

VIDEO:

We see the actor's faces, one at a time, in extreme close-up. They peek into the lens, one at a time. Very soon, the mugs of all three will be in the frame. All three will be against black limbo in studio.

Note to actors: Fear not, a prompter will be available, and this will be shot a few lines at a time and assembled in the edit suite.

AUDIO:

Lindsay (to camera): Hello.

Bob: Hello there.

Lindsay: Hi, I'm your host.

Bob: Wait a sec... I thought I was the host.

Burke: Hey, I thought I was the host.

Lindsay: Who are you?

Bob: I'm Bob. Who are you?

Lindsay: Lindsay.

Burke: I'm Burke.

Lindsay: Hi Burke. Nice to meet you.

Burke: We're here today to show you how to be an effective voice and advocate for the property and casualty insurance industry in your assigned political representative's office.

Bob: Very assertive, Burke. See how he just kind of took over the host's role?

Lindsay: Yup. Might have to call my agent.

VIDEO:

Clips from three scenes.

AUDIO:

Burke: Here are some highlights from the video you're about to watch...

X

X

X

X

X

X

Bob: Okay, maybe those are the lowlights.

Lindsay: We're going to show you some "Do's And Don'ts"...

Burke: But mainly, we're going to supply you with a list of things to consider in your role as an "information resource".

Bob: We're here to show you how to approach political assistants, and your local elected member... and we're going to play those roles.

VIDEO:

All three leave.

Burke enters different set in front of blue screen. (Note to actors: please, nothing blue in your wardrobe.)
(Title)

AUDIO:

Lindsay: *All* the roles?

I'm definitely calling my agent.

Burke: Okay, there are a number of steps we want to talk to you about today. Step Number One is all about *Getting a Meeting*.

Now, no matter where you meet a politician... it could be at a barbecue, a golf tournament... it could be anywhere, really... remember, it's just two people talking...

Lindsay: Um... can I interrupt?

Burke: Uh... it's going to be like this, is it?

Lindsay: We were talking about this before we started. I just think that there's some work to do before you just walk up, or call, a politician, and ask to sit down and talk to them.

Burke: Like what?

Lindsay: I just think that you have to meet them somehow, and establish a

VIDEO:

(Title)

CUT TO: TWO ACTORS, against black limbo, on stools.

AUDIO:

relationship, before you go in there and start asking for stuff.

Burke: Okay, why don't you and Bob show us how it's done?

Lindsay: Okay.

Burke: Ladies and gentlemen... Point "1A": ***Build a Relationship***. Bob will play the role of the wily politician while Lindsay plays...you.

Lindsay: Great clam bake.

Bob: Been to a few of these clam bakes. Never get tired of them. Nope.

Lindsay: I'd like to introduce myself.

Bob: I feel your pain.

Lindsay: My name is Lindsay, and I work at Quadruple X Insurance.

Bob: How 'bout those Expos?

Lindsay: I live over on Main Street in your riding, and my office is on Centre Avenue. If I can ever be of assistance on home or car insurance issues, please give me a call.

VIDEO:

CUT TO Burke/blue screen.

CUT TO Bob/blue screen
(Title)

CUT TO: Two Actors

AUDIO:

I'll be in touch with your office.

Bob: You know, red used to be my favourite colour. But, now blue is.

Burke: Okay. A couple of interesting points to discuss, here. No matter what the person you are talking to tries to do, stay focused on what you are trying to say or do. Don't let them throw you off.

Bob: Now, Point "1B" is ***Getting a Meeting***... Chances are you'll first run into one of the member's assistants... to be played by the lovely and talented Burke.

You'll probably start by speaking to the member's executive assistant or constituency assistant in the riding office.

Lindsay: My name is Lindsay, and I work at Quadruple X Insurance.

Burke: What do you want?.

Lindsay: Uh... Dunno. Can I speak to... uh... please?

IBC/Insurance Community Action Network (ICAN)

"I Feel Your Pain"

February 8, 2003

VIDEO:

CUT TO: Bob/bluescreen.

CUT TO: Two Actors

CUT TO: Bob/blue screen.

CUT TO: Two Actors

AUDIO:

Burke: Remind me again why I should let you within 500 miles of Mr.

Beelzebub?

Lindsay: Uh... Dunno.

Bob: Okay, perhaps it's time for some do's and don'ts. That was a "don't".

When meeting with anyone, not just an executive assistant, know what you want to talk about. Introduce yourself, state your business and explain that you'd like to meet with the member because...

Lindsay: ...The auto insurance reform debate is heating up and I'd like to offer some background information to ensure Mr. Robinson is up to date before the vote...

