

**In this issue:**

1. **Edelman** win Listerine, Samsung and Wrigley accounts
2. **Sydney Bloggers Festival** explodes on Twitter
3. **Hotwire PR** win **Google** Enterprise account
4. **Gell Southam Group** launched
5. **FCR** celebrates 25 years in business
6. **My intern experience** Meredith Gilkes, intern at Text 100
7. **Nyssa Berryman's The Buzz PR** opens new Melbourne office with Joanne Yim (photo right: Nyssa on left, Joanne on right)
8. **JOBS:** page 24 **Cartoons:** page 35



Left: AVVISO! PR: left to Right: Carolyn Grant, Erin Huckle, Nicole Tiedgen, Emma Hartley, Paul Fahy, Rachel de Graaf and Sarah Hawthorn

Right: Melissa Tree joins Ogilvy PR Melbourne

**Cartoons:** see page 35

Where the truth lies...  
life in a PR agency

The dark side of news

## Industry veterans set up agency

Gell Southam Group (GSG) has launched in Sydney offering strategic corporate communications, investor relations and counsel to listed and non-listed corporate.

Principals Mark Gell and Patrick Southam collectively have over 50 years' experience managing investor relations, corporate reputation, and crisis and issues management for major Australian and global companies including BHP, OneSteel, Foster's, Telstra, Optus, TNT, Lend Lease, NAB, Commonwealth Bank, Royal Philips, Boral and Visa.

Prior to setting up GSG Mark was Global Head of Strategic Marketing and Communications at Lend Lease, whilst Patrick was GM of Stakeholder Communications at BrisConnections where he managed the highly publicized investor and media issues associated with the listing and shareholder revolt of the \$5 billion Airport Link toll road.

GSG's offer is focused on financial communications and investor relations, issues and crisis management and reputation management. "Over the past 20 years we have worked on transactions worth more than \$21 billion including IPOs, trade sales, mergers, and takeovers, as both the principle and the target, and equity raisings," said Mark, who is a former Chairman of the Australian Investor Relations Association.

"We have managed corporate communications and investor relations for major financial transactions including IPOs, mergers and acquisitions, capital raisings, corporate restructures and repositioning. We also have deep experience in litigation support, proxy battles and shareholder and key stakeholder communications."

GSG's expertise in the issues and crisis management space includes managing airline incidents, factory closures, product boycotts and recalls, major corporate operational failures, product recalls and legal proceedings.

"When a client engages GSG they get very experienced, highly skilled senior advisers, who work directly with clients and their advisers. We strive to quickly understand our clients' business and the markets within which they operate, then develop and implement results-driven communications to key stakeholders," said Patrick, a former business journalist.

Gell Southam Group is based in Governor Philip Tower in Sydney. For more information visit [www.gellsoutham.com.au](http://www.gellsoutham.com.au) - Photo: Mark Gell (left) and Patrick Southam of Gell Southam Group (GSG).



## Weber Shandwick appoint Saxon Shirley

Weber Shandwick has appointed Saxon Shirley senior account director to build and develop its lifestyle as well as direct the Vodafone Hutchison Australia (VHA) account. Prior to WS, Shirley was at Wilkinson Group and Spectrum Communications

Shirley, who will be responsible for managing the lifestyle practice, identifying and pursuing new business opportunities and maintaining key relationships



with senior clients as well as extending the use of digital in the lifestyle portfolio, reports to Weber Shandwick Australia Chairman Ian Rumsby.

Shirley has more than 10 years experience in PR and marketing in Sydney, having worked on such high profile brands as Google, YouTube, Acer, Blu-ray, Universal, Zuji and Sony. He has managed successful campaigns for challenger brands and burgeoning start-ups and has undertaken agency and in-house communications roles for Wilkinson, Spectrum, Autodesk, Alias Systems and Animal Logic. Shirley was also head of digital in his two previous agencies and worked on numerous successful online campaigns including the launch of Google's StreetView in Australia.

## Sydney Bloggers Festival: #SBF 2010 ranks top 3 on Twitter



Thank you to everyone who attended, blogged and Tweeted during the festival !! We had an awesome 3 days of discussions on the future of blogging, blogger outreach, online business, online publishing, monetizing your site, editorial integrity and how to manage the needs of advertisers and sponsors.

Check out the Twitter stream for some great tips at **#SBF2010** – the festival tag rated one of the top 3 Twitter streams in Australia during the festival.

### Presentations

Some of the presentations from the Sydney Bloggers Festival are now on the In the Public Interest website/blog, please click the link below and please add your comments (more pres'o's to follow, just waiting on speaker approvals)

<http://thepublicinterest.ning.com/page/sydney-bloggers-festival-2010>

Photo right: Sharon Williams, Founder & CEO, Taurus Marketing presents on the CEO perspective



We're going to Melbourne! Get involved with the...

## Melbourne Bloggers Festival 2011

If you're interested in being a speaker, workshop leader, sponsor or media partner, please email me at [glenfrost@frocomm.com.au](mailto:glenfrost@frocomm.com.au)

## Hotwire PR win Google Enterprise Australia account



Hotwire is working with Google Enterprise. The campaign team, consisting of Carly Wright, Kya de Rome and Jörn Sanda, and led by Bridie Gaynor, will be working directly with the Google Enterprise PR team based in Sydney and Singapore.

Hotwire's focus is to make sense to business people, explaining how businesses can simplify and get greater efficiencies by considering IT as a subscription rather than an instillation. The campaigns will introduce Australian business to what can be achieved by subscribing to Google Enterprise's services; including email, word processing, spreadsheets, presentations, calendar, mapping and information management and storage.

Hotwire's Google Enterprise team can be reached on +61 2 9018 8750 [andgo.google@hotwirepr.com.au](mailto:andgo.google@hotwirepr.com.au)

## Edelman wins Listerine

Johnson & Johnson Pacific has appointed Edelman Australia as its local PR agency for Listerine in Australia and New Zealand following a competitive pitch.

Speaking on the appointment, Michelle Hutton (photo, right), Chief Executive Officer, said "It provides us an opportunity to demonstrate how targeted stakeholder engagement strategies need to sit at the heart of brand marketing. This great win for us locally builds upon the strong relationship Edelman has with J&J globally."



## Edelman win Wrigley account

Edelman Sydney: l-to-r: Joanne Galea, Anna MacIntosh, Kate Ferguson, Alexandra Kelly, Matthew Gain, Tania Jayesuria

Edelman Sydney has been appointed as the consumer and healthcare PR agency for Wrigley brand EXTRA Professional, following a three-way competitive pitch.

The appointment will see Edelman implement a communications campaign for the entire EXTRA Professional range across Australia and New Zealand, including media relations, healthcare professional engagement and experiential marketing.



Edelman will also be responsible for the healthcare marketing campaign for the EXTRA Professional range. Announcing the appointment, Wrigley Pacific Corporate Affairs Director, Catherine Pemberton said, “The Edelman team really showed their commitment to understanding our brand – they put a huge amount of effort into mapping the best approach to engage our wide range of audiences. Their close connections within healthcare sector, added to their creative consumer approach, made for a winning pitch.”

