

Communications, Legislative & External Affairs

February 17, 2021

Christine Ashburn



- Media Relations
- Social Media
- Public Outreach
- External Website
- Internal Website
- Corporate Communications
- CAT Communications
- Technical Communications
- Legislative and Cabinet Affairs

Media Relations Manager, Michael Peltier, provides accurate and timely coverage of issues affecting Citizens by promoting positive initiatives, mitigating potentially negative issues by providing fact-based information.



 **CitizensFla Newsroom** @citizensflanews · Oct 2

#ICYMI: "The passage of HB 7065 was a significant step forward in the fight to bring rate relief to millions of property insurance policyholders who must pay higher rates for unnecessary litigation." - Barry Gilway, President, CEO and Executive Director ow.ly/hx1F50wzPC1



Press Release

News / Press Releases / Press Release

  PDF Print

Citizens set to Further Simplify Depopulation Process

September 27, 2016 - Maitland

Citizens Property Insurance Corporation's Board of Governors is set to approve a series of changes to Citizens' depopulation program that will simplify the process and further improve customer involvement in the highly successful program.

Under a slate of changes scheduled to go into effect in January 2017, Citizens will coordinate administration of the depopulation process to ensure that policyholders are well-informed throughout every step of the process as they determine whether to accept private-market offers of insurance for one of their most valuable assets.

 **CitizensFla Newsroom** @citizensflanews · Sep 24

Tune in today at 2pm for @citizens_fla committee meetings: Audit and Finance & Investment. Tomorrow, the Citizens Board of Governors meets at 9 am. Materials found here: citizensfla.com/public-meetings.



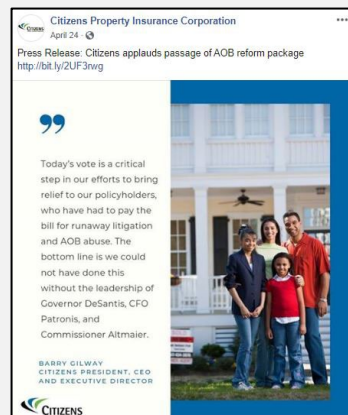
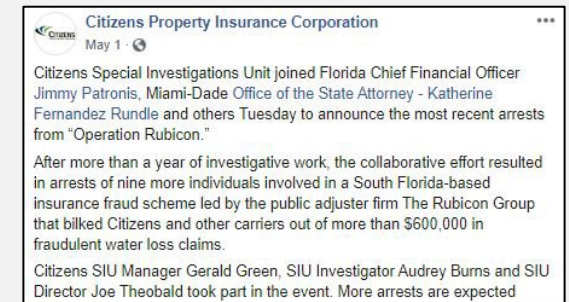
September Board and Committee Meetings

September 24

Audit 2:00 pm	Finance & Investment Immediately following Audit
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Citizens' social media program publishes content via various social media channels to provide educational information, storm monitoring and share positive human-interest stories about our employees and to promote events at Citizens.

Citizens partners with similar industry groups to provide additional exposure for programs and efforts. (e.g., Florida Public Radio Emergency Network, Florida Association of Insurance Agents, Latin American Insurance Agent newsletter, Agent Association conventions)



- Develop educational and informational materials to educate the public about property insurance
- Maintain an informational brochure library in both English and Spanish on the external website.
- Agents, agencies and interested parties are encouraged to request printed materials directly from Citizens.
 - In 2020, over 230,000 brochures were distributed.
 - Of those, the main topics requested were:
 - Using Citizens Managed Repair Program – English version
 - Using Citizens Managed Repair Program – Spanish version
 - Hurricane Preparedness Checklist
 - Hurricane Coverage: What You Need to Know



Provide a website that helps users easily find the information they need including educational content about products and programs, hurricane preparedness and other information to increase public transparency and decrease calls to the Customer Care Center.

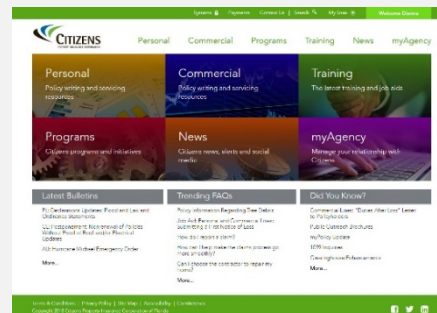
CLEA is responsible for design, development, content administration, maintenance and enhancements to the website.

Sites: The Public site is open to all users. Additional sites can be accessed only by authenticated users, allowing for targeted communication.

