

THE ACTUARIAL SOCIETY OF HONG KONG - MEDIA GUIDE

The objective of this guide is to provide:

- a structured process to deal with queries and requests from the media
- an introduction to the media for new members and members unfamiliar with media contact

ASHK Media Policy

- Only designated spokespeople - as determined by the ASHK Council - are authorised to speak on behalf of the ASHK as follows:
 - President & Vice Presidents – can speak on all ASHK-related issues and area of expertise
 - Chairpersons of ASHK Committees – are authorised to speak on their Committees’ area of expertise
- Designated spokespeople must declare up-front when speaking in ASHK capacity to avoid confusion with corporate or personal capacity
- Committee Chairpersons are encouraged to speak to the media. However if unwilling or unavailable to respond, the request must be immediately referred to the President / Vice Presidents to enable a timely response
- All requests for media comment must be immediately forwarded to the President & Vice Presidents and the Chairperson of the Professional Matters Committee to enable a timely response
- All designated ASHK spokespersons must undergo media training and have read ASHK’s media guidelines, key policies associated with professional standards, ethics, independence, etc and the ASHK backgrounder before speaking to the media (The backgrounder will include a standard “boiler plate” concisely explaining who actuaries are and who ASHK is)
- Where a topic is controversial and/or poses the potential for reputation damage, there must be:
 - Consultation with past Presidents & Council members to establish an “ASHK stance” within a short time
 - Identification of experts willing to help out at short notice
 - Review of proposed remarks for publication by at least one Council member
 - Review of PR risk by the PR firm
- All media releases generated by Committees must be
 - Signed-off by ASHK Council
 - Reviewed by the PR firm

- Things to avoid when speaking in ASHK or professional capacity
 - Never comment on a specific company
 - Never comment on a specific actuary or industry practitioner
 - Never comment unless you are a designated spokesperson or have special approval from the Council
 - Never make a political statement
 - Never go “off the record”
- Points to note when speaking to the public in personal capacity
 - Emphasise on professional integrity
 - Let ASHK council know if speaking on professional matters
 - Avoid “duel” with other actuaries in the public

Raising the Public Profile of ASHK – a Long Term Strategy and Focus

- Position ASHK as a consistent and informed voice, by offering timely or proactive expert commentary on relevant issues
- Respond to current issues
 - Government consultation papers
 - Misunderstanding or confusion amongst public
- Sustain focus of engaging the media over the long term to build PR profile
- Build profile as professional and credible voice via
 - regular luncheon/discussion program
 - invitations to round tables / ASHK conferences, etc
 - proactive raising of issues, commentary on regulatory issues, market changes
 - professional support materials e.g. media kit containing backgrounders on the ASHK, its policies on independence, professional standards and integrity, professional ethics, short CVs of each Council member etc
- Becoming the source of industry data not available from any other source

FAQ for Designated Spokespeople and Others

- What do I do if a journalist asks me for an interview on a topic that I have expertise in?
 - Refer to the President / Vice Presidents / Council members if not a designated spokesperson /or adhere to guidelines
- What do I do if a journalist asks me for an interview on a topic that I am unfamiliar with?
 - Refer to President / Vice Presidents / ASHK Council members
- Does answering question from a journalist in a pub considered as giving an interview on behalf of ASHK?
 - It may if you have not made clear you were speaking in a personal rather than your capacity as an ASHK office holder. Therefore assume yes.
- What if I have something to say to the public regarding a current issue?
 - Refer to ASHK Council for approval
- What do I do if I have been misquoted or misrepresented by the media?
 - Inform ASHK Council immediately
- What do I do if I'm asked to comment on wider field or public interest topics that are not directly actuarial?
 - Refer to President / Vice Presidents / ASHK Council members

Boiler Plate

The Hong Kong actuarial profession body was formed in 1968 as the Actuarial Association of Hong Kong (AAHK) and, 26 years later, its successor, the Actuarial Society of Hong Kong (ASHK) was duly incorporated in January 1994. The ASHK is a full member of the International Actuarial Association (IAA), which has 62 full member organizations and 23 associate member organizations around the world. As of April 2009, the membership of the ASHK is over 700 with 393 Fellows fully qualified through examinations by the professional bodies in the U.K., U.S.A. and Australia. It is one of the largest such professional bodies in Asia. The ASHK is governed by an elected Council with a President, an Immediate Past President, a Vice President and 10 Council Members. The ASHK sets certain Professional Standards and Actuarial Guidance Notes for members to follow.