

NEW YEAR, NEW NAIFA, NEW "LOOK" FOR ADVOCACY COMMUNICATIONS

NAIFA Gov Communications



This month, NAIFA *Frontline* and other popular Advocacy Communications will take on a whole new look. NAIFA is pleased to announce the new online NAIFA Gov Communications. NAIFA Gov Communications will be color coded so you can quickly identify the information that is most important to you and your business.

Here is what to look for in your email*:

Watch your email inbox on January 15 for the first *GovTalk* newsletter (formerly *NAIFA Frontline*).

GovTalk (formerly *Frontline*)

GovTalk will be color coded BLUE. Like *Frontline*, it will be a biweekly email newsletter covering important developments on the legislative and regulatory issues crucial to your business and explaining how NAIFA is working on your behalf.

GovWatch (formerly Advocacy Updates)

GovWatch will be color coded GREEN. **GovWatch** will provide short summaries of breaking legislative and regulatory news that do not require grassroots action by NAIFA members.

GovAlert (formerly Action Alerts)

GovAlert will be color coded RED. **GovAlerts** will deliver calls to grassroots action on major legislative and regulatory developments that will impact your bottom line.

GovPod (formerly Advocacy Podcasts)

GovPod will be color coded ORANGE. A **GovPod** is an audio file you can play on your computer or an mp3 player (such as an iPod) that allows you to listen to experts discuss the latest legislative and regulatory issues NAIFA is working on for you. **GovPods** will be 5-10 minutes long and a new one will launch on the first of every month.

*You must have HTML email to see the color coding.