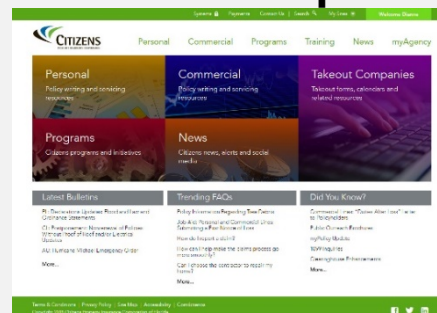
Public



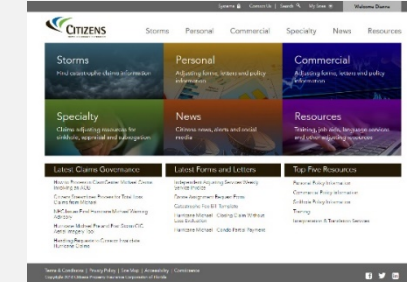
Agents



Takeout Companies



Adjusters

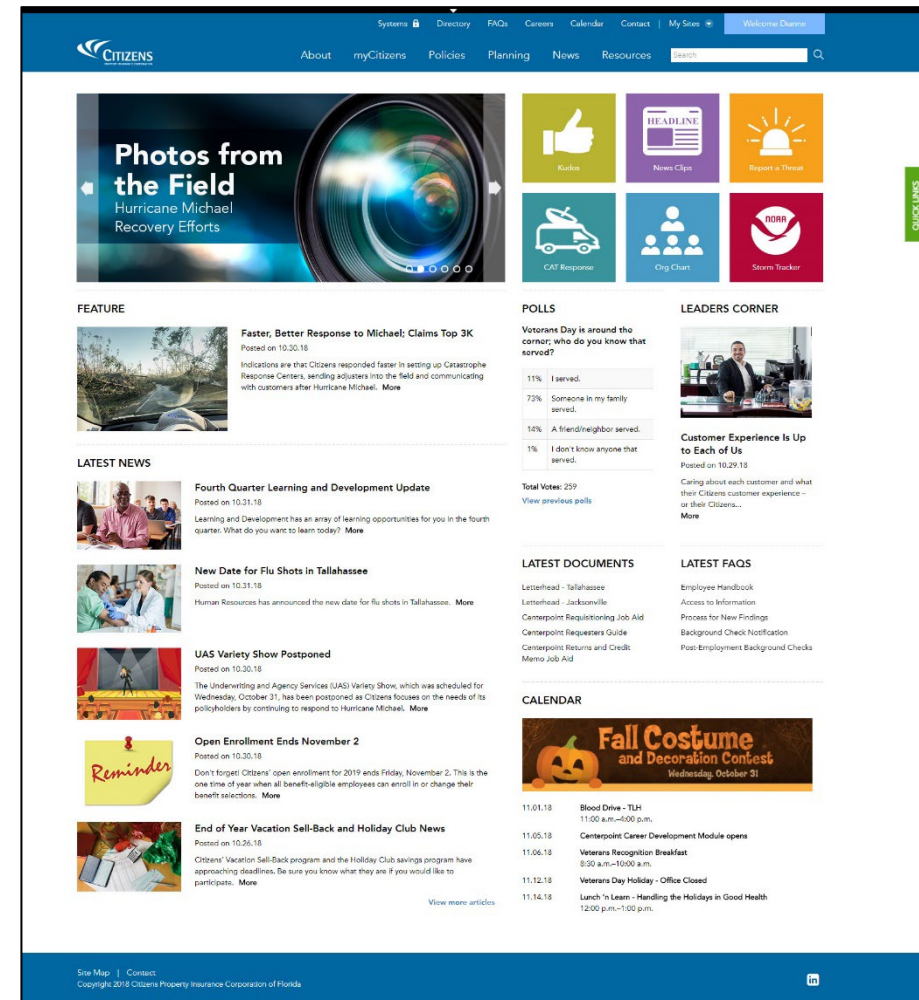


Lobbyists



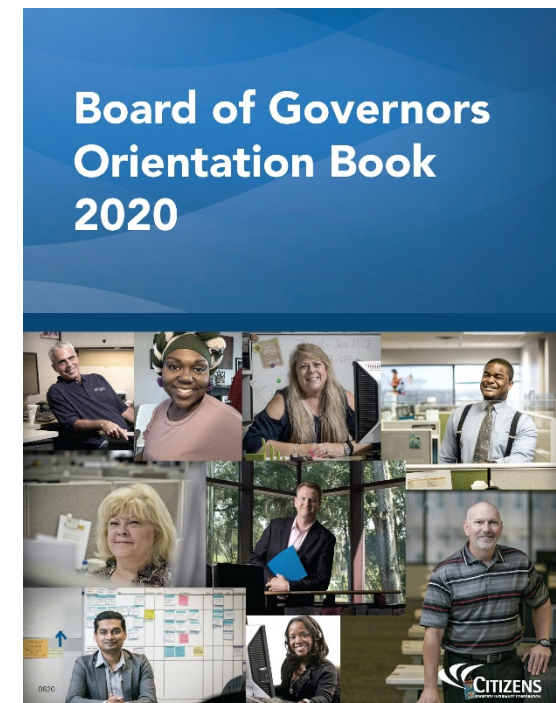
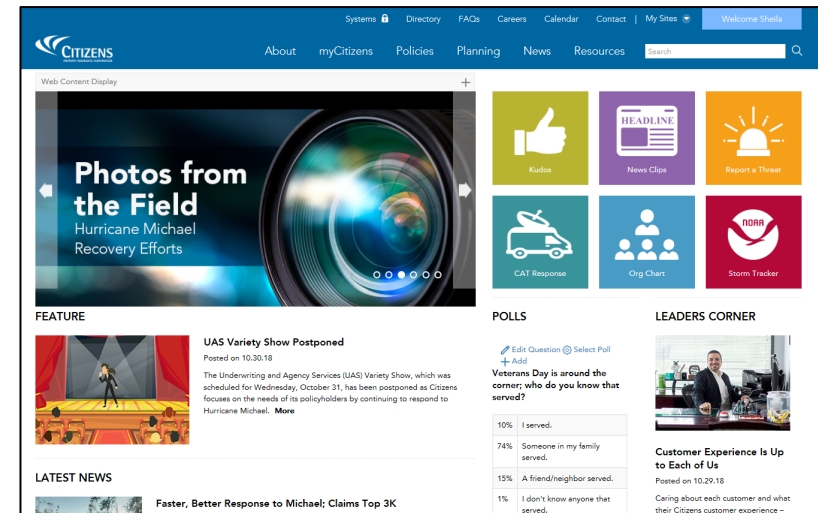
Provide a website to enhance employee communication and collaboration by providing an online community and information hub for employees.

CLEA is responsible for design, development, maintenance and enhancements for the internal website to the website.



The Corporate Communications Team provides companywide comprehensive strategic communications support, including:

- Day-to-day, as well as long-term campaign, writing and editing of communications for all divisions
- In-house graphic designers provide:
 - Corporate image and branding
 - Artwork and design for internal and external websites, brochures, presentations, campaigns
 - Photography/videography
- Internal Website Content Creation
 - Produce original news and feature stories for internal website, including Leaders Corner, Polls, carousel banners and FAQs



- Provides storm and other crisis communications (e.g., CAT Ops, building closures, etc.) to employees, agents, policyholders and other stakeholders
