

## SECTION XVIII PUBLIC RELATIONS

The West Virginia FAIR Plan does not compete with the voluntary insurance market. Rather, it is an insurance association created to supplement the voluntary market by providing coverage to owners of insurable property who have been unable to obtain coverage in the voluntary market. We are obligated to increase public awareness of the purposes and procedures of the Plan to assure that those persons having difficulty getting insurance do not remain uninsured as a result of ignorance of the Plan's existence. To assist in telling the FAIR Plan story, the following communications vehicles are available:

### **A. SPEAKERS**

Qualified persons knowledgeable of the FAIR Plan's operation, including its purpose, history and accomplishments, are available to address community, school and industry groups.

Persons are also available to address specific issues of public concern which relate to the Plan, such as the Plan's efforts to thwart arson-for-profit, the unavailability of property insurance, fire safety, or any other issue relating to property insurance.

### **B. PAMPHLETS**

Various publications are available to increase public awareness of the FAIR Plan. These publications explain steps in making an application, how the FAIR Plan meets insurance needs, and how the FAIR Plan operates.

If you are interested in increasing public awareness of the FAIR Plan or providing a program for an organized group on the subject of the FAIR Plan, we urge you to contact the Plan's President, who will be glad to assist in any way.