



CELEBRATING
one hundred years

1908 » 2008


NEW ZEALAND
INSTITUTE OF
CHARTERED
ACCOUNTANTS

Centennial media resource kit

How to use this resource

This resource is intended to support branches and firms that wish to use centenary events to promote the profession through the media. It contains:

- key messages
- event ideas to get you thinking
- sample press releases
- ideas for what to put in your media kit
- tips for dealing with the media
- suggestions for further resources.

Please:

- read the resource
- find out the names of local media contacts
- adapt the sample media release or write your own, using the ideas and content in this resource as appropriate
- make your media release relevant, original and timely
- let us know what you're doing (we can then answer questions if media contact us – and we are also happy to provide advice and communications support) – phone Judy Knighton, Communications Manager, 04-9175 621. Content of all Institute media releases and media events **must** be checked by Communications before release.
- phone your local paper and tell them about the event – then send them your media release/media kit
- send us a copy of any media coverage
- send us photographs and a write-up of the event for our centennial website.

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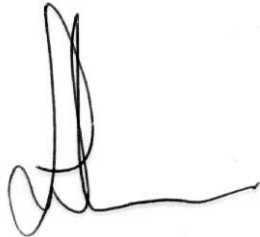
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From the President

Our Institute turns 100 years old on 15 September. This is the anniversary of the date that the Act establishing the New Zealand Society of Accountants was signed into law in 1908. Throughout 2008, we will be celebrating 100 years of service to New Zealand through the education and registration of accountants, and the setting and regulation of professional and financial standards.

Our centenary is an opportunity to let the wider community know about the contribution our profession has made to New Zealand business and society. We have much to be proud of, so let's talk about the accomplishments of our individual members and firms.

Of course, the centenary is also the opportunity to get together with colleagues and friends and have a good time. Many events are already planned; others will eventuate during the year. Celebrate. Enjoy. I'll look forward to seeing you at some point during the year.



Graham Crombie

President
New Zealand Institute of Chartered Accountants

Key themes and messages

The overall objectives for centennial year publicity are to:

- promote our members as the first choice for business for the past 100 years and for the next 100 years
- reinforce that our members have been and continue to be a skills and knowledge base for small and medium entities
- promote the three designations, particularly Chartered Accountant, as worthwhile and interesting career options with a strong history and a bright future.

Key themes and messages are:

- beginning a second century of valued contribution
- the Institute is custodian of financial reporting standards in New Zealand
- accounting is the language of business
- “Chartered” denotes quality, trustworthiness, etc
- key words are innovative, creative, skilled, capable, trustworthy.
- perspective is future-focused – into the second century, rather than old and fuddy-duddy.

Keep us informed

The Institute PR/Communications team is happy to provide support and advice for promotion of both Institute and firm centennial events – contact Judy Knighton, Communications Manager, on 04 9175 621.

When promoting an Institute event, whether branch or national, the content of your media kit **must** be checked by PR/Communications before it is released to the media.

Attracting media coverage

The primary role of the media is to provide news and entertainment to its audience. The key requirement is a good story. This is not the same thing as a story that makes us (or you) look good.

Journalists and editors are busy people, often working to very tight deadlines. If you help them get a story, by sending a media kit with relevant information before an event, by giving them a well-written media release with a local angle or by arranging a photo, there is a good chance they will use it.

Ask yourself:

- **Is this relevant?** Local community papers want local community stories. Television channels want stories for national audiences with visual interest. Farming magazines want stories that appeal to farmers. Take your story to the appropriate media outlet if you want them to use it.
- **Is it original?** Remember, if it isn't new, it isn't news. Think about what makes your event different and unique, and make this part of your write-up of the story. If writing about a local character or firm, "new" means new to the audience; that is, a story that hasn't appeared in the local media in recent months.
- **Is it timely?** Be careful not to start your publicity too early or too late. Talk to your local media contacts about the best time to let them know about a coming event. When sending coverage after an event, do so as soon as the event is over. Again, in the case of a story about a local person or firm, "timeliness" may be as simple as linking the story to the centenary.

Event and story ideas

Firms

- Trace and publish your firm's history.
- Hold an alumni reunion.
- Celebrate overseas alumni by inviting them to tell their stories on your website – publish them all at once to give you an “event” to promote to the media.
- Begin a centenary project designed to benefit the community.
- Hold a “Founders’ Day” party to celebrate the founding of your firm.
- Write about your founders – especially good if your firm was founded in the early part of last century.

