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Catalog to Help CPAs Conduct a Useful, Efficient Public Relations Campaign

American Institute of Certified Public Accountants. Public Relations Division

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A steady flow of news and press releases keeps the national (and international) media informed about CPAs. Each year we respond to hundreds of inquiries from the press; and we place news and feature stories in major newspapers and magazines, as well as radio and TV, around the country.

Money Management Column

In just three years, our 750-word weekly newspaper column, Money Management, has achieved wide circulation, appearing in newspapers in 40 states. This popular column provides ideas and advice on all aspects of personal finance, under the state CPA society byline.

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> Public Relations Division **AMERICAN INSTITUTE OF CPAS** 1211 Avenue of the Americas New York, NY 10036-8775

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- Year-end Tax Planning
- Tax Season Tips
- Building Family Capital
- Calculating Net Worth

For business audiences-

- Getting a Bank Loan
- Choosing a Location
- Knowing When to Sell
- Estate Planning
- Microcomputers
- How CPAs Solve Small Business Problems

Giveaways

Colorful, inexpensive printed items you can leave with your audience after your talk, or mail to your clients.

- Year-end Worksheet for Tax Planning
- Budget and Cash Flow Worksheet
- Personal Financial Statement Worksheet
- Annual Tax Season Giveaway

Brochures

These brochures and booklets explain your role to your clients.

- What Else Can Financial Statements Tell You?
- How to Choose and Use a CPA
- What Does a CPA Do?
- Public Service and the CPA

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How To Manage Your Money

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