Annual Reports

- Annual reports are probably one of the least read of all house publications.
- Most who receive newsletters spend less than 10 minutes looking at them.
- 15% of stock analysts don't read them at all.

Annual Reports

- Why create them then?
- Because for publicly traded companies, they're required.
- The CCM regulations.

Audiences

- The audience is primarily internal, one with a vested interest in your organization.
- There are others
  - Financial media
  - Financial analysts
  - Potential stockholders
  - Customers
  - Opinion leaders

Content

- A description of the company and a summary of its operations
- A letter to stockholders that includes an account of the past year's achievements, an overview of the industry environment, and a discussion of future plans.
- A financial review as set forth by the CCM
Content

- An explanation and analysis of the financial performance for the last year.
- A narrative that does everything from discussing social issues to beating the organization's drum.

Writing Annual Reports

- Agencies write the bulk of annual reports.
- Most annual reports consist of tables, charts, and photos.
- They're criticized for sugar coating.
- The modern annual report has become a major tool in any organization's PR arsenal.
- PR writers focus on:
  - The President's/CEO's Letter
  - The Narrative Report

The President's/CEO's Letter

- If you can write it yourself, good.
- Otherwise it may be poorly written by the President.

The Narrative

- Describe the company, its operations, its people, and its future in detail.
- You can't leave out anything required by the CCM.
- You want to make the company look good.
- Use numbers to augment your narrative, but don't let them tell the story.