Branches

- Theme your usual major events – this may include holding them in costume (past or future); denoting them event “centennial” (“Centennial golf-tournament”, “Centennial Presidential dinner”; “Centennial new members award ceremony” etc).
- Invite retired members to talk to your Young Accountants about their experiences and the changes they have seen.
- Interview and write about your oldest member; your first woman member; any member turning 70, 80 or 90 this year.

Both

- Hold a celebrity centenary debate.
- Arrange an event with 100 in it – plant 100 daffodils; ride 100 km; run 100 metres; arrange for 100 accountants to greet 100 people on 100 street corners (use your imagination – the more innovative, the better).
- Enter a 100-year themed float in your local Christmas (or other street) parade.
- Run a competition for schools (for example, through the education page of your local newspaper) with an accounting theme, such as: “What will accountants be doing in 100 years?” (This could be an essay, video, picture or all three.)

(Please let us know of any ideas you have that are not on this list so that we can update and improve the list during 2008.)

Using the Institute's centenary logo

Use the Institute's centenary logo on your website and on publicity for events. Download a web copy from the members section of the website (conditions apply). For further information, contact Visual Communications, New Zealand Institute of Chartered Accountants, logo.requests@nzica.com

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Writing a press release

A press release is a short article, written as a news story, that is intended to convince an editor that your event (or person or service) is newsworthy.

It is written in the third person (get rid of “I” and “we” – use “he”, “she”, “it” and “they” instead). It focuses on facts, and doesn’t contain hype or sell.

Read the paper that you hope to be published in to see how their stories are written. Follow the advice in the following checklist. Send your draft release to PR/Communications; we’ll be happy to critique it for you.

A press release can be written before the event and included in a media kit with an invitation to your media contact, or written after the event and sent with photos.

When writing a release:

1. Make sure you answer the questions: who, what, when, where, why and how.
2. Decide on a story angle that is interesting to readers, timely and important.
3. In your first paragraph, sum up the content of your press release: what happened; where, when and why; who was involved.
4. In the rest of the press release, expand on these facts. Use short sentences and simple words. Keep the release short: two pages are okay; one page is better.
5. Provide quotes from newsmakers that are important and relevant to the story.
6. Create a short, simple headline that encapsulates the story angle.
7. Include background on the firm and the newsmakers after the story end.
8. Provide contact details for further information.

Sample media release

For immediate release 16 September 2008

Triathlete accountants help sick families

A horse and buggy, a penny farthing and a skateboard were among the transport options selected by teams of Millington accountants, as they raced to be the first to complete a centennial fundraising triathlon with a difference at the Millington Racetrack on Saturday.

The event celebrated 100 years since the founding of the Institute of Chartered Accountants, and both the teams and supporters dressed as accountants from the past 100 years and the next 100. Sponsorship raised \$13,450, which will be used to establish a family sleepover room at the Millington Children's Hospital.

A crowd of 500 turned out to support the ten teams of three who ran, swam and used the non-mechanised wheeled transport of their choice, with an accounting task to complete at each changeover. Prizes were awarded for fastest completion, correct completion of tasks in the shortest time, most imaginative costume, and most funds raised. (See below for a list of prizewinners.)

Major sponsor of the event, James Bigglesworthy of Bigglesworthy Crumbe and Metcalfe Chartered Accountants, said: "We wanted to mark the centenary of our professional body with an event that said something about our profession: fun, innovative and relevant – and with a benefit for the community. This was a great family day out, and we're really pleased with how well it went. Many thanks to all who supported the day."

ENDS

For further information, please contact:
Jane Smith, Bigglesworthy Crumbe and Metcalfe, Tel 02 5667 9880

List of prizewinners

...

Photos

Three photographs of the day are included with this media release. The date and a suggested caption are written on each photo. The photos are:

1. Teams line up at the start.
2. James Bigglesworthy presents the prize for best costume to Annabelle Macintosh of Fentmark and Daughters, Mellington Minor.
3. Picnicking in the shade of the trees after the race.

Suggested paragraphs

Para 1:

New Zealand's professional body of accountants is 100 years old. An Act of Parliament passed in 1908 established the New Zealand Society of Accountants, which more recently became the New Zealand Institute of Chartered Accountants.

Para 2:

The Institute has nearly 30,000 members and belongs to a world-wide alliance of nine best-in-country professional bodies representing more than 700,000 accounting professionals.