Alexandra Kelly, General Manager Sydney, said, “The campaign is a cross-practice team win that will deliver Wrigley a multifaceted communications program, integrated with the rest of the EXTRA Professional marketing activities.”

The account will be led by Kate Fergusson, Associate Director of Corporate Affairs, who has recently returned to Sydney from Edelman’s New York office where she led a global team working with PepsiCo to develop its CSR communications strategy. Kate will also oversee Wrigley’s corporate, issues management and oral health programs.

---

## FCR celebrates 25 years

Financial & Corporate Relations (FCR) celebrates 25 years in business.

The firm has delivered strategic counsel to hundreds of clients across the corporate and financial services sectors over the past two and half decades, helping them to manage their corporate profile and reputation, attract and maintain investor support, complete transactions, raise capital and manage crises.

Managing director and founder of FCR, Anthony Tregoning (photo, right) drew a parallel with the corporate scene 25 years ago: “It has been a period of immense change in Australian corporate life. In 1985, each state had its own stock exchange and the Sydney Stock Exchange was among our early clients. ASIC was the ASC - also an FCR client. There was little, if any, talk of corporate governance and I can’t remember any annual reporting mentioning corporate social responsibility, sustainability or the environment.”



Mr Tregoning believes communication with investors, customers, bankers, Government and regulators is now more sophisticated and plays a critical role in a company's success.

"It is the ability to communicate openly and persuasively that earns companies the trust of customers, the support of investors and bankers, and the commitment of employees. Having the right amount of communication and doing it in the right way is what differentiates companies in this online information age," he said.

FCR has won numerous industry awards for its work in financial communication and issues management over the past 25 years.

"We have built our agency to be highly competitive, offering specialist skilled staff across a broad remit of services. Our corporate design and publishing division is performing exceptionally well and we continue to provide first-class service across the media relations, resources, financial services and investor communication areas. We are looking forward to the future with confidence," Mr Tregoning said.

## DEC does PR for Pac Brands giant shoes

To launch the new Clarks adult shoe range and three new retail stores, Pacific Brands created a modern take on an old nursery rhyme and made giant shoes 'comfortable enough to live in', complete with a happy couple living in them. The company worked with WHYBIN\TBWA\TEQUILA, Mediacom and DEC Communications to implement a strategic marketing campaign to showcase the Clarks brand.



The Clarks Parramatta store opening featured two giant shoes, each measuring around 8m x 2m, with the entire set being 10m x 8m. The shoes are playing home to two real-life shoe inhabitants who'll live on-set during centre opening hours, highlighting that Clarks shoes are "so comfortable you can live in them".

Pacific Brands Marketing Manager, Michelle Maughan, said the company's key objective was to raise awareness of the popular UK brand and shift perceptions. "Our key challenge was to leverage the success of Clarks Children's Shoes being the quality and comfort and communicate this in the launch of Clarks Adults range. What better way to demonstrate comfort than to produce shoes that can be lived in," Maughan said.

## Burson-Marsteller launches PR for Russian Standard Vodka

Russian Standard Vodka (RSV) will be ramping up its marketing activity over the summer months with a \$2million communications campaign, with the PR component managed by Burson-Marsteller.

The activity will involve advertising, events, and sponsorship, alongside an integrated PR campaign.

From November, RSV will be working with media agency Razor to place outdoor advertising on street furniture and bus shelters. RSV will also sponsor 'Live At The Chapel', a live music event showcasing Australian band 'The Temper Trap' on 23 November 2010 at St Stephen's Church in Newtown.

Live At The Chapel has already been supported by an on-pack promotion and is currently running a Live At The Chapel Facebook page, offering fans the chance to win tickets to the event. RSV will also be sponsoring Take40 'Stars of Summer', an exclusive party with a performance from Jamiroquai.

PR consultancy Burson-Marsteller will work closely with RSV to implement an integrated PR campaign, leveraging the brand's involvement in Live At The Chapel, as well as upcoming events such as MYER's official after party for Derby Day, the 2010 Derby After Dark event, Tangent Magazine's 5th Issue Launch and the Toni & Guy Mainstage Event.

---

## BM study says nearly half of PR fails

Some readers couldn't access the hyperlink in the last issue, so here it is again. Please email [glen@theprreport.com](mailto:glen@theprreport.com) if you have any problems.

There is a 48 percent "gap" between the messages conveyed by a company and the messages ultimately delivered about that company by the media, according to an analysis of company communications and media coverage conducted by Burson-Marsteller.

[http://www.burson-marsteller.com/Innovation\\_and\\_insights/blogs\\_and\\_podcasts/BM\\_Blog/Lists/Posts/Post.aspx?ID=209](http://www.burson-marsteller.com/Innovation_and_insights/blogs_and_podcasts/BM_Blog/Lists/Posts/Post.aspx?ID=209)

---

## MAGNUS recruit Nickson

MAGNUS Investor Relations + Corporate Communication has recruited Garry Nickson as client advisor.

Nickson brings seven years' experience to the role and a strong background in corporate communication, strategy development and media relations both in Australia and the Middle East.

Nickson previously worked on communication programs for one of the 'big four' Australian banks, a prominent sovereign wealth fund and one of the world's largest financial technology providers, and also has experience working with a number of financial services, professional services and property clients.

MAGNUS Managing Director, John Gardner, said the appointment of Garry further strengthened the company's corporate communication capability, especially in the financial services, professional services and property sectors.

---

## Text100 offers a boutique, and global, intern experience

Article by Meredith Gilkes, Intern at Text100 (photo, right)

I joined Text 100 Sydney earlier this year and have learnt a huge amount about the world of PR. It's interesting how much you can learn at University about how to write the "perfect" press release or the best way to manage a crisis. However, it's not until you're actually working for a client that you realise that you're no longer completing an assignment but managing a real client with a real reputation. My work at Text100 has really turned practice into play.

Text100 is a boutique, yet global agency, specialising in technology and digital lifestyle clients. The Australian office is based in North Sydney and comprises 12 consultants and



members of the executive leadership team. They are based on the 6<sup>th</sup> floor of a new mixed used office space, and the office is lovely and light and airy. I knew about Text100 because they have won a number of awards, including The Holmes Report's Asia Pacific Technology Consultancy of the Year, 2009.

I couldn't ask for a better team to work with. The environment in the Text 100 Sydney office is unlike any other work environment I've experienced before. It's fun, exciting and there's always something going on! If you'd have come in one Friday afternoon you would have found us all dressed up as rock stars for the regional development awards, and this is just a snapshot of the exciting things going on in the office.

I have assisted with a number of clients during my internship, including IBM, Lenovo, Plantronics and Fuji Xerox to name a few. My role has covered a wide range of tasks including press release writing, research, and helping with events.

One of the most exciting things I have been a part of was Text 100's Christmas in August. This was an event where I was able to meet and greet journalists and see how you can successfully run an event with over 100 guests.