- The CAT Communications Team consists of members from across CLEA who are available 24/7 to suspend policy binding, send notifications and perform other communications duties when a tropical storm or hurricane threatens or strikes Florida.

Hold Details **Hold Regions**

Hold Type

★ Underwriting Hold ▼


Code

★ 2015_Hurricane_Anton


Description

★ Storm restrictions are in effect for

Hold Start Date

★ 06/18/2015 

Hold End Date

★ ../../.... 

UW Issue Info

UW Issue Type

★ UW Storm Policy Hold ▼


Long Description

★ Storm restrictions are in effect for

Hold Rules

Add

Remove



**Binding Suspension Alert**

**Citizens Binding Suspension
Has Been Lifted**

Tropical Storm Michael

Binding suspension as a result of **Tropical Storm Michael** has been lifted as of 5 a.m. ET, on **Thursday, October 11, 2018**. All regular Citizens business operations have resumed.

This email is not spam. Citizens Property Insurance Corporation communicates by email. You received this email because you are an appointed agent with Citizens or we received a request to add your address to our email distribution list. If you are an appointed agent, removing your name from the distribution list requires termination of your appointment. To have your appointment terminated, contact Agent Administration at agents@citizensfla.com. If you are not an appointed agent or if you received this message in error, you can [unsubscribe](#) via our website.



