

From: "Peter Mason" <wordform@ihug.co.nz>
To: "Kathryn McKinnon" <McKinnonK@maf.govt.nz>
Date: 12/18/01 10:54pm
Subject: RE: RSPCA of SPCA

Hi Kathryn

As an organisation we are trying to consolidate under the brand "SPCA". As such this is inclusive of both our branches and member societies, and equates to our national marketing logo. Hence, in media releases we refer to the national body as "Royal New Zealand SPCA".

However, branches are entitled to use the "R" in front of "SPCA" and, if that is what a branch wants, we will abide by their wishes when referring to the particular branch by name. In the case you are referring to, there is no reference to the Taupo branch, but there is a reference to branches in general and it should therefore read "an SPCA branch".

Hope this helps

Regards

Peter

-----Original Message-----

From: Kathryn McKinnon [mailto:McKinnonK@maf.govt.nz]
Sent: Tuesday, 18 December 2001 2:25 PM
To: wordform@ihug.co.nz
Cc: David Bayvel
Subject: RSPCA of SPCA

Hi Peter

In a couple of places in the newsletter you requested that "RSPCA" be amended to "SPCA". This has been done in all cases except one where the Taupo SPCA was kept as RSPCA. This is to do with the difference between a branch and member society.

I will place this on the agenda for our next meeting, so that I can be sure that I understand this correctly for future newsletters.

Hope you have a relaxing Christmas and that you have managed to unpack most of your boxes.

Cheers
Kathryn

CC: "Peter Blomkamp" <ceo@rspcanz.org.nz>