

Media Protocol Process—Modified From Media Protocol II

Responding to Negative Media Columns/Articles

- Once the CAFII Board approves the content of the proposed responses to negative columns/articles, this material will be the pre-approved source material for a Letter to the Editor response
- Such a Letter to the Editor would be based on this pre-approved content, with necessary modifications to respond to the specific column/article
- Approval for a Letter to the Editor response would come from a Committee comprising
 - The CAFII Co-Executive Directors;
 - The Chair of the CAFII Board;
 - The Chair of the CAFII EOC; and
 - CAFII's Media Consultant
- The Letter to the Editor would be signed by Co-Executive Director Keith Martin and would not require further approvals, if the Committee above approves it