#### **Meredith's Top Tips for aspiring interns:**

1. If you're thinking about doing an internship, start sending out your CV now! I can't think of a better way to get hands on experience and see how the world or PR works.
2. Get Involved – Don't be afraid to get involved with all aspects of the team and the work they do.
3. Find out as much as you can about the clients you're working with.
4. Be ready to go the extra mile – you may only have a few opportunities to prove that you're there to do your very best.
5. Be Yourself – the worst thing you can do is be who you think someone wants you to be, ultimately the group you're working with want to get to know the real you.

I have been extremely lucky to find such a fantastic team to complete my internship. I couldn't imagine a better environment to start my career in PR and have been fortunate enough to have been offered a full-time position with Text100!

## **Would you like an internship at Text100?**

If you are interested in applying for an internship at Text 100 please email: [niki.karlson@text100.com.au](mailto:niki.karlson@text100.com.au)

### **Send us your intern story for The PR Report !**

Editor's note: Thanks for your story Meredith

Readers are welcome to submit their intern experiences. We will profile one intern story per issue; we have an intern story for the December and January issues, so we're looking for an intern story for Feb 2011. The idea for the intern story is for the intern to write up their experiences and share them with the PR community; however, we welcome enquiries from PR agencies and Universities wanting to discuss or nominate their intern programs.

Please email [glen@theprreport.com](mailto:glen@theprreport.com)

## Edelman win Samsung Australia account

Following continued local business growth, Samsung Electronics Australia has conducted a review of its communications requirements moving into 2011 and has appointed Edelman Australia as its new lead public relations agency. The firm will take over from current agency, Weber Shandwick, from December 2010 and will handle PR for the company's entire consumer electronics business across AV, Digital Imaging, Telecommunications, IT, Home Appliances and Corporate.

## Looking for a new job?

**\*\*\* see Job of the Month on Page 24 \*\*\***

## DEC recruits for new accounts

With just over two years in the market, PR agency DEC has expanded from a team of two founding members to a team of 14, complete with bevy of big name clients such as Macquarie Group, Mirvac, Electronic Arts, Mars and Pacific Brands. This month we celebrate two new stars, six recent wins and our place on the Asia Pacific 2010 PR Consultancy of the Year award finalist list.

### New recruits:

- Account Director Emma Fay joins DEC with over 12 years' experience across Australian and UK markets, and will be leading the specialty areas of consumer, health & wellness.
- Lauren Taylor arrives from Hill & Knowlton in the capacity of Senior Consultant, to work across DEC's corporate and digital accounts.



Photo: Emma Fay (L) and Lauren Taylor (R).

### New Wins:

- PR and direct to consumer engagement for sporting retailer FOOTLOCKER.
- Supporting automotive group TRIVETT in its plans to increase the presence of female staff and customers in a traditionally male-dominated industry.
- Launching Pacific Brands' new shoe, Clarks Adult, to the Australian market.
- Increasing awareness of neuroscience, About My Brain.
- Working with the Centre For Cultural Competence Australia (CCCA) to increase knowledge and understanding of Indigenous culture in Australia
- Further expanding the profile of Pepper Home Loans in Australia.

## PR will have “dogfight” over budgets predicts VandenMolen

Edelman Asia chief VandenMolen departs and predicts PR will have “dogfight” with marketing over access to the larger advertising and marketing budgets

<http://tinyurl.com/2v2noz9>

# Aussie journalists attack PR industry

Courier Mail beats up Queensland Public Sector PR

<http://tinyurl.com/383eon2>

A favorite topic for Australian journalists, especially near State or Federal elections, is to have a bash at the "army" of "spin doctors" working in the public sector.

Strangely, nothing written about the number and salaries of in-house PR practitioners at News Corp, or the scandal in the UK, where former News Corp Editor of UK tabloid News of the World, Andy Coulson, who is now Director of Comms to UK Prime Minister Cameron, is under intense media scrutiny regarding the extent of his knowledge of illegal phone tapping by freelance journalists employed by News during his time as Editor. Clive Goodman, a journalist on the News Corp owned UK tabloid, was sentenced to 4 months jail in 2007 for conspiracy to access phone messages on the mobile phones of Prince William and Prince Harry.

UK broadsheet paper The Daily Telegraph (not owned by News Corp) has the story:

<http://tinyurl.com/3ys274w>

Is there an election in NSW? Australia's Sunday Telegraph also covers the PR people working for the Government

<http://tinyurl.com/37x9ddw>

# Spin out of control

**Byronial political editor SIMON HAZARD**

**AUSTRALIA'S** top payee-funded spin bill is at least a quarter of a billion dollars a year, employing an army of at least 2000 media advisers to sell government programs.

The revelation has come as Labor elder minister John Faulkner launched a stinging critique of the party's lack of substance warning that coming in was a realising danger.

An investigation by The Sunday Telegraph has estimated the industry of government-paid advisers.

It found that each state and territory, as well as the federal government, employs a minimum of several hundred people dedicated to generating the best possible spin.

At least 650 people are employed as public affairs officers across federal public service departments. Hundreds more are employed in dozens of smaller agencies, according to sources reviewed directly from departments and responses to Senate committee inquiries during the last term of government.

A further 44 ministerial media advisers head the Gillard Government's spin effort. The NSW Government admitted to employing 250 spin doctors in 2008.

Are you happy to pay big bucks to give politicians the spin they want?

This is likely to be a vast under-estimate, as figures obtained by the Victorian Opposition show Victoria had 732. Queensland had 350 departmental media advisers and 54 ministerial advisers. Western Australia 200 in total, South Australia 228 and Tasmania had 123 ministerial advisers and spin doctors.

The Northern Territory had 113. No figures were obtained for the ACT.

Only a handful of federal departments were willing to reveal how much they spent on spin, but an Opposition estimate, based on figures released to the Senate over a 10-month period from 2008, put the cost at more than \$50 million a year. Overall, the bill across the states, territories and federal government totals at least \$250 million a year.

Senator Faulkner said it was important to examine the role spin was playing in policy development. Speaking at a book launch in Sydney, he said polling and focus-group research should not be used to direct policy or win party leader and indicated it was as on being used to decide the outcome of some senior MPs — a pointed reference to the way party research was used against Kevin Rudd.

"For Labor government, political cunning must always have political courage and never substance for it."

A "whatever it takes" approach must not overtake policy, ideology and ideas, Senator Faulkner said.

## Keneally has 200 on payroll

By BARCLAY ORMFORD

**PRIME** Minister Kevin Keneally relies on about 200 employee-funded media advisers to pump out positive news about his failing government.

Freedom of Information documents on ex-Mr Keneally's now defunct spin industry have 36 media advisers paid \$44 million a year, and three departments have 156.

The Premier has four press secretaries who earn a total of \$446,034 a year. His deputy Carmel Tebbitt has three media advisers, earning a top pay of \$167,289 a year.

All 21 other ministers employ at least one media adviser each, on an average salary of \$112,000.

There are at least 250 well-paid spin doctors involved in NSW Government departments, a survey by The Sunday Telegraph found.

NSW Health has six media officers who collect a combined \$636,000 a year and each also health service has its own team of spinners, making the total at least 11 — and a salary bill of \$1 million a year.

