

Media Resources: FloodSmart.gov



As an emergency manager in your area, the media turn to you as a source of reliable information before, during and after local flooding event. The Press Room at FloodSmart.gov provides valuable resources to help you direct the media to flood information. A brief overview below details what you can find on the site and what it has to offer.

FLOODSMART.GOV PRESS ROOM

FloodSmart.gov/floodsmart/pages/pressroom.jsp: The Press Room is geared specifically for the media to access information about flood insurance, including:

- Background information and facts about flood risks, protection and insurance options
- Background about the National Flood Insurance Program (NFIP)
- Flooding and flood insurance statistics
- Latest news from the NFIP
- Common misconceptions that put people and property at risk
- Facts about flood insurance and the kinds of flood coverage available
- Broadcast resources for television and radio outlets

FLOODSMART.GOV

FloodSmart.gov: Direct the media to this site that helps consumers to:

- **Prepare.** Find out about their property's flood risk and their options for protection. Learn the facts about flood insurance.
- **Participate.** Find out how the NFIP works in their community.
- **Protect.** Take advantage of the Insurance Center to estimate a premium and find an agent in their area.

AGENTS.FLOODSMART.GOV

Agents.FloodSmart.gov: Let the media know about this resource for insurance professionals, which includes:

- Tools for insurance agents to inform their clients and support their flood insurance business, such as the NFIP Agent Co-Op Program and Agent Referral Program
- Archived e-newsletter and downloadable marketing tools
- Latest claims and product information from the NFIP
- Flood insurance training class and workshop schedules
- Updates on flood map changes across the country
- How consumers can contact their insurance company if an adjuster has not been assigned to them within several days

FOR MORE INFORMATION

The media also may contact an NFIP spokesperson at the Federal Emergency Management Agency's (FEMA's) Office of Public Affairs: opa@dhs.gov

The image displays two screenshots of the FloodSmart.gov website. The top screenshot shows the main navigation menu with options like 'Know the Facts', 'NFIP Resources', 'Insurance Center', and 'Find an Agent'. Below the menu is a 'Find an Agent' section with a search form and a list of agents. The bottom screenshot shows the 'Your Risk Profile' section, which displays a 'Relative Risk Level: Moderate to Low' and provides detailed information about the property's flood risk, including a map and a list of frequently asked questions.

