

REPORTER'S GUIDE TO THE NAIC

The NAIC places a very high priority on working with the media. To avoid any delay or confusion, all media requests are to be routed through the NAIC Communications Division at 816-783-8909 or News@naic.org. NAIC employees are instructed to route all media requests through the NAIC Communications Division.

We will provide reporters the following: general guidance through NAIC process and policy; accurate background from experts within the organization; and when appropriate and possible, on-the-record statements from our members state (U.S.) insurance regulators.

Media Credentials: NAIC Communications staff will attempt to identify anyone claiming to be a member of the media through an online search of secondary sources. If we are unable to quickly identify credible examples of reporting, we will ask you to fill out the NAIC Media Credential Request Form. Please be prepared to provide samples of recent articles, and in the case of freelance work contact information at your hiring outlet.

IMPORTANT NOTE: The NAIC reserves the exclusive right to determine whether to credential any person or organization claiming to be a member of the media. Websites that contain articles related to insurance, but that generate income primarily through lead generation or insurance sales-related functions ARE NOT considered media by the NAIC. Writers for these outlets are considered interested parties of the NAIC and will not be granted media privileges.

Meetings and Conference Calls: Almost all NAIC proceedings are open to the public and credentialed media are welcome to join meetings and dial into conference calls free of charge. The conference call [calendar](#) is available on the NAIC website, which includes dial-in information and meeting materials. Regardless of credentialed status, registration for a meeting or conference call is required for administrative purposes. Public meetings may be audio/videotaped with prior approval. See the NAIC policy on audio/video taping below. On a case-by-case basis, the NAIC makes audio recordings of meetings and interviews available through its website.

Website: The NAIC [website](#) is a vast resource with thousands of documents for public use. Al

name and title. Proper attribution of title and NAIC position (if applicable) can be confirmed by NAIC Communications staff.

On Background

Any information provided by NAIC staff may be quoted directly or paraphrased and should be attributed generally to "the NAIC."

Attribution and Representation: If and when an interview is arranged by NAIC Communications staff, it can be assumed that the respondent is speaking on behalf of the NAIC, unless otherwise stated. In some cases a spokesperson may provide both an NAIC position (national perspective) and another position specific to their jurisdiction (local impact).

State Regulatory Issues: The NAIC Communications Division assists with the inquiries regarding the work of the NAIC and national/global insurance regulatory issues. Media requests for state-specific information will be forwarded to the appropriate state insurance department.

NAIC POLICY STATEMENT ON VIDEOTAPING:

The term videotaping in this policy means the capture of moving images, with or without the addition of sound, by use of computer, digital camera, conventional video tape, film, or any similar technology.

The term audio taping in this policy means the capture of sound by use of computer, digital recording, conventional tape, video, film, or any similar technology.

The NAIC permits the audio and videotaping of its meetings, including any meetings or events occurring at the meeting site, under the following guidelines:

- 1) Videotaping of members and proceedings by broadcast news organizations is permitted;