NSW Police employs 20 media advisers to cover a 24-hour, seven-day-a-week contact costing \$2 million.

The Department of Justice and Water has 10 officers costing \$10,000

## PRICE YOU PAY TO MAKE THEM LOOK GOOD

|   |   |  |
|---|---|--|
| <br><b>Carmel Tebbitt</b><br>Deputy Premier<br>\$385,289         | <br><b>Tony Kelly</b><br>Minister for Planning<br>\$292,200  | <br><b>David Berger</b><br>Minister for Skills<br>\$292,200       |
| <br><b>Verity Firth</b><br>Minister for Science<br>\$265,717     | <br><b>Michael Daley</b><br>Minister for Police<br>\$245,788 | <br><b>John Hatzigeorgis</b><br>NSW Attorney General<br>\$219,961 |
| <br><b>Frank Sartor</b><br>Minister for Environment<br>\$219,216 | <br><b>Eric Roozemaal</b><br>Treasurer<br>\$219,216          | <br><b>John Kobzarova</b><br>Minister for Transport<br>\$146,146  |

**4 MEDIA ADVISERS**  
**Verity Keneally**  
NSW Premier  
**\$445,074**

**Total ministers 23 | Total advisers 36 | Total cost to you \$4.36m**

## Swimming upstream

**BEFORE** the election, Julia Gillard presided elegantly as a great confidante with a dealie — where drinking water comes from the Murray River — to implement the Murray-Findlay Park Authority plan.

But by last week, amid howls of protest from farmers upstream over the broadening of the plan, the plan changed, ending the plan was "a plan, to a draft, to a plan".

"There is every clear prospect for people from every perspective, to have their voice heard," Mr Gillard said.

## Rudd fell over ETS

**FORMER** prime minister Kevin Rudd was such a good spin doctor, the majority of the electorate began to believe that climate change, as he said, was the greatest challenge of our age.

He did it so well the electorate came out to support him. In record numbers he had supported to pursue an emissions trading scheme.

But when he dropped the scheme after refusing to compromise on its design, the electorate saw his spin on record. The anger was not up to the money he had pocketed. His is opinion poll.

## BM hosts “Girls Night In”

B-M Australia showed its support of the Cancer Council Australia when it hosted its very own ‘Girls Night In’ event fundraiser with internal staff.

The ‘Girls Night In’ event encouraged B-M staff to rally together to contribute much needed funds for the cause of cancer. This included participating in a charity auction (where pre-loved and new goods were donated), contributing to the official B-M ‘Girls Night In’ charity page on the Cancer Council Australia website and engaging with B-M Australia’s social media sites (including Facebook and Twitter) for ongoing updates.

The event raised over \$2,000 and the invitation for donations has now been extended to the wider B-M network including clients, family and friends who’ve all been encourage to show their support.



## B-M appoints Dufficy

Burson-Marsteller (B-M) Australia, has appointed Katie Dufficy to their growing Technology practice. Dufficy reports to Stephanie Aye, who is Director of the Technology practice at Burson-Marsteller.

Katie has joined B-M from n2n Communications where she spent four years working on a range of B2B and B2C technology clients, including Toshiba, Facebook, Salesforce.com and 3 Mobile.



## VIVA! Launch film project for AHMF and Novartis

VIVA! Communications employ User Generated Content to spread the message about s\*xual health.

Red spot, itchy dot, swollen glands, feeling hot. Cut-away, backdrop, story plot, hit or flop. For the past two months, these terms have been used-and-abused by the VIVA! team, who were assigned the challenging task of pitching genital herpes and cold sores to media nationwide.

In a joint s\*xual health initiative, involving the Australian Herpes Management Forum (AHMF) and Novartis, the inaugural Live & Love Short Film Competition challenged budding film makers to shoot 30-second cinematic flicks to debunk the myths and social stigma associated with HSV.

The competition attracted 117 short film submissions of exceptionally high standard, and forced film makers to think outside the square in a bid to combine creativity with a powerful sexual health message. The judging panel, comprising film industry VIPs, medical experts and patients, were hard pressed to find a stand out entry.

The winner of the \$10,000 Judges’ Choice award, along with the five recipients of the \$1,000 People’s Choice awards, were announced at the Live & Love Short Film Competition Awards night at Sydney’s Soho Bar – an event held in conjunction with National Herpes Awareness Day (Wednesday, October 20).

According to S\*xual health physician and Live & Love Short Film Competition judge, Dr Darren Russell, the short films “are brilliant tools that facilitate open discussion about HSV infections between partners, families and friends”

# Wikileaks lists Australian incidents in Iraq war dairy

Click the link below to find examples of US military documents detailing Australian incidents mentioned in leaked US Iraq war diaries:

<http://tinyurl.com/379oeaa>



## Cisco software tracks social media

US networking giant Cisco has launched software designed to help organisations monitor social media “conversations” that mention selected brands.

The service, called Cisco SocialMiner, is free for Cisco Contact Centre customers. According to Cisco, SocialMiner doesn't control opt-in or opt-out settings within social networking platforms (such as twitter or Facebook), but provides monitoring and workflow information for companies to track where mentions are being made.

"Companies are realising that by ignoring the online chatter, they're opening up opportunities for their competitors and allowing dialogue about their brand to happen without them," said John Hernandez, vice president and general manager, Cisco Customer Collaboration business unit, in a statement. "As an active user of social media, Cisco realises the value of social media interactions to our business."

## Freud “couldn’t be more wrong” says Murdoch

Rupert Murdoch provided some straight shootin’ answers to Stephen Mayne’s questions at News Corp’s recent AGM, including a sharp retort concerning comments made by Matthew Freud, Murdoch’s son-in-law, and founder of Freud Communications, a large, well connected UK based PR agency.

Read the full transcript here:

<http://www.maynereport.com/articles/2010/10/16-0311-8905.html>

### Transcript:

**Stephen Mayne:** Just a couple more. Matthew Freud's [comments about Fox News](#), what's your view about them? People have commented that they reflected elements of your family. Sending a very public message that they want you to reign in Roger Ailes, Mr Beck, concern about damage to the company, what's your public response to what your son-in-law [said about Fox News](#)?

**Rupert Murdoch:** My public and private response is that he could not have been more wrong.

Note: Freud’s website does state: “Sometimes we upset people” and “We’re not very well behaved” – for more Freud insights see <http://www.freud.com>

## Divorce the new news for HuffPost

Historically, Editors and Publishers have focused on sections like “domestic news”, “international news”, “sport” etc – but in a move sure to be followed by all the advertising hungry Publishers around the world, ground breaking US news website The Huffington Post, founded by Arianna Huffington, has picked up a new trend and launched a section for.... divorce



## Universities research how media “frame” health stories

University of Sydney and UTS will research media coverage of stories on the topics of food, alcohol, diagnostics and devices, complimentary and alternative therapies, and pharmaceutical products and companies.

The research is funded by the National Health & Medical Council and, according to the MEAA, the investigation will look into “health reporting and the role of health-related industries in framing health stories”

## Weber Shandwick win hotfrog PR account

Global online business directory, hotfrog, has appointed Weber Shandwick to develop and execute its global public relations and digital communications program, following a competitive pitch.

