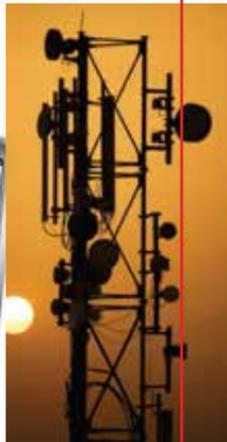


# FAM

Financial Advice for Media People



**Four Rules  
of Investment**

**Strategies for the  
Media Revolution**

**Dealing  
with Debt**

 **Scotiabank**  
scotiabank.com



**New media and new opportunities have raised new issues around the safety of journalists and citizen reporters, as well as the character of regulation and training in the media sector.**

Where does the responsibility lie for a defamatory comment made on a third party social media application?

How to develop relations between major international media groups and emerging local media?

Who should take ownership of opinions posted on social media sites?

Who are citizen reporters and how can their safety be supported?

# FINANCIAL FOOD FOR THOUGHT

- » Start thinking about a career path, rather than focusing on your current job.
- » Assess the transferability of your skills. Be prepared to move to a different industry. Journalists succeed as Corporate Affairs managers, PR managers, Employee Communications managers, Customer Service Managers, Brand Managers, Project Writers, publishers, writing employee newsletters, etc.
- » Freelancing may even be better for your health overall!
- » Invest in self development. Stay ahead of the technology in your trade; take courses and develop value-added skills to stay relevant.
- » Start your investments early, however small. Use your investigative skills to find investment opportunities to meet your needs. Putting away a little early on, in an inaccessible account or an insurance policy can reap great rewards later.
- » Create a long-term plan, that includes every stage of your life.
- » It is never too late to start saving. With a recession and a family this may be hard, but find ways to cut spending and save.
- » Are you *au fait* with current technology and its uses? Can that create another income stream eg. speech writing, advertising liason, marketing lead for a small company not able to afford staff, website and blog space management? Possibilities can be found in the most unlikely places. Uncover opportunities and use your contact base to build clientele.
- » Find a good trustworthy banker, insurance agent or investment officer. There are opportunities for funding things like your children's education that can be tailored to your needs.
- » It's ok to change careers midway. A career coach or competent Human Resource professional can help. You may need basic small business or entrepreneurial training if you want to venture out on your own.
- » If you are working independently, have you started an Individual Retirement Account? Don't delay any further.
- » Ensure your organization is paying all your statutory obligations (particularly NIS) – while not much, the payments can help to offset routine costs later on.
- » Begin an exercise regime and start eating healthy. This improves your brain and reduces health costs now and later.
- » Your next career option could have nothing to do with media – open your mind to the possibilities. Now is the time to be networking and seeing opportunities that may exist.
- » Make good use of all your resources – banks and other institutions provide incentives for their mature clients.
- » Take advantage of lower rates, do NOT be afraid to ask for them. Get whatever documents you need to facilitate income tax reduction!

## Contributing Advisors



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## Charting Your Own Way Forward

The media revolution will not be televised. But it will be blogged, microblogged and web-videoed across the globe. Technological advances over the last decade have completely changed the face of news media. Add recent turbulent times to the mix and the result is either chaos or a world of opportunity. One comes from standing still, the other is grabbed through preparation, discipline and adaptation. Which will you choose?

One advantage media employees, particularly journalists, have is access to people and places, and creating opportunities while it lasts requires a new mindset. There are solutions to everything. Consider what you want to do, how much you need to earn and who can help you. Next get advice, plan – and be practical – then act! A good trustworthy financial guide will be your best asset along the way.

# Living pay cheque to pay cheque?

**Set Goals** – Whatever your financial situation, it can be improved. Goal setting is a great motivator. For instance, if you want to buy a house, set the goal of saving for the down payment and work towards it. Planning for your financial future can make a big difference in the choices you make today.

**Save for Retirement** – 8 out of 10 Jamaicans have no retirement plan. If you think you are living hand-to-mouth now, wait until you retire! In a pension fund or approved

retirement scheme (ARS) your contributions are tax deductible and the interest earned until retirement is tax-free. Maximize these benefits by saving up to 20% (of gross income) in an ARS and saving the 5% minimum in your pension fund as well as an additional 5% in voluntary contributions.

