



ACPM Article/Webinar Approval Guidelines and Process

Overall Approval Process for Topics

Topics for potential Observer articles or for ACPM webinars are submitted to ACPM by [Leadership Supporters](#) or individual ACPM members. Prior to proceeding with the publication of the article or approving the webinar topic, such topics are reviewed by the [ACPM Editorial Committee](#) to ensure they meet the criteria and are of value to the retirement income industry.

The committee can suggest or request that a topic be revised prior to approval or the committee may determine that the topic does not meet the criteria to proceed and they can reject the topic. Where a topic is rejected, ACPM will follow up with the submitter to discuss whether the concept can be sufficiently modified or replaced with a more acceptable concept that will meet the criteria.

I. Selection criteria

Observer Article Selection Criteria

- Should be educational in nature
- Should be a sufficiently sophisticated treatment of a topic related to the retirement income industry that will interest ACPM members.
- Should not be self-promoting or advertorial in nature.
- Does not have to align with ACPM policy positions.

Webinar Selection Criteria

- Topic should be one that provides value to ACPM members and has not been the subject of recent webinars by other ACPM groups, e.g., Regional Councils.
- Should be a sufficiently sophisticated treatment of a topic related to the retirement income industry that will interest ACPM members.
- Should not be self-promoting or advertorial in nature.

II. General ineligibility

There are some types of presenting organizations and topics that are generally ineligible for publication or broadcast purposes via ACPM channels.

- 1) Presenting organizations will be ineligible to present where they have:
 - a. Social or political statements that, in ACPM's opinion, carry a high probability to offend the public or specific groups of constituents. The article must always remain professional.
 - b. Been publicly and consistently critical of Canadian governments and/or their agencies on retirement income policies and procedures.
 - c. Engaged in the distribution of misinformation or factually inaccurate statements and/or used misrepresentative credentials, certifications, designations, or references.

- 2) Topics will be deemed ineligible if they are:
 - a. A sales pitch for the proposing organization. The article must be educational.
 - b. Defined or presented falsely or inaccurately.
 - c. Not relevant to the retirement income industry.
 - d. Potentially defamatory to any individual or organization.

For any specific questions regarding submission eligibility, please contact Lorianne Weston at Lorianne.Weston@acpm.com