Weber Shandwick teams across the UK, US and Australia will collaborate to elevate hotfrog’s profile, with all work to be managed out of Weber Shandwick’s Sydney, Australia, office.

The brief calls for Weber Shandwick to work closely with the hotfrog senior leadership team as they continue to empower small businesses to build a smart, simple online presence. Initial efforts will be focused on hotfrog’s UK site which has recently moved to the hotfrog.co.uk web address after successfully acquiring it from a third-party.

“For the past five years, hotfrog has been on a continuous upward trajectory, with now more than 61 million listings worldwide in 36 countries. hotfrog decided the time had come to partner with a PR agency with proven global capabilities, but also strong SMB and consumer experience to help us meet our business and marketing objectives of continued growth and impact for both our business and our SMB customers. Weber Shandwick’s experience and team impressed us with their detailed, strategic response to our brief and we’re confident they will provide the strategic counsel and creativity needed to drive our business forward,” said David Catterall, managing director, hotfrog.

## Text100 forms partnership with University

Text 100 Sydney has formed a strategic partnership with University of New South Wales (UNSW) to “strengthen the relationship between the academic and professional worlds” according to the media release.

According to Text100: “The partnership will integrate the strengths of both parties to elevate knowledge and skills, increase the work readiness of graduating students, and ultimately raise the professional reputation of the PR industry.”

Photo: l-r: Professor Catherine Lumby, Professor Judy Motion, both from UNSW, and Adrienne Kern from Text100 Sydney at a recent UNSW Gala Dinner



There are several key components of the partnership involving an advisory taskforce focused on the future needs of the PR industry, industry roundtable discussions, joint research projects, lecturing and training by Text 100 senior staff, and internships for Masters’ students.

“This partnership provides Text 100 with a unique opportunity to help shape the future of our industry,” said Adrienne Kern, Managing Consultant, Text 100 Sydney. “Working within an industry that is constantly changing, we have an opportunity to learn from the next generation of employees and at the same time; help develop their business and professional skills prior to graduating.”

Within the new partnership, Text 100 will take on an advisory role and ensure that graduates will benefit from an internship programme involving Text 100’s global clients that is tailored to Masters’ students. Members of the Journalism and Media Research Centre at UNSW will work with Text100 to develop collaborative research projects that address key issues in public relations and share their latest research.

“This is a significant partnership arrangement for both parties,” said Dr Judy Motion, Professor of Communication, in the Faculty of Arts and Social Sciences. “At the UNSW we aim to provide our graduates with research driven, industry-relevant learning and develop opportunities to enter the professional work place. With our partnership with Text 100, an international leader in the communication industry, we have an opportunity to shape the future work environment for our top graduates. Our Public Relations and Advertising degrees have a very strong emphasis on ethics and Text 100 exemplifies this important dimension. It is a perfect fit!”

## IDM launches The Knot magazine

Independent Digital Media (IDM) will launch The Knot magazine, an extension of its popular wedding website TheKnot.com.au, on newsstands from Wednesday 27th October.

The first issue of The Knot magazine features 284 pages bursting with unique ideas and smart advice for brides planning their weddings. The Knot magazine will have a print run of 60,000 and will be distributed nationally via newsagents and online at TheKnot.com.au.



The Knot magazine and TheKnot.com.au are both edited by Alicia Richardson, former Editor of Westfield's whatswat.com.au, who also brings editorial experience from Elle Magazine (US and Australia) and Bloomingdale's B Magazine.

"The Knot magazine builds on the successful launch of TheKnot.com.au, and is an exciting step for the brand to reach and assist even more brides," says Richardson.

"Our brides on TheKnot.com.au are insatiable for wedding information, so between The Knot website and The Knot magazine, we can now connect with brides both online and offline," says Richardson.

Marina Go, Publisher for IDM says, "We have produced different content specifically for The Knot magazine and TheKnot.com.au, addressing the needs of brides who are researching their weddings across multiple media platforms."

"The Knot has developed a highly engaged online audience, and now brides can connect with The Knot via www.TheKnot.com.au, The Knot iPhone app, The Knot Shop, and The Knot Magazine," says Go.

---

## SingTel Optus appoints GM for Government & Corporate Affairs

Singapore Government owned telco SingTel Optus has appointed Clare Gill to the role of General Manager, Corporate and Government Affairs. Gill reports to Director of Government and Corporate Affairs at Optus, Maha Krishnapillai.

Gill has over 15 years experience in communications, government relations, corporate affairs, issues management and marketing, including roles in corporate communications at Ericsson and NICTA, where her responsibilities included corporate positioning, issues management, government and stakeholder relations.

Prior to her telco experience, Gill worked for SunRice.



---

## Murdoch moves news behind paywall

Murdoch's populist UK publication News of the World moves content behind the pay wall

According to Press Gazette UK, the key attractions of the website are:

1. Exclusive online only stories
2. Exclusive content, especially video
3. Improved technology to watch videos, and jump from story to story
4. Pricing strategy to encourage long term loyalty (GBP 1 per day or GBP 2 per month – therefore annual subscription is GBP 24)
5. Special offer for launch period
6. Betting that apps for iPads will be key channel for future revenue

Read the full article here:

<http://www.pressgazette.co.uk/story.asp?sectioncode=1&storycode=46134&c=1>

### **ALSO: Murdoch to launch national US daily via "app"**

In an interview with the AFR, Rupert Murdoch said he will soon launch an online national daily tabloid in the USA – but only available via an iPad/iPhone app for US\$1 per week. Says he needs 800k subscribers to make a profit.

# mediaBirdy.com offers single point upload for all social networking

mediaBirdy.com offers to update multiple social media sites such as Twitter and Facebook with simultaneous posting of status updates including photo, video and album management.

“mediaBirdy was developed with the idea that you should be able to ‘post once, connect to all’”

Updating multiple Social Media sites such as Facebook and Twitter has now become easier, with the launch of <http://www.mediabirdy.com> . offering to simultaneously post to Facebook and Twitter with status updates, video, photo and album management.

This free utility also allows users to continually connect with their various social media sites in one step. “The world of social media is constantly changing, and managing many different accounts becomes very cumbersome,” explained mediaBirdy spokesman Tom McDonald. “mediaBirdy was developed with the idea that you should be able to ‘post once, connect to all’”. With the launch of mediaBirdy, users can post content as often as they want and mediaBirdy will broadcast it to the users’ social media accounts, in one step, and in real time, even from their phones.”

Founded in July 2010, mediaBirdy provides a utility to spontaneously and continually connect users across various social sites using media.

---

## MAP opens Melbourne office

Public relations and marketing communications agency Map and Page (MAP) has recently expanded, opening a Melbourne office. Lisa Bond has been appointed Group Account Director and General Manager (Melbourne).

The office will service MAP’s Melbourne-based clients Melbourne Talk Radio MTR 1377 (a joint venture with Macquarie Radio Network and Pacific Star Network) and Australian Bullion Company, and support MAP’s Sydney team of nine.

