

**Agenda Item 3(c)**  
**October 11/22 Board Meeting**

**Recommendations for Revisions to CAFII Alerts Weekly Digest,**  
**Based On June/July 2022 EOC Member Input Survey**  
**Prepared by Brendan Wycks, Co-Executive Director**

**Part 1**

**Editorial Guidelines**

- A. Proposed Revised Content Categories For CAFII Alerts Weekly Digest:
- Government/Regulatory Developments (in particular, credit protection insurance and travel insurance as product lines of primary focus; five articles maximum)
  - Other CAFII Member-Relevant News (five articles maximum)
  - Upcoming CAFII Member-Relevant Webinars and Events

If the above-proposed Content Categories are approved as new Editorial Guidelines for the Weekly Digest, the following current Content Categories will no longer be utilized:

- News About CAFII Members and Their Parent Companies (subsumed within “Other CAFII Member-Relevant News”)
- Diversity, Equity, and Inclusion News (subsumed within “Other CAFII Member-Relevant News”)
- Research/Thought Leadership/Technology/Digitization News (subsumed within “Other CAFII Member-Relevant News”)

- B. No Opinion Pieces. Scope to be limited to news reporting articles only.

**Part 2**

**Operational Process Changes/Enhancements**

- A. If CAFII’s Co-Executive Directors question whether an article is acceptable for inclusion; engage the Media Advocacy Committee (or an adhoc Committee of 2-3 volunteer EOC members) for a Review/“Sanity Check”. This is a consulting engagement and not a regular/recurring review and approval of the Weekly Digest. The editorial guidelines and more limited scope should largely address any inappropriate articles.

- B. CAFII Alerts Weekly Digest Disclaimer Statement To Be Updated, As Follows:

*The CAFII Alerts Weekly Digest is intended to provide a curated compendium of news on insurance, regulatory, and industry/business/societal topics of relevance to CAFII Members – drawn from domestic and international industry trade press and mainstream media – to aid in Members’ awareness of recently published media content in those areas.*

- C. Transition/Implementation Date: once changes to overhaul and enhance the Weekly Digest are approved by the EOC (assuming at September 20/22 EOC meeting) and by the CAFII Board (assuming at October 11/22 Board meeting), the changes can be implemented immediately, with the next edition of the Weekly Digest (e.g. based on above assumptions, with the edition of Friday, October 14/22.)