Burke: Ah!

Bob: Or...

Lindsay: ... there are concerns within the insurance industry that I'd really like to discuss with the member... that he should really know about.

Burke: Really!

VIDEO:

CUT TO: Bob/blue screen.

CUT TO: Two Actors

CUT TO: Bob/blue screen.

AUDIO:

Bob: Or....

Lindsay: I'd like to introduce myself and offer any assistance the member might need on insurance matters.

Burke: Fascinating!

Bob: And promise to keep the initial meeting to 15 or 20 minutes. And then keep the promise. If you take too much of their time, you won't be asked back.

Also... if the member is a cabinet minister and their free time is scarce, offer to meet with the Executive Assistant.

Lindsay: Can I butt in here?

Bob: Do I have a choice?

Lindsay: No. If your local politician is a cabinet minister, don't even try going through their ministry office.

Bob: Whoa, that's pretty revolutionary.

Lindsay: We're not talking about a revolution here, but I think it's pretty good advice to simply go through their

VIDEO:

CUT TO: Two Actors

CUT TO: Burke/bluescreen

AUDIO:

riding office. Approach them on local level.

Bob: Yeah... avoid the red tape whenever possible.

Bob: So, Mr. Burke, what brings you in to see me today? I'm incredibly important, and that means my time is very valuable.

Burke: I have no idea. I just like being in the same room with you. I just want to breathe in some of that magnetic aura I've heard about.

Burke: Okay... this brings us to our next point:

Be Prepared.

When you finally do have a meeting with your politician, it may seem obvious... but you should be ready for it.

Review the material you've received from IBC and practice what you want to say. If you have questions in advance, call IBC to get the answers.

VIDEO:

CUT TO: Two Actors

CUT TO: Burke/bluescreen

CUT TO: Two Actors

AUDIO:

Lindsay: As you may know, there's been a lot in the paper lately about rising premiums. Well, there are really good reason for this...

Bob: Did we play golf last summer? I can't figure out where I met you. I'm thinking clam bake. Lobster hunt? Baseball game...?

Burke: Although you may have a well-crafted pitch memorized, be ready for anything. Keep your main points top of mind so you can come back to them as a summary if things are really off the rails.

Lindsay: ...since 1978, the cost of claims paid out has actually been higher than the premiums coming in....

Bob: You used to work at the casino, didn't you? Where do I know you from? Was I drunk? *Should I* remember you?

Lindsay: ...I don't think so. As you know, the average consumer still thinks they are paying too much, but this isn't the case.

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CUT TO: Burke/bluescreen

CUT TO: Lindsay/bluescreen

CUT TO: Two actors

CUT TO: Lindsay/blue screen.

CUT TO: Two actors

AUDIO:

Burke: Prepare two packages. Give one to the member and one to the member's assistant.

Lindsay: This brings us to our next point:

Be friendly, but not overly familiar.

Burke: Boy, that wife of yours. Listen, where'd you find a pretty little package like that?

Bob: Excuse me?

Lindsay: Um... Don't do that.

Keep it professional, unless you really are best buddies. If you think you are pals, be sure that the member feels the same way before you go on about what you saw in the bar last night.

Unless you've been invited to provide a critique, don't offer an opinion on the member's performance in the house...

Burke: Saw you on TV in the house last week. Man, did you suck!

Bob: I feel my pain.

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CUT TO: Lindsay/blue screen.

CUT TO: Two actors

CUT TO: Burke/blue screen.

CUT TO: Lindsay/blue screen.

AUDIO:

Lindsay: Try this, instead...

Burke: Yes... I saw that last week. You certainly faced some difficult insurance questions. Perhaps I can help you with some answers in the future.

And, above all....

Be sensitive when talking politics.

Lindsay: You know, I think this whole health care thing would be solved if we sent all the old people out to die on icebergs.

Bob: Uh. What kind of monster are you? What company did you say you worked for?

Lindsay: If you *are* a known member of a political party, don't pretend to be something you're not.

But be respectful of the member's party policies. They've been elected. You haven't. And, don't argue about policy or comment on the leader's latest troubles.

VIDEO:

CUT TO: Two Actors

CUT TO: Lindsay/blue screen.

CUT TO: Two Actors

CUT TO: Lindsay/bluescreen

CUT TO: Two Actors

AUDIO:

Burke: Wow, your boss must've been pretty loaded when he picked up that hooker!

Bob: (Cough)

Lindsay: ...might be replaced with...

Burke: ...You know, the pressures on elected officials must be tremendous...

Lindsay: ***Make your pitch.***

Don't use up all of your time with small talk.