Lisa Bond was most recently head of PR at international media company Crocmedia, and prior was a director of Collaborate PR for seven years. Lisa’s experience spans 15 years working with consumer, luxury brand and entertainment clients.

MAP’s expansion comes after a period of steady growth in 2009/2010 which led Director, Antonia O’Neill to open a Melbourne office.

In the last month MAP has won new business with the 2011 National Rugby League All Stars, Surf Life Saving Australia, Harvey Norman (Shutterbug campaign) and tomwaterhouse.com.

MAP’s current clients are Australian Bottled Water Institute, Australian Food and Grocery Council, Australian Jockey Club, Bluetongue, Carnegie Family of Companies, Coca-Cola Amatil, Harvey Norman, Integral Energy, John Singleton, Macquarie Radio Network (2GB and 2CH), Magic Millions, Maserati, Media Mind (formerly Eyeblaster), Melbourne Talk Radio MTR 1377, National Rugby League and Octet Financing. Pro bono clients are Black Dog Institute, the Nelune Foundation and Ray of Hope.

---

**PR Jobs – see page 24**

## Deasley joins Pulse as Practice Director

Consumer PR agency Pulse Communications has hired UK experiential and youth marketing expert Lex Deasley as Practice Director.

With more than 15 years' experience in lifestyle brand PR, Deasley most recently worked at Red Bull as Senior Communications Manager, National Campaigns & Culture, where he was responsible for the promotion of the brand through properties such as Music Academy, X-Fighters, Air Race & BC One.

He has also worked at recognised integrated agency Exposure in London, where he was responsible for its highly-visible sports and entertainment division consulting to brands such as Nike, Levi's, Rizla, Umbro and Triumph motorcycles.

The senior hire follows a spate of new business wins and continued client growth for Pulse, and will see Deasley head up the CUB account and focus on new business. He will also drive the development of a new youth and sports offering within the organisation.

Deasley joins Matt Buchanan at the agency, who returned back to Sydney to take up the position of Managing Director at Pulse in May this year after a 12-year stint in the UK.

Pulse is part of Ogilvy PR Australia, a joint venture between Ogilvy PR Worldwide and STW Group, an ASX listed marketing content and communications services group.



---

## Taboo Group use bloggers to help launch fashion brand Mimco

Melbourne-based marketing communications agency The Taboo Group took an unexpected approach in launching fashion brand Mimco's recent season, 'An Unpredictable Revolution,' sparking a fashion uprising that empowered fashion bloggers around the world.

Taboo carefully selected fifty fashion and style bloggers from Australia, New Zealand, Singapore and the United Kingdom and invited them to give their interpretation of Mimco's latest collection. The sharing of creative freedom allowed for the new collection to unfold through the eyes of these style commentators in a way that remained true to their personal styles and aesthetics.

Inspired by the mystery and secret handshakes of revolutions past, each blogger was invited to select an item from Mimco's range and were given free reign in styling their own 'Unpredictable Revolution'. The roll call included up-and-coming citizen journalists as well as more experienced bloggers, giving a wide range of unpredictable creative interpretations.

The bloggers eagerly participated in the challenge and went to great lengths in staging unique shoots, engaging and inspiring the online community with their resulting posts.

Taboo says the success of the campaign relied on the passion of the bloggers to share individual perspectives and interpretations of the collection. Wishing to remain independent and objective, the bloggers appreciated the opportunity to style their own product rather than be confined by brand guidelines.

"We were acutely aware of the tailored content that fashion bloggers provide their readers and they often do so ahead of traditional media," said Taboo PR Director Rachel Service. "By giving bloggers the opportunity to create something truly original, we let them interpret the range in a way that was authentic."

It was important to Taboo and to the bloggers that they weren't compromising the quality of content by integrating product with their editorial content."

Cathryn Wills, Creative Director of Mimco said the results exceeded expectations. "By removing rules and regulations from the initiative and letting individuality be the order of the day, we were rewarded with a fresh styling approach from each blogger. We were thrilled with the unique visions of Mimco that came through."

The partnership created between Mimco and the bloggers also generated international buzz, with the New York City-based fashion and design site Styledon.com describing the campaign as "innovative and organic."

The engagement of international bloggers for 'An Unpredictable Revolution' also celebrates the Melbourne-based Mimco's expansion into the global market, bringing their stunning range of accessories and style abroad.

---

## Weber Shandwick win PRIME PR campaign award

Weber Shandwick has won the PR Campaign Award at the The Australian Pharmaceutical Research, Innovation and Marketing (PRIME) Awards for its "Champix: Cost of Smoking" campaign – developed in conjunction with client Pfizer Australia.

The PRIME awards started in 2006. The PR Campaign Award is a new addition to the awards line-up this year and recognises the PR work undertaken by, or on behalf of, a pharmaceutical company relating to Therapeutic Goods Administration (TGA) approved medications.

Mary Smiddy, vice president of Health & Wellness, Weber Shandwick in Australia, said, "The 'Cost of Smoking' campaign exceeded expectations with more than 22 million impressions across target media."

Ben Fitzsimmons, group marketing manager, Pfizer Australia, said, "Reaching out and engaging with the general public about smoking cessation is a significant challenge. The innovative angle of the 'Cost of Smoking' campaign has proven to be highly impactful and is currently being showcased internationally as an example of best-practice."

In January 2009, Weber Shandwick developed and implemented the national campaign in conjunction with Pfizer Australia, which focused on driving smokers to their general practitioners to discuss options to quit smoking.

The campaign emphasized the general practitioner as the most credible healthcare professional able to assist with smoking cessation.

Pfizer produce and sell a "quit smoking" or "cessation" drug called Champix.

---

## Weber Shandwick win NETGEAR account

NETGEAR has selected Weber Shandwick to undertake its public relations and digital communications programs in Australia and New Zealand. The firm will work closely with NETGEAR, promoting networking solutions for small businesses and homes, to increase understanding and awareness of its brand and products.

"NETGEAR has made huge inroads as a company to become number one in wireless networking for both its consumer and SMB products in the past two years. We want to ensure we're driving better customer engagement and education of the benefits of our product suite and believe that Weber Shandwick has the right team to evolve our communications in this direction," said Ryan Parker, managing director, NETGEAR Australia and New Zealand. "The agency's strong consumer and SMB technology record gives us confidence that they are best-placed to meet our business and marketing objectives."

---

## Sandman opens Sydney office

No, not Peter Sandman; Ben Sandman.

Australia's boating and marine PR and media specialist Sandman Public Relations has expanded its operations with an office in Sydney led by new partner Jamie Millar (pic, right).

Millar has joined the team from the yachting sector and was previously brand manager for a major yacht and boat importer. With a wealth of experience in marketing, editing, PR and sales, along with operational experience in yacht charter and technical management, Millar has worked in the high-net-worth marine industry around the world from the Mediterranean and UK to the Caribbean, North America and Australia.



Sandman PR delivers public relations campaigns, media management, design and digital services. Current marine industry clients include: Honda, Navico, Haines Hunter, Bar Crusher, Emarine Australia and Marine Solutions, among others.

