise on lightning safety and lightning protection systems.
- LPI/ULPA content saved and highlighted on the I.I.I. website and promoted via social engagement.
- Promoted the Lightning Safety Awareness week with updated insured lightning stats.
- Reissue news releases promoting the three videos (How to Pick a Lightning Protection System, Lightning Myths and Lightning Safety).
Update: Partnership

Made Kim Loehr available to speak to I.I.I. member companies at the I.I.I.’s all-industry weekly call, as well as the I.I.I. Communications Committee meeting.

Distributed LPI materials to senior communicators at I.I.I. member companies.

Incorporated lightning protection systems in the home buyers checklist.

Provided Media Training at the 2015 LPI/ULPA Conference, as well as follow-up assistance with media inquiries as needed. This includes putting LPI members in touch with state insurance trades as required.
Issue News Releases – Over 25 releases were issued and posted to the I.I.I. website

<table>
<thead>
<tr>
<th>Content Type</th>
<th>Result</th>
<th>Ranking</th>
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<tbody>
<tr>
<td>Press Release</td>
<td>Lightning Claim Costs Continue to Rise; Surging Electronics Prices, Product Shortages, Partly to Blame</td>
<td>★★★★★</td>
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<tr>
<td></td>
<td>Lightning strikes cost nearly $1 billion in insured losses in 2011.</td>
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<td></td>
<td>POSTED: JUNE 21, 2012</td>
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<tr>
<td>Press Release</td>
<td>Thunderstruck! Average Lightning Claim Costs Up by 25 Percent, But Number of Claims Continues to Fall</td>
<td>★★★★★</td>
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<tr>
<td></td>
<td>Lightning storms can cause extensive damage to life and property.</td>
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<td>POSTED: JUNE 25, 2013</td>
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<tr>
<td>Press Release</td>
<td>Believing Lightning Myths Is Dangerous, Especially In Florida; Get The Facts To Protect Yourself And Your Property</td>
<td>★★★★★</td>
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<td></td>
<td>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.</td>
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<td></td>
<td>POSTED: JUNE 15, 2011</td>
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<tr>
<td>Press Release</td>
<td>Lightning Protection Institute (LPI) to Host Summit on Lightning Safety</td>
<td>★★★★★</td>
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<td>Experts will discuss the latest developments in lightning protection technologies and safety practices.</td>
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<td>POSTED: FEBRUARY 21, 2014</td>
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<tr>
<td>Press Release</td>
<td>Lightning Is an Underrated Killer; Knowing Fact From Fiction Can Save Lives and Prevent Injuries</td>
<td>★★★★★</td>
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<tr>
<td></td>
<td>Lightning safety tips.</td>
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<td></td>
<td>POSTED: JUNE 13, 2011</td>
<td></td>
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<tr>
<td>Press Release</td>
<td>“Flash Animation”: Insurance Information Institute Teams Up With NOAA, LPI to Spread Word About Lightning Safety</td>
<td>★★★★</td>
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<td></td>
<td>POSTED: JUNE 27, 2012</td>
<td></td>
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<tr>
<td>Press Release</td>
<td>Lightning Protection Institute Hosts “Search For Storm Heroes” During Lightning Safety Awareness Week</td>
<td>★★★★</td>
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<tr>
<td></td>
<td>Lightning Protection Institute offers tips for protecting homes against damage from lightning.</td>
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<tr>
<td></td>
<td>POSTED: JUNE 18, 2010</td>
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Use I.I.I. website to promote LPI to insurance companies
Media Training PowerPoint

For the 2015 Meeting Schedule, click here.

TESTIMONIES

For testimonies, click here.

Media Training Session 2015 LPI/ULPA Conference
JEANNE M. SALVATORE
MARCH 26, 2015

Alternative Capital: Impacts on Global Insurance and Reinsurance Markets
DR. ROBERT P. HARTWIG, CPCU
MARCH 25, 2015

What Really Keeps Insurance CEOs Awake at Night? Trends, Challenges and Opportunities
DR. ROBERT P. HARTWIG, CPCU
MARCH 19, 2015

The Commercial P/C Insurance Industry: Overview and Outlook
DR. STEVEN N. WEISBART, CLU
Lightning information Promoted to Florida Residents and Business Owners
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 as well as new smart home technology, it is more important than ever to take precautions.

Preventing Losses
LIGHTNING DATA
Overview: Lighting Facts and Statistics

Lightning

As of mid-October, 2016 there were 36 lightning deaths. Florida had the most lightning deaths so far in 2016 with seven deaths, followed by four in Louisiana and New York, according to statistics from the National Oceanic and Atmospheric Administration (NOAA).

In 2015 the number of direct lightning fatalities was unchanged from 2014 at 26, up from a record low of 23 in 2013. From 2006 to 2015 on average about 31 people died each year from lightning strikes in the United States, according to the National Weather Service. Going back over the last 30 years, 48 people died each year on average from lightning strikes. The significant decline in lightning deaths is due to fewer farmers working in fields, along with technological advances, better lightning protection and awareness of lightning safety.

The top states for lightning deaths in 2015 were Florida, with five deaths, Alabama with four deaths and Arizona with three deaths. Iowa, North Carolina and New Mexico each had two deaths. Eight additional states reported one lightning death in 2015: Arkansas, California, Colorado, Missouri, South Dakota, Texas, Utah and West Virginia.
U.S. Map of Lightning Deaths

LIGHTNING FATALITIES BY STATE, 2015


Historical Data is also available on the I.I.I. Website
Home Insurance Losses

Number of claims decreased, but the cost increased due to increasing value of consumer electronics and automated or smart homes... a trend that is likely to continue.

