



To help its members assess article submissions as impartially as possible, the CPCU Society Publications Committee has developed a scorecard that includes the criteria it uses to assess articles. Generally speaking, the higher an article scores, the better its chance of being published in *Insights*. There are a few things to know about the scoring system:

Publication decisions are not based solely on the scorecard

The scorecard is a tool used by committee members to examine and quantify their subjective reactions. Final decisions on publication are subject to additional factors and decision makers. An article with low scores on certain criteria may score highly enough on other measures for committee members and Society staff to grant it extra editorial attention. On the other hand, an otherwise excellent article may be sent back for a glaring weakness (e.g., being too promotional, denigrating someone else, etc.).

Publication in *Insights* is not the only option

In addition to publishing *Insights*, the Society and the publications task force help the Society's interest groups develop online repositories of articles for their websites. Relevant articles that are not published in *Insights* are considered for these online portals. This is an especially valuable outlet for articles that may be too narrow or technical for *Insights*, but helpful to CPCUs in addressing specific problems.

How can you know if an article is too technical, too narrow or too basic?

That's always hard to judge, because the CPCU Society's audience is wide and diverse. Some CPCU Society members crave intricate coverage analysis, while others prefer a big-picture view of emerging trends. The committee and the Society try to balance these and other interests in every issue, given the material provided to us.

General guidelines to help you develop proposals and draft articles for *Insights*:

- Assume that your readers have completed the CPCU curriculum and do not need the basic explanations you may have to provide when communicating with the public at large. That said, use simple, commonplace examples (dog bites, car crashes, pollutant spills, etc.) to make your message clear and easy to absorb. Be conversational, but not flippant or idiomatic.
- When discussing technical topics or analyzing coverage, try to relate your content to fundamental principles of insurance and risk management (e.g., the principle of indemnity, duty to defend, good faith, etc.). By using this approach, you are more likely to interest a broader readership in technical developments in one specific area of insurance.
- Avoid mathematical formulas or dense language that would be more appropriate for an academic journal than a professional journal. Easy-to-read charts, graphs and tables are encouraged.
- Do not focus on or promote your own products or services. Self-promoting articles will be rejected outright. The only way an article focusing on your proprietary knowledge will be accepted is if the information is new and unique enough to make it essential or very worthwhile for CPCUs to know.

Thank you for helping us continue to make *Insights* great. We look forward to reviewing your article submissions!