



An affiliate of The Institutes

Guidelines for Submitting CPCU Society News

Thank you for sharing your news with the CPCU Society! Please review the following guidelines prior to submitting your news. Once submitted, your article will be reviewed by The Institutes' editorial team and will be posted to the website within 5 to 10 business days. You will receive notification once your article becomes live on the CPCU Society website. Please submit all articles to cpcusocietynews@cpcusociety.org.

Appropriate topics for CPCU Society news submissions:

Chapters and Interest Groups

- Recaps of and teasers about events sponsored by your chapter or interest group
- Success stories directly related to your chapter or interest group (e.g., Good Works projects)
- Special recognition or awards related to chapter or interest group activities
- Special recognition of new or outgoing volunteers
- Informational pieces from interest group or chapter-vetted authors related to emerging issues and hot topics in the industry

CPCU Society Members

- Acceptance of prominent awards or special recognition related to industry activities
- Industry-related success stories
- Unique perspectives of attendance at CPCU Society events
- Announcements about or material from industry-related, member-authored publications

Guidelines for writing your CPCU Society news article:

- Consider length: CPCU Society news articles are, on average, between 200 and 400 words.
- Include as much relevant information as necessary, such as:
 - Full names, designation(s) and higher education degrees, and organizations of individuals mentioned
 - Date and location of event mentioned
- Provide context for or background information on the news story.
- Spell out all abbreviations or acronyms on first reference.
- With the exception of perspective pieces, writing in the third person is generally preferred.
- Submit a picture with caption whenever possible.
- Aim to tie your news back to the CPCU Society. For example:
 - For members: How has the CPCU designation helped lead to your special news?
 - For chapters and interest groups: How can CPCU Society members get involved?

Guidelines for titling your CPCU Society news article:

- Provide a short and informative title.
- Consider adding a one-sentence teaser to elaborate on the title. This will be featured on the news homepage to encourage members to click on your article.

Examples:

My Experience as a New Designee in Indianapolis

Jane Smith, CPCU, provides a unique perspective as both a new designee and international attendee at the 2015 CPCU Society Annual Meeting.

Iowa Chapter Packages Food to Help Fight Hunger

Members of the CPCU Society Iowa Chapter volunteered at the Meals from the Heartland Annual Hunger Fight on August 28.