Homeowners Insurance Losses

The number of claims from lightning strikes in the United States fell in 2015; however, the total insurers paid on those claims rose by nearly 7 percent, according to an analysis by the Insurance Information Institute (I.I.I.) and State Farm®. Lightning strikes cost $790 million in homeowners insurance losses in 2015 with the average claim costing $7,947 vs. $7,400 in 2014. “The average cost per claim is volatile from year to year,” said James Lynch, FCAS MAAA, vice president of Information Services and chief actuary, “but it has generally continued to rise, in part because of the enormous increase in the number and value of consumer electronics including increasingly popular home automation systems.” Florida had the largest number of homeowner insurance claims for lightning losses in 2015, followed by Georgia and Texas.
# Lightning Claims and Payouts

## Homeowners Insurance Claims And Payout For Lightning Losses, 2011-2015

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<tr>
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<tbody>
<tr>
<td>Number of paid claims</td>
<td>186,307</td>
<td>151,000</td>
<td>114,740</td>
<td>99,871</td>
<td>99,423</td>
<td>-0.4%</td>
<td>-46.6%</td>
</tr>
<tr>
<td>Insured losses ($ millions)</td>
<td>$952.5</td>
<td>$969.0</td>
<td>$673.5</td>
<td>$739.0</td>
<td>$790.1</td>
<td>6.9%</td>
<td>-17.0%</td>
</tr>
<tr>
<td>Average cost per claim</td>
<td>$5,112</td>
<td>$6,400</td>
<td>$5,869</td>
<td>$7,400</td>
<td>$7,947</td>
<td>7.4%</td>
<td>55.5%</td>
</tr>
</tbody>
</table>

*Source: Insurance Information Institute, State Farm®.*

- Total insured losses from lightning rose 6.9 percent from 2014 to 2015, although losses have declined 17.0 percent overall since 2011. There were 99,423 insurer-paid lightning claims in 2015, down 0.4 percent from 2014. The average lightning claim paid was 7.4 percent more than a year ago: $7,947 in 2015 vs. $7,400 a year earlier. The average cost per claim rose 55.5 percent from 2011 to 2015.

[View Archived Tables](#)
Top States for Homeowners Lightning Losses by Number of Claims, 2015

<table>
<thead>
<tr>
<th>Rank</th>
<th>State</th>
<th>Number of paid claims</th>
<th>Insured losses ($ millions)</th>
<th>Average cost per claim</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Florida</td>
<td>11,898</td>
<td>$156.2</td>
<td>$13,131</td>
</tr>
<tr>
<td>2</td>
<td>Georgia</td>
<td>10,442</td>
<td>61.0</td>
<td>5,844</td>
</tr>
<tr>
<td>3</td>
<td>Texas</td>
<td>8,844</td>
<td>84.9</td>
<td>9,595</td>
</tr>
<tr>
<td>4</td>
<td>Louisiana</td>
<td>5,333</td>
<td>24.4</td>
<td>4,578</td>
</tr>
<tr>
<td>5</td>
<td>Alabama</td>
<td>4,508</td>
<td>28.3</td>
<td>6,280</td>
</tr>
<tr>
<td>6</td>
<td>North Carolina</td>
<td>4,226</td>
<td>28.8</td>
<td>6,810</td>
</tr>
<tr>
<td>7</td>
<td>Pennsylvania</td>
<td>3,686</td>
<td>13.2</td>
<td>3,579</td>
</tr>
<tr>
<td>8</td>
<td>Tennessee</td>
<td>3,397</td>
<td>24.5</td>
<td>7,212</td>
</tr>
<tr>
<td>9</td>
<td>Virginia</td>
<td>3,174</td>
<td>21.0</td>
<td>6,607</td>
</tr>
<tr>
<td>10</td>
<td>South Carolina</td>
<td>3,163</td>
<td>13.7</td>
<td>4,318</td>
</tr>
<tr>
<td></td>
<td><strong>Total, top 10</strong></td>
<td><strong>58,671</strong></td>
<td><strong>$455.9</strong></td>
<td><strong>$7,771</strong></td>
</tr>
</tbody>
</table>

Source: Insurance Information Institute, State Farm®.

View Archived Tables
Residential and Commercial Lightning Fires

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 lighting, 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
Location of Fires Started by Lightning

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

- Home structure: 19%
- Nonhome structure: 7%
- Vehicles: 1%
- Outside and other: 73%

Total: 22,600

(1) Reported to local fire departments.


View Archived Graphs
Spring and Summer Highest Incidents of Lightning Incidents

**LIGHTNING INCIDENTS BY MONTH, 2007-2011**

![Graph showing lightning incidents by month from 2007 to 2011, with peaks in June, July, and August.](image)


**View Archived Graphs**

For more information on lightning, please see [The Lightning Protection Institute](https://www.lightningprotectioninstitute.org).
Beyond Thunder Dumb: When Lightning Strikes…

View on YouTube: https://www.youtube.com/watch?v=0R79R552ggw
Lightning Myths

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

Watch Video
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.

Watch Video
Web videos

Don't Be a Dummy About Lightning Protection Systems

Watch Video
Video: b-roll/bites

Lightning, b-roll/bites

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I.I. SPOTLIGHT
How to Protect Your Home From Water Damage

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

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...

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LIGHTNING, B-ROLL/BITES
2017 Partnership

- Continue to work closely together
- Create infographics for both residential and commercial structures
- Promote lightning safety week
- Participate in small business conference
- Include the importance on installing a lightning protection system when rebuilding a structure after a disaster
Questions/Discussion