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**Sent:** October 15, 2018 10:10 AM

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**Subject:** Discussion with Aaron Boles of CBA about CBC Marketplace

Just had a good phone call with Aaron, the VP of CBA communications.

The main reasons for the CBA not doing an interview with CBC Marketplace are:

- The FCAC and the Department of Finance are expected to release a report this fall recommending new protections for consumers. Finance has asked the industry to remain in a "no noise" mode about consumer protection issues until after the report is issued. This is why the CBA also refused interviews about Scotiabank dropping out of the arbitration program run by the Ombudsman for Banking Services and Investments.
- Participating in an interview would have "stoked" the story by giving Marketplace an opportunity to create on air conflict and controversy between the industry and its critics. They suspect FCAC may not participate for the same reason and for the above reason.
- Credit card balance protection insurance is not the product that the industry should make the poster child for creditor insurance. If we want to win an argument about the value of creditor insurance, there are better products to hang our hat on.

Some other interesting insights from Aaron:

- CBC Marketplace is struggling for reasons and on air participants to make this story different and an advancement from a story they did in 2009. They complained to him that they are having trouble getting anyone to come on air besides insurance agents and brokers. He feels that unless they can uncover some disgruntled users of credit card protection insurance, the story won't have much excitement.
- He has not and will not mention CAFII to CBC Marketplace.
- The story will likely run in the next 3 to 4 weeks.
- Aaron promised to keep us informed on any developments on this story, and to inform me of any future media enquiry about other creditor insurance product stories.

- David