

Agenda Item 4(c)(ii)
May 26/20 EOC Teleconference Meeting

**CAFII Media Consultant's Report On CAFII's 2019 Media Relations and
Website Communications Achievements**

Media Successes in 2019

- CAFII enjoyed its most successful year ever for positive media coverage, with a total of 12 stories in the mainstream and trade media during 2019.
- Mainstream media outlets with prominent mentions of CAFII included The Toronto Star, Hamilton Spectator, and Waterloo Region Record, while trade publications mentioning CAFII included Retail Banker International, Insurance Business Canada, and the Insurance and Investment Journal.
- This coverage resulted from two news releases issued by CAFII: one about Ontario ending out-of-country medical coverage too quickly, and a second release announcing results from CAFII-sponsored research about Credit Protection Insurance.
- CAFII also handled a number of incoming media enquiries, and was successful in preventing a negative story being contemplated by Robert McLister, the Mortgage Columnist for The Globe and Mail, and founder of Rate Spy.

Communications Strategy/Media Opportunities for 2020

- Continue "low-risk" strategy of safe and selective media engagement; do not give added oxygen to high-profile attack stories such as those pursued by CBC Marketplace
- Use survey data and market research as key drivers of media outreach via news releases and opinion pieces
- Continue to expand consumer education content on the CAFII website as a direct way to reach the public
- Be alert and ready to respond to negative newspaper articles and columns with Letters to the Editor, where appropriate.
- We've done well with this strategy to date, so let's continue to be careful and selective going forward.