Citizens Property Insurance Corporation
www.citizensfla.com

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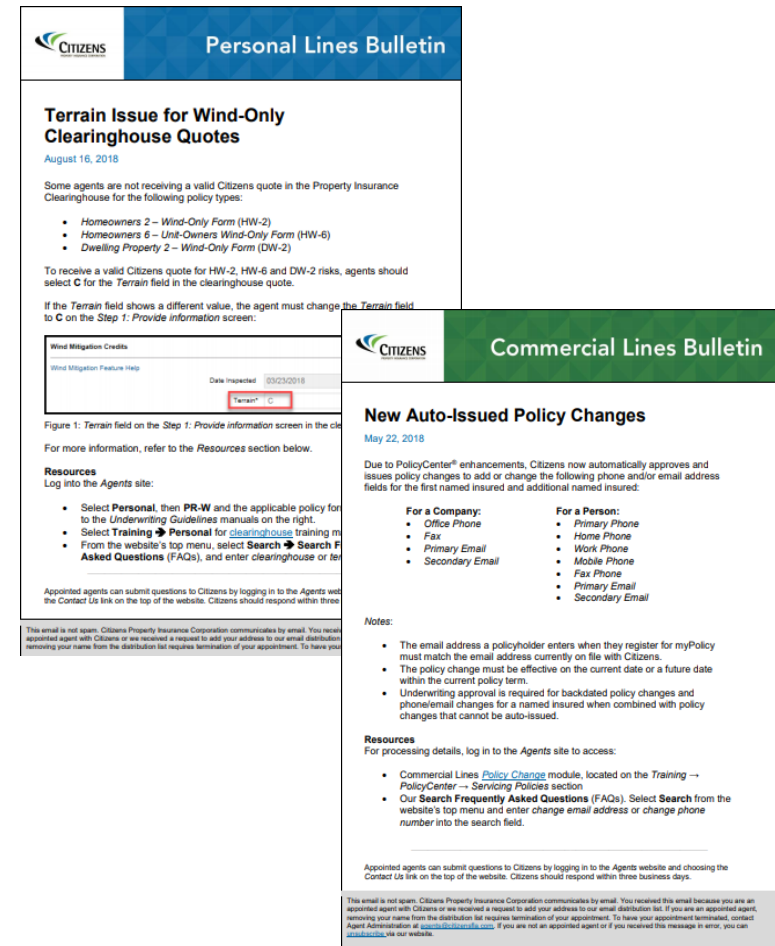
The Technical Education and Communications (TEC) team is responsible for communicating to external and internal stakeholders which include agents, internal staff, policyholders and the public.

- **Communications**

Produces insurance-related letters and emails for our internal and external customers.

- **FAQs**

Manages a search engine called *Knowledge Base* which houses our online [Frequently Asked Questions](#).



The image displays two screenshots of CITIZENS bulletins and a screenshot of a form. The top left bulletin is titled "Personal Lines Bulletin" and "Terrain Issue for Wind-Only Clearinghouse Quotes" dated August 16, 2018. It explains that some agents are not receiving a valid quote and lists policy types: Homeowners 2 - Wind-Only Form (HW-2), Homeowners 6 - Unit-Owners Wind-Only Form (HW-6), and Dwelling Property 2 - Wind-Only Form (DW-2). It instructs agents to select 'C' for the Terrain field. Below this is a screenshot of a "Wind Mitigation Credits" form with a "Terrain" dropdown menu set to "C". The bottom left bulletin is titled "Commercial Lines Bulletin" and "New Auto-Issued Policy Changes" dated May 22, 2018. It details policy changes for company and personal information and lists resources for agents. A footer note states that the email is not spam and provides contact information for agent administration.

- Leads all communication with the Legislature, Cabinet, and Federal/Local elected officials.
- Fosters relationship building with industry representatives to assist in supporting Citizens mission/direction before the Legislature and Cabinet.
- Responsible for coordinating and developing Citizens' legislative priorities, securing bill/amendment sponsors for corporate initiatives, provides timely analysis of bills that have direct impact on Citizens, and coordinates testimony before legislative committees.
- Outside of the session Legislative and Cabinet Affairs conducts a robust outreach plan which includes hot topic webinars and "Office Hours" in members District offices.



 **Sen. Anitere Flores**
@anitere_flores

State Rep. [@RepRodriguez118](#) will be hosting a [@citizens fla](#) workshop next Tuesday (10/8). Make sure to book your appointments with the Representative's team to ensure a meeting with a Citizens Property Insurance expert.
[#consumerprotection](#) [#propertyinsurance](#)

ARE YOU HURRICANE READY?

Please Join
State Representative
Anthony Rodriguez



Tuesday,
October 8th, 2019
3pm - 7pm

ATTENTION
all Citizens Policy
Holders!