**Deal with Debt** – If you're not saving enough, you may be tempted to borrow money to meet expenses. You might even open credit card accounts and proceed to max them out. If you have already done this, you should apply any extra money (eg. bonuses) to paying off your debt. This will free up money every month once your accounts are paid off. Avoiding high cost debt is one of the best things that you can do for yourself.

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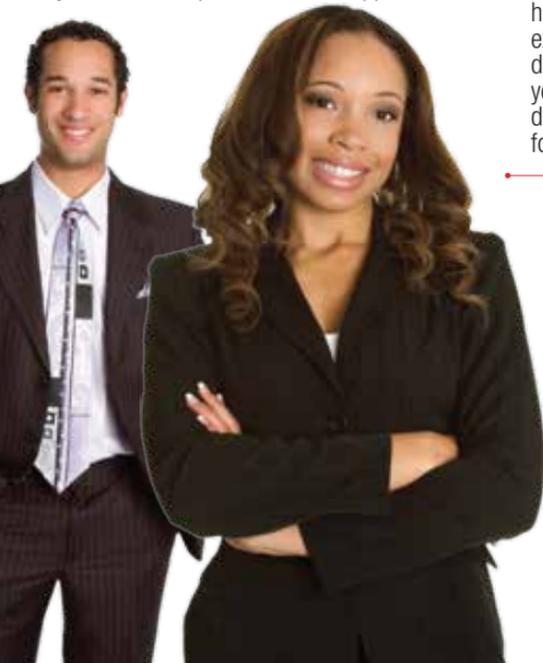
## How You Can Help Yourself

*Rethink your priorities* – Determine a savings goal, deduct that from your monthly income, then prepare a budget to live off the rest.

*Earn extra income* – Utilize hobbies, skills and strengths honed from past experience and former jobs to bring in extra cash.

*Learn how to market yourself* – Starting with your friends, family and community spread the word about what you can do! Find events and organizations that help in this regard.

*Improve your education and skills* – Furthering your education will bring more opportunities and your employer might assist with the costs as well.



# Understanding Investment

## Before you invest...

### **Make a budget and 'Pay Yourself First'** –

Just as utility bills are essential, so are you! Start by making a list of all your expenses and income and explore where you can cut back in order to pay yourself first.

**Automate it** – Set up standing orders with your bank or employer to automatically transfer the funds you have committed to saving or investment. This ensures you stick to your plan.

**Create an emergency fund** – Set aside 3-6 months of your income to take care of emergencies. Your investments should cover medium- to long-term needs and an emergency fund ensures you don't have to sell out your positions to take care of emergencies.

## Four investing rules to know

1. However you choose to invest, there will always be a degree of risk involved.
2. Risk and return go hand in hand. Higher returns mean greater risk, while lower returns promise greater safety.
3. Don't invest in anything you don't understand.
4. Know yourself – As an investor, your emotions, fears, investment knowledge, goals, tolerance for risk, financial situation and time horizon all impact your portfolio. Discuss these with your investment advisor before investing. At Scotia Investments our Investment Selector helps us understand your goals and build you a suitable portfolio.

## Pillars of investment success:

**Invest Early** – Time is a big factor in achieving success, because the earlier you start investing, the more time your money has to grow. Compounding occurs when interest is earned upon the re-investment of payments from your earnings. The longer your investments grow in this way, the greater the returns. So start NOW.

**Invest Regularly** – This allows you to make smaller, more affordable contributions which can grow significantly over time.

**Stay Invested** – Some of the market's best performing years have followed market downturns, so it's important to avoid being distracted by negative short-term variations and stay focused on your long-term investment goals.

**Diversify** – Investing in a variety of instruments reduces the overall risk in your portfolio while maintaining exposure to the potential gains. Cash, income and growth are asset classes, and typically, your portfolio should include a combination of these. One type of investment performing poorly can be partially offset by another investment doing well. SJL offers diversified Unit Trusts to meet the cash (Scotia Premium Money Market Fund), income (Scotia Premium Fixed Income Fund) and growth (Scotia Premium Growth Fund) needs within your portfolio.