Bob: ...yeah, I just love hockey. Don't get to many games, though....

Burke: Did you see that fight at the game last night? I thought for sure they were going to throw him out of the game.

Bob: No way!

Burke: Way!

Bob: Say, have I ever shown you my hockey puck collection?

VIDEO:

CUT TO: Lindsay/bluescreen

CUT TO: Lindsay/bluescreen

CUT TO: Bob/bluescreen

CUT TO: Two Actors

AUDIO:

Lindsay: Instead....try to segue into what you came to discuss with something like...

Bob: ...yeah, I just love hockey. Don't get to many games, though....

Burke: I know you have a busy schedule, so let me get down to why I've called on you... about that auto insurance issue...

Lindsay: Get to the point quickly. Political meetings are easily interrupted with urgent matters, votes in the house, flight schedules, and so on...

Bob: *Use Door Openers.*
Have some facts and figures ready to go that will make your issue a "local" one for your member.

Lindsay: Did you know that the number of traffic fatalities in town has actually gone down by 10% over the last five years, while health care costs and claim settlements paid by insurers have gone *up* substantially?

Burke: That's incredible. I can use this. Does anybody else know this?

VIDEO:

CUT TO: Burke/bluescreen

CUT TO: Two Actors

AUDIO:

Lindsay: No, just me and you.

Burke: Then I'll have to kill you.

Burke: Wherever it's possible, find out how many jobs are provided by the insurance industry in your member's riding... what the average premiums are in the community... and how that compares to the provincial average... local accidents rates... and, taxes paid by the insurance industry.

Bob: You know, my constituents are always bugging me and saying their auto insurance premiums are too high.

Lindsay: Yes, our auto premiums *are* increasing, and so are our claim costs, fraud costs, and industry taxes as well... but did you know that our accident rate is the highest in the country?

Bob: I did not know that.

Lindsay: Well, now you do.

Bob: I feel your pain.

Lindsay: I feel *your* pain.

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CUT TO: Bob/bluescreen

CUT TO: Two Actors

CUT TO: Bob/bluescreen

CUT TO: Two Actors

AUDIO:

Bob: Next, *Keep the Door Open*.

Before you leave, suggest you'll be in touch in a few months to provide updates. Ask if you may schedule another meeting for three months from now, six months from now, after the House rises, and so on...

Burke: Can I schedule another meeting with you three months from now, six months from now, after the House rises, and so on?

Lindsay: You've seen that training video, haven't you?

Bob: Offer to help with any insurance matters that may come up. Invite the member or the member's staff to call you any time if they need clarification, confirmation or more information on insurance issues. They probably even have constituents who call with complaints about their insurers.

Burke: Call me anytime you need something clarified, and here is the IBC consumer information number, as well...

VIDEO:

CUT TO: Lindsay/bluescreen

CUT TO: Bob/bluescreen

CUT TO: Two Actors

AUDIO:

Lindsay: I have to tell you.... I've been in public life for half my life, and I've never been so impressed!

Burke: I know.

Lindsay: We're almost done... ***Follow Up.***

Send a letter of thanks with any updates you can provide on the issues you have discussed. If the member has asked questions that require further research, get the answers and get back to him promptly.

Bob: Attend the member's events, whenever you can. If you go to the Rotary luncheon where the member gives a keynote address, be sure to join the throngs at the front to say hello, repeating your name and company. Don't take it personally if he doesn't remember your name.

Lindsay: Hello...

Bob: Uh, hello.... I uh... Uh...

Lindsay: You don't remember me? I sat in your office right across from you. Right across from you! See if I ever vote for you again.

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CUT TO: Lindsay/bluescreen

CUT TO: Burke/bluescreen

CUT TO: All three against limbo

AUDIO:

Bob: (shaking hands): Pain. Lots of pain.

Lindsay: If you run into the member on their personal time, say hello, offering your name... and then move on... Nobody wants to be hounded through the produce section by a rabid constituent trying to make point.

Burke: And, our last point, ***Report Back.***

While it's fresh in your mind, report back to IBC on your meeting. Something more than "We had a lovely chat and she looked great" would be good.

IBC will be looking for supportive comments, an indication of the member's view of the industry, any issues coming from constituents, and whether the member is sympathetic to the issues put forward by insurers.

Lindsay: So, there you have it.

Bob: That wasn't so bad now was it?

Lindsay: Naw, not really...

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AUDIO:

Burke: What we've done today is show you how to be an effective voice and advocate for the P&C insurance industry in your assigned political representative's office....
an "information resource".

Bob: Thanks for your time!

Lindsay: Bye!

END