

CAFII Media Advisory Committee
November 19, 2014
Mock Interview with Madhavi Tom-Yew, Toronto Star Business Reporter
Summary

Deliverables since the last CAFII Board of Directors meeting

- EOC Media Committee was struck.
- Executive Director underwent media training.
- Executive Director and EOC Chair conducted an informational interview with a Toronto Star reporter, focusing on creditor insurance. Post interview feedback was provided by the reporter.

CAFII Media Feedback

- Need for development of a DECK / presentation telling the CAFII / creditor story that acts as a road map.
- When creating a potential media outreach list, a differentiation between business reporters and columnists must be made.
- It is very unlikely that a columnist's point of view will change – editors give them more leeway. For example, Ellen Roseman.
- There is a need to report some new information about creditor when conducting media outreach; otherwise CAFII's outreach could potentially become the story (i.e. a public relations campaign).
- Printed background materials about CAFII and creditor would be useful.
- There is a need to focus on the consumer benefiting from creditor.
- The insurance "pay out" statistic was more credible vs. "customer satisfaction" statistic – this was not convincing to the reporter.
- The key factor of creditor insurance was that it would pay out if a catastrophic situation took place.
- The question was raised, do employees who approve mortgages have enough experience or training to sell creditor insurance?
- The free look period was received positively.

Next Steps

- Conduct the first meeting of the EOC Media Committee; and set objectives.
- Development of a DECK / presentation telling the CAFII / creditor story.
- Creation of CAFII marketing / background materials (brochure).
- Continued media training.
- Creation of a media list for future outreach.
- Contacting communications/media departments of CAFII members to let them know who to call in case of a Creditor related story.