




Media relations template instructions

OSCPA has developed several templates you may download and customize for your own media relations outreach.

Download the following templates:

-  **Introductory letter to local media**
-  **News release announcing firm award**
-  **News release to announce new firm associate**

 **Click here to access additional press release templates from the AICPA.**

[http://www.aicpa.org/Professional+Resources/CPA+Marketing+Toolkit/pressrelease.
htm\]](http://www.aicpa.org/Professional+Resources/CPA+Marketing+Toolkit/pressrelease.htm)

Introductory letter to local media

print on business letterhead



Download introductory letter to local media

Date
Reporter's Name
Name of media outlet
Address
City, State ZIP

Dear [name]:

I'm writing to introduce myself and offer my services as a resource.

As a Certified Public Accountant, I've worked closely with clients over the past [x] years to help them identify and meet their financial and business goals.

But not everyone has access to a CPA at a time when the tax and financial climate is extremely complex. Many people in our community could benefit from sound advice that helps them lower their taxes, manage their money and save for the future.

Therefore, I invite you to call me any time you need a professional to comment on tax laws, new tax or financial legislation, or basic money and investing tips. I'm comfortable being interviewed, or simply providing you with background for any stories you are working on.

I've enclosed a brochure that outlines my professional expertise.

I look forward to working with you to better serve our community.

Thanks in advance,

[Your name, credentials]
[Your title]

News release to announce firm award

print on business letterhead



Download introductory letter to local media

NEWS RELEASE For Immediate Release

Contact:

Your Name

Your Company

e-mail address

Phone number (office)

Phone number (mobile)

[Firm Name]’s [last name] awarded local business honor

(YOUR TOWN, Month XX, 2009) – [Associate first and last name, credentials], [title] at [firm name], recently was honored with [name of award].

Insert explanation of award here. [Ex: The Gold Medal for Meritorious Service to the Accounting Profession recognizes a CPA’s significant, positive influence on the growth and development of the CPA profession and The Ohio Society of CPAs. It is OSCPAs highest recognition for a member.]

A member of the firm since [year], [last name] has [list accomplishments here that relate to the award. These could be professional accomplishments or those achieved in volunteer service to a community organization].

Insert quote from firm partner. [Ex. “Tom’s service on the Community Revitalization Committee will pay huge dividends to area residents for years to come,” said [name, firm partner]. “He was instrumental in mapping out a design for our new downtown district which will help our community grow in the future.”]

[Last name] is a member of The Ohio Society of CPAs and [other professional memberships] He is a resident of [city name].

Insert “About the firm” paragraph here. [Ex. Spencer and Holloway CPAs LLC has provided comprehensive tax strategy and business advisory services in greater Dayton since 1990. We work closely with clients to understand their business strategy and goals, and provide a custom approach to service that contributes to greater financial success.]

– End –

News release to announce new firm associate

print on business letterhead



Download introductory letter to local media

NEWS RELEASE For Immediate Release

Contact:

Your Name

Your Company

e-mail address

Phone number (office)

Phone number (mobile)

[Firm Name] Welcomes New Accounting Associate [or Certified Public Accountant]; Expands Services to offer [new service here]

(YOUR TOWN, Month XX, 2009) – [Firm name], a certified public accounting firm, has welcomed [name, CPA, other credentials] as [title]. With

[Last name] will be responsible for [list duties here, especially those involving client relations or serving the public good]. He brings extensive experience in the areas of [healthcare consulting], a new practice area now available to [firm name’s] clients.

He/she is a graduate of [university] where he/she majored in [major]. After graduating, [last name] worked for [list major employers and experience].

He/she is a member of The Ohio Society of CPAs, [list any other professional memberships].

[Last name] resides in [city] with her husband [name] and their children where he/she is on the board of [list volunteer affiliations such as charitable boards, civic and business groups].

Insert “About the firm” paragraph here. [Ex. Spencer and Holloway CPAs LLC has provided comprehensive tax strategy and business advisory services in greater Dayton since 1990. We work closely with clients to understand their business strategy and goals, and provide a custom approach to service that contributes to greater financial success.]

– End –


Public speaking instructions

CPAs are highly regarded by the public for providing trustworthy and accurate financial advice on many topics. That's never been more important, since Americans are now very concerned about their financial futures. You can help by speaking to community and business groups, and local school children on a variety of topics. This gives you valuable public speaking practice, expands your networking opportunities and positions you as a financial expert in your community.

Here are a few ways you can share your expertise for the good of the public.

- **OSCPA financial literacy programs**

OSCPA and its charitable affiliate, The Ohio CPA Foundation, are committed to helping Ohio citizens learn how to manage their money through the many stages of life. The Financial Fitness Ohio Web site offers timely advice for consumers on a variety of financial topics. OSCPAs also operates several community programs in which CPAs volunteer to teach children basic money management concepts.

 **Accounting for Kids Day**[®]—Teach elementary students the fundamentals of saving and investing at a school in your community. <http://www.ohioscpa.com/Content/40802.aspx>

 **High School Accounting Career Days**—Introduce students to the many career possibilities of a CPA. <http://www.ohioscpa.com/content/45149.aspx>

Become a speaker in your community

You can also reach out directly to groups in your community and offer to provide a program on a specific financial topic. OSCPAs offers ready-made presentations on various personal and business related topics. These are available free for members.

Examples of groups that might be interested in hosting a CPA speaker include:

- Chambers of Commerce
- Rotary and Kiwanis Clubs
- Senior citizen centers and retirement communities
- Public libraries
- School PTOs or high school guidance counselors

How to promote yourself as a speaker

- Develop a list of topics on which you would be comfortable speaking or use one of OSCPAs presentations.

-  **Download PowerPoints**

- Identify local groups you can contact to offer your speaking services.
- Prepare a letter introducing yourself and your interest in providing a program. Or download the OSCPAs letter template for and customize it for your own needs.

-  **Download OSCPAs letter**

- Follow your letter up with a phone call to the group several weeks later. Again, express interest in becoming a speaker and ask if there are particular topics that are relevant for members, and when would be the best time to give such a presentation.
- Once you are invited to speak, work through the details of the event.
- Inquire about the meeting room. How large is it? How will it be set for the meeting? Will there be a podium and a microphone, and can you use Powerpoint? This will help you prepare for the presentation.