Further information: Jamie Millar – [jamie@sandmanpr.com.au](mailto:jamie@sandmanpr.com.au)

## Maverick win PR/brand campaign for BONDS

Develops a Program to Raise Funds for Local Surf Clubs

Around 100 surf clubs and 20,000 Junior Surf Lifesavers 'Nippers' nationally will be protected by BONDS this summer.

The initiative, created and implemented by engagement marketing and communications agency Maverick, sees BONDS, a 'Surf Life Saving Australia (SLSA) Community Supporter of Nippers', donate 20,000 Nipper rash vests to individual clubs across Australia. Customised for each club, with their colours and logos, the vests are on-sold by the clubs to members to raise much needed funds.



Todd Marks, Maverick Agency Principal said: "Seven years ago Maverick devised a program for BONDS to help raise money for a handful of struggling surf clubs. The program has been so successful that this year it has grown to over 100 clubs, stretching from from Tassie to Darwin and will raise an estimated \$600,000."

Maverick's work includes grass roots campaigns, experiential activations, custom entertainment, cause-related marketing, new digital platforms, PR and branded content. Maverick's expertise is devising brand activation strategies using the agency's all-under-one-roof ATL / BTL experience and PR. Check out Maverick's case studies at [www.maverick.com.au](http://www.maverick.com.au)

## Ogilvy PR's Melbourne office continues to grow

Ogilvy PR announced the appointed Marissa Tree as Senior Account Director in its Melbourne office. Tree joins the Ogilvy PR team to work on a range of consumer and social marketing clients, and take on a leadership role in social media campaign work for the agency. She brings around eight years experience in senior agency and in-house roles.

Most recently Tree headed the Brisbane office for Red Agency, where she drove the agency's business growth and campaign development for clients including The Coffee Club, Lenard's, PPQ, Parrot and Vapiano Australia.



# Yim joins The Buzz PR in Melbourne

The Buzz PR brings on Melbourne-based PR Director Joanne Yim and opens a new Melbourne office.

Commenting on the announcement Berryman said “Joanne’s high-end experience and attention to detail, matched with her strong networks and management skills proved that she was the number one choice to lead The Buzz PR in Melbourne.

“We have had exponential growth this year, including recently opening an office in the Pacific Islands to manage the PR and Marketing for Naisoso Island Residential Management company – a high-end residential precinct which offers house and land sales, construction management and total residential services for over 112 houses on a newly developed island.

Joanne has over three years in high level Event Management and Entertainment PR, working with actors such as John Jarratt, musician Ric Herbert and brands such as Tyrrell’s Wines, L’Occitane, Bellapierre, and Barcardi, as well as being on the publicity team for movies such as Savages Crossing and Bad Behaviour.

Her experience in creating unparalleled five star events such as the White Room Birthday Extravaganza, as well as working with high profile clients, celebrities, fashion and sporting identities securing endorsements and appearances was the catalyst behind the merge.

A graduate from RMIT, holding a Masters in Accounting and CPA Yim has had a diversified career having worked with The Myer family, Knight Frank Real Estate, Oliver Hume Real Estate and Corporate Express. During her career she developed an interest in PR and marketing and along with her management experience has made a successful transition into the Melbourne Public Relations sector. Her passion for PR and marketing saw her study part time to enhance her qualifications and eventually started her own business Media World Production.

Joanne’s ethos is to provide a personal, hands-on service with the total commitment to meeting her client’s objectives. She brings new, fresh ideas and expertise in media liaison, social networking, events management and sponsor co-ordination.

Joanne will head up the Entertainment portfolio at The Buzz PR and work closely with Nyssa Berryman on growing the national client portfolio as well as managing day to day running of both Sunshine Coast and Melbourne offices.

Joanne’s contact details: [joanne@thebuzzpr.com.au](mailto:joanne@thebuzzpr.com.au)



---

## The wisdom of Dr Seuss (& others)

by Kristin Austin

*“Unless someone like you, Cares a whole awful lot, Nothing is going to get better. It’s not!”*  
(The Once-ler in Dr Seuss’ *The Lorax*)

Dr Seuss’ story of the Once-ler who despite warnings from the Lorax, consumes everything in his environment until his resources completely run out is an incredibly relevant wise book. It outlines current issues of global warming and personal responsibility. For such modern content, I was intrigued to see it was written in 1971 – almost 40 years ago. That got me thinking.

Wisdom can come from just about anywhere, but as with anything of great significance; it’s only wisdom if it stands the test of time.

As a business owner, you've probably seen lots of stuff passed off as wisdom, but how much of it stands the test of time? After taking a quick poll of some senior (read: old) marketing and PR industry colleagues, our collective 'wisdom' seemed to fall into six basic points. And whilst you might say "well d'uh!" to some of these points, ask yourself if your business is committed to showcasing them on a daily basis.

### **Never lose sight of who you are and what you're good at**

Make sure your USP (unique selling point) works for both you as a person and your business. Commit to focusing on your areas of strength. Your point of differentiation must be very strongly tied to the essence of what you and your business stands for. Stick to it religiously and don't deviate – EVER, no matter what the current trend.

A great current example of this is the oil company that rebranded their famous shield to something to showcase their commitment to the environment. Trendy, yes – wise, probably not.

The oil business is about consuming 'dirty' resources - oil, gas and any other fuels they can find – and they do it mostly well. Claims of environmental friendliness however, conflict with the very essence of their business. Claims of *keeping you and the rest of the world moving* (even if we are destroying it as we go) might have been better. Customers respect honesty – even if it's begrudgingly.

Pretending to be something you're not, even if you wish it were true or are currently researching ways to make it true in the future – don't claim it until it **is** true. If you go out too early with your claims, it's so much uglier when the inevitable (like the world's largest oil spill) happens.

### **If it can go wrong it probably will – but don't wait until it does**

In keeping with the oil spill theme, often, despite our best efforts, stuff happens. The difference between good and bad outcomes when disaster strikes, is the preparation.

Take five minutes and jot down all the things that could really qualify as a disaster in your business. Rank them on a scale of (1) least to (10) most likely. Then think of who would be most affected. If you don't have relationships with them now, get some. It's much harder to get to know someone or start a conversation when you're in crisis mode.

If you're the one that will be most affected by any disaster, spend 10 minutes brainstorming what you think would make a difference to the outcomes of each disaster. Spend at least some time each day for the next week on those activities.

For your worst three potential disasters, write yourself a brief outline of how you'd see yourself handling them, who you'd call first (with their phone number), what you'd do next and some kind of statement that you could use for clients, the press or anyone else you would need to keep informed. What will probably only take you five minutes now would be nigh on impossible for you to produce in the midst of such a crisis. Keep your notes somewhere handy – just in case.

### **Face your own music and do it quickly**

It takes guts, but if you've done the wrong thing, cop to it and fix the problem – regardless of if the problem is your own or your company's. Don't hide behind lawyers, complain, whine or make excuses. Certainly don't wait for the problem to turn up in the media before you take it seriously as we saw with a recent high profile sexual harassment case. These days everyone has a friend who knows a journalist.

