

# Speaking With One Voice:

FISCA NATIONAL COMMUNICATIONS PLATFORM | BY CYNTHIA VEGA AND STEPHEN ALTOBELLI

**There are a number of issues facing the financial services industry** – bank discontinuance, payday advances, and zoning restrictions – to name just a few. Currently, the industry response to virtually any issue has been sporadic and largely reactive. When it does respond, the industry rarely speaks with a unified voice. There are several



reasons for this, not the least of which could be a lack of awareness of latest developments as well as a general feeling of indecision as to how best to respond.

The FiSCA National Communications Platform seeks to change that. It will create resources FiSCA members need to keep up-to-date on the latest developments that can impact

their business. Perhaps more important, it will provide the tools to effectively advocate at the local, state and federal levels for their companies and the industry in general.

Given the current legislative and regulatory environment, it is increasingly important for all of us to defend and advocate on behalf of our industry. It is no longer enough to assume others will do it. We all must take an active, even aggressive, role in protecting our collective interests. FiSCA is developing the resources you can use.

## **FISCA STATE COMMUNICATIONS NETWORK**

In matters of public affairs and public relations, the need for speed can sometimes be as critical as the message itself, both in information gathering as well as responding to a given situation. Therefore, the FiSCA State Communications Network will be created and will allow for immediacy in communicating and exchanging information among designated public relations representatives in every state. It will be comprised of FiSCA members who are particularly interested in creating and leveraging the national public relations program for the good of the industry. This group will meet regularly to exchange industry news and information in a proactive manner.

## **NATIONAL PUBLIC RELATIONS PROGRAM**

Members will find the tools they need to become industry “ambassadors” on the FiSCA Web site. These can help change the negative perceptions surrounding who we are and what we do. Currently in development are a wide array of resources to help deliver the message that can be applied to both existing and new products, services, situations and initiatives, including:

- **FiSCA Speaks:** This section will contain FiSCA's organizational position papers, as well as information on all FiSCA products and services. These materials will help FiSCA Ambassadors represent the organization and the industry effectively in meetings with the press, the public, and in any other communications efforts they undertake.
- **Good Corporate Citizen Toolkit:** There are many ways that FiSCA members can enhance their overall reputation in their local communities. The Toolkit will contain a variety of recommendations, examples and resources for members.
- **Industry News:** FiSCA's News Clippings will be housed here, categorized in user-friendly ways.
- **Government Affairs Update:** Sections for the Federal Government, as well as links to all fifty states. Subcategories within each will include:
  - Find your legislator
  - Regulations
  - Legislation
- **What You Can Do:** This section will include templated letters that can be sent to legislators and the media.

---

**GIVEN THE CURRENT LEGISLATIVE AND REGULATORY ENVIRONMENT, IT IS INCREASINGLY IMPORTANT FOR ALL OF US TO DEFEND AND ADVOCATE ON BEHALF OF OUR INDUSTRY. IT IS NO LONGER ENOUGH TO ASSUME OTHERS WILL DO IT.**

---

- **Media Outlets:** This section will link to an online Web site where members can identify major print and broadcast media outlets in their particular state.
- **Elected Officials:** Links to Web sites where FiSCA members can look up their state and federal elected officials.
- **FiSCA Alerts:** Electronic newsletters that will circulate to participating members on an as-needed basis. Topics will include:
  - Legislative Update:  
Latest developments in key states and in Washington
  - FiSCA at Work:  
Overview of important PR activities as they occur

#### **CALL TO ACTION**

You'll be hearing more about this critical initiative at the Conference, so look for our presentation. To sign up for FiSCA Alerts and keep abreast of the latest PR developments, please contact Cindy Vega at [cvega@fisca.org](mailto:cvega@fisca.org) or Stephen Altobelli at [saltobelli@mww.com](mailto:saltobelli@mww.com). We look forward to elevating our industry through education and advocacy in the months ahead. ■

---