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The Institutes Launch First in Series of Ethics Education Podcasts for Ethics Awareness Month

Malvern, Pa.—The American Institute for CPCU and Insurance Institute of America (the Institutes) recently launched a series of professional education programs in the form of audio "podcasts," or Internet-distributed audio programs. The release coincided with the property-casualty insurance industry's Ethics Awareness Month, which is observed each March.

The inaugural series of Institute podcasts focuses on discussions of professional ethical dilemmas that members of the insurance and risk management industry could face in the course of doing business. Listeners will hear a scenario and then listen to the panelists discuss the ethical implications.

The first program, which is available on the Institutes' Web site, is:

School's Out

One good turn deserves another—unless the well-intentioned actions of others make it look like you've done something wrong and place you in an ethical dilemma. Pamela, a talented insurance producer, helped a customer. But the customer's gratitude puts Pamela in an awkward situation.

The second ethics podcast (to be released in May 2007) is:

Ignorance is Bliss

Sometimes, it's better to be in the dark. However, you may learn something that can put you in an ethical dilemma. Phil, an agent trainee, learns something about a client in confidence. But what he knows could impact his agency's business.

The panelists for both ethics podcasts are Chris Amrhein, AAI, Amrhein & Associates; and Mary Ann Cook, CPCU, AU, AAI and Donna Popow, JD, CPCU, AIC, the Institutes.

“The Institutes are committed to finding innovative ways to deliver knowledge to risk management and insurance professionals,” said Peter L. Miller, CPCU, President and CEO of the Institutes.

“Podcasting is especially effective for distributing the Institutes’ unique professional education and insights, because many of our students and customers—and other industry participants—are busy professionals who need practical information from us in a portable format.”

Miller went on to say, “It is our hope that these ethics podcasts inspire thought and discussion. To facilitate discussion, we set up forums on our Web site where podcast listeners can share their thoughts and opinions with other listeners around the country and around the world.”

The programs are available for downloading and listening on computers or digital audio players at no charge at the Institutes’ Web site (www.aicpcu.org). Visitors to the Institutes’ Web site can also “subscribe” to podcast feeds so that they receive future podcasts automatically; they can also access the podcast discussion forums. Visitors need to click the link under Log On. Learn. on the Institutes’ home page. (Podcast “subscriptions” and forum access are free). The programs are also available at no charge to subscribers through the Apple iTunes Music store (www.itunes.com).

In addition to the two ethics podcasts, the Institutes will release programs on other topics later in the year. Subscribers will learn about new releases automatically.

Podcasts are digital audio or video recordings distributed using Internet technology. Visitors to an organization’s Web site can download podcast programs for review on their desktop computers, or synchronize them with a portable digital media device. Software programs called “feed readers” or “podcatchers” allow users to “subscribe” to podcasts at no cost and receive new programs in a podcast series automatically.

About the Institutes: The Institutes (the American Institute for CPCU and its companion organization, the Insurance Institute of America), are independent, nonprofit organizations offering educational programs, professional certification, and research to people who practice or have an interest in risk management and/or property-casualty insurance. The Institutes offer the CPCU professional designation program; associate designation programs in areas such as claims, risk management, underwriting, and reinsurance; introductory and foundation programs, and online courses. More information is available at www.aicpcu.org.