Eat humble pie as if it's the best meal in the world. It's ballsy and customers/staff will appreciate your efforts to fix the problem. Nothing makes a problem go away quicker than sincerity and contrition. However, nothing looks more guilty or cowardly than to turn tail, run and leave others to clean up your mess. Thanks to Twitter, Facebook and YouTube your mistake can be news quicker than you can get to the airport and it's out there for anyone to find forever.

### **Everyone is in sales & marketing**

Anyone who interacts with your business has the potential to be part of your wider sales and marketing team. Their work can win or lose sales.

Your job is to help them help you win sales. Sales train everyone who might possibly interact with a customer - from the way the phone is answered to shipping or issues handling. Consider empowering everyone to fix problems as soon as they're spotted. Give everyone a pre-set limit to fix issues and watch your company thrive and your annoyance factor from small matters diminish.

You might also 'mystery shop' your own organisation. Have someone you trust pretend to be a customer (or outsource so you don't know their voice) and give you honest feedback. You can't fix what you don't know and you really don't want to find out watching Today Tonight.

### **Walk the talk consistently**

Make sure **every** claim in your company's communication is walked by you and the rest of the company's. Nothing screams louder than what you don't say.

If like so many government organisations, your company's USP is its green credentials, you might want to reconsider the V8 gas guzzlers in the fleet. If you claim your people are your organisation's most important asset, do everything you can to retain your staff. Customers notice and staff talk. The last thing you want is a snide little remark from your receptionist to one of your key customers keeping you from getting ahead.

### **Be nice**

Finally, don't be a Once-ler. Find ways to show you care "a whole awful lot" about the impact you make on other people and your environment – whatever your interpretation of that is. It can't always just be about the money, the next sale, or biggery and biggery (Seuss for growth).

Although it's never mentioned in marketing texts or success books on world domination, being nice to your staff, clients and suppliers goes a very long way and can inevitably lead to more clients, a loyal staff and suppliers who'll help you out when you most need it.

As with the other points, it's not very trendy, but it might just be wise.

No doubt, you've got bucket loads more wisdom gathered doing business. I'd love it if you'd share some with me at [WIFMComms@gmail.com](mailto:WIFMComms@gmail.com)

After almost 20 years working with large corporates, governments, NFPs and small business, Kristin's still incredibly passionate about helping her clients connect with their customers and improving their revenues through their marketing and communications. She's highly sought after for her client workshops on *Issues & crisis preparedness*, *Marketing strategies for growth and loyalty*; *Strategic communications planning*; *Winning that pitch*; *Writing for business & media*; and *Creating meaningful messages*.

---

## **AVVISO PR and PINQUE merge**

PR agencies Aviso and Pinque announced that they have merged their operations, and will now trade as Aviso Public Relations from premises in Paddington, NSW.

Agency principals, Carolyn Grant and Sarah Hawthorn, will be joint managing directors of the new entity. The two agencies have enjoyed a close working relationship for the past three years, operating out of the same location and sharing resources, staff and jointly managing key projects. This merger consolidates the relationship and will enable the agency to even more effectively service its clients. Aviso and Pinque are renowned as specialists in major event PR strategy and implementation, with a broad portfolio of clients across public, community and business events. This focus of operation will continue, as well as other key sectors including arts, not for profit, property, human resources and industry awards programs.

## Google funds independent news

Google has offered US\$5m to non-profit news organizations to develop online journalism and news services, according to UK newspaper, The Guardian. See the article here:

<http://www.guardian.co.uk/technology/pda/2010/oct/26/google-donates-journalism?source=cmailer>

Project 10 to the 100 : <http://www.project10tothe100.com>

## Maverick launch NRMA campaign

NSW based vehicle roadside-assist supplier NRMA patrols responded to over 1.5 million breakdowns last year and travelled almost eight million kilometres to reach stranded motorists. With over 500 patrols on the road in NSW and ACT, the 'Extra Mile Award', an initiative conceived and implemented by Maverick PR in partnership with NRMA Country Service Centres will ask members to write in with their most interesting or remarkable patrol story.

The 'Extra Mile Award' was launched this year to tie in with the NRMA's 90th anniversary. The campaign will engage local communities in regional towns and centres throughout NSW and the ACT, by profiling the remarkable roadside rescue stories to the communities in which patrols live and work. For some, like NRMA patrol driver Michael Hanna, delivering a baby and fixing a car is all in a day's work.

Melissa Grove, Maverick PR Senior Account Director (photo, right) said: "As brand relevancy in regional areas becomes increasingly important, more and more clients are seeing the need to engage with their consumers at a local grass roots level."



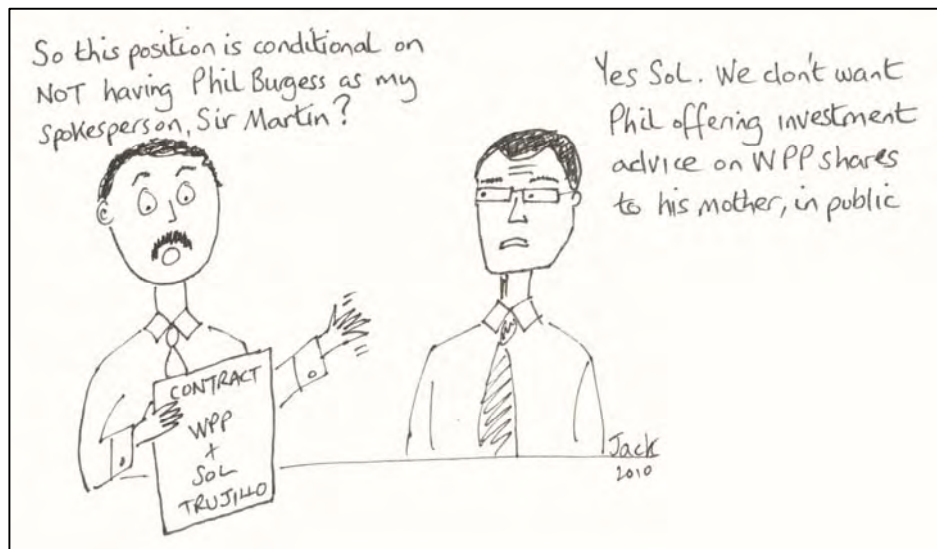
The award is designed to reinforce the local staff as the frontline of NRMA's persona and visibility in the local community. Members are encouraged to participate in the program via a chance to win a \$5,000 grant for a local charity, petrol vouchers, along with a well earned break at one of five NRMA holiday parks with their families (for both the nominee and the patrol). Entries can be submitted via email to [extramile@mynrma.com.au](mailto:extramile@mynrma.com.au) Entries close January 10, 2011.

## WPP appoints Trujillo as non-exec director

WPP has appointed Solomon ("Sol") Trujillo, the media shy former CEO of Telstra, who often let his colourful American PR Director, Phil Burgess, manage the media, often with spectacular headline grabbing results.

Those who miss Phil's media and Government relations campaigns, comments and spats can re-read the great moments here:

<http://tinyurl.com/34kf2s5>



## Job Advertisements:

### **JOB OF THE MONTH**

**PR: Account Director (Technology) – SYDNEY - \$110k+.**

Our