Para 3:

For information on local events, contact your local Institute branch representative, [name] Tel [number].

For information on national events, contact:

Judy Knighton, Communications Manager, Tel 04 9175 621

Graham Crombie, President, Tel 03 477 9923

Keith Wedlock, Acting Chief Executive, Tel 04 9174 869

Distributing your media kit/media release

Your story is likely to be of interest to your local paper or broadcaster. Ring the editor and talk about the event. Remember your story angle. Stress the local interest, local people, community involvement. Explain that you would like to send a media kit, and ask if the media outlet wishes to send a representative to the event.

Local papers do not have huge resources, so don't be offended if the editor asks you to send a write-up and photos after the event – be grateful for the opportunity, and send them as soon as possible.

If you think your event is likely to be of national interest, contact PR/Communications and we will assist you.

Interviews

After you've sent your media kit or media release, you may be contacted for an interview. Below are some tips to help you.

Before the interview

1. Find out who the reporter is, why you were asked for the interview and what information he already has and where he got it. Establish ground rules on what will be covered and how much time will be allowed for the interview.
2. Do your homework. Anticipate questions and think through your responses. Make certain you are familiar with the facts supporting your position and that they're up-to-date. Even if you're the expert, a quick brush-up will help. Be informed of the positions of others in regards to the event or subject.
3. Know the key points you want to make. You might want to type them up on a card and put the card in a prominent place on your desk. Before the interview, review them often. Are they honest, meaningful, and to the point? Don't try to memorise them or you could come across as stilted and pompous.
4. Always set a timeframe for response and respond within this timeframe. If you are not able to respond by that time, call back and set a new deadline.

The interview

1. **Be honest**
2. **Speak in terms of people, not statistics**
3. **Don't say it** if you don't want to be quoted. "Off the record" simply means save to use later
4. **Don't be defensive** and don't argue
5. **Don't repeat offensive phrases** from the reporter's question – if you disagree, say why but don't reinforce the audience's memory by repeating what you disagree with
6. **Don't answer** "When did you stop beating your wife"-type questions directly
7. **Answer direct questions directly** if possible and appropriate (see number 8)

8. **Do not lie** if you do not know an answer or if you cannot give an answer for confidentiality reasons
9. **Avoid jargon**, acronyms, and technical terms
10. **Keep your answers short**
11. **Be positive** in your answers
12. **Don't be curt** (even with the dumbest question)
13. **Don't restate the question** in total. It's okay to rephrase it to one you want to answer – "I think what you mean to ask is ..."
14. **Take time to think about your answer**
15. **Answer only one question at a time**
16. **Use your key points** when you have a chance
17. **Admit it** if you're not sure of the facts, and promise to get them if possible
18. **Don't demand** to see the interview, show, or article – you can ask, but you don't have any right to expect it
19. **Be available** for follow-up
20. **Most importantly, be relaxed and confident** – you are the expert on your subject!

TV and radio

- Be well prepared
- Be well presented
- Try to convey one key message – it is likely that your interview will be pre-recorded and cut, so keep your message short and simple.

Managing risks

Prepare for media enquiries by preparing answers to possible questions. The better prepared you are, the easier you will find the interview.

If you get a question you don't expect:

- tell the story you want to tell, and stick to your key messages
- don't answer questions that are "outside your brief"; instead, refer the interviewer to the appropriate spokesperson (for key Institute spokespeople, see the Institute media kit)
- contact PR/Communications if you need support.

If an incident occurs at your event that makes it of national interest, contact PR/Communications.

What to include in your media kit

- purpose, history and details of the organisers – the Institute (see below); your local branch; your firm
- any relevant biographies (for example, of a performer or invited speaker)
- details of the content or reason for the event
- photographs (uncluttered, interesting – usually of people doing something – good focus, contrast and exposure, taken close to the action, and captioned with names of people, the event, what is happening and the date)
- contact names and phone numbers
- any relevant flyers, posters or newsletters
- tickets to any paid event.

For more information:

For information about events, see the events section at www.centenary.nzica.com

For support with media liaison, contact Judy Knighton, Communications Manager, judy.knighton@nzica.com

For a copy of the centennial press kit, see the press room at www.centenary.nzica.com

For a copy of the Institute media kit, see www.nzica.com/media

The media kit contains:

- mission statement and philosophies
- organisational structure
- key speakers

When we send this to media, we also include a copy of our latest *Chartered Accountants Journal* and (where relevant) a copy of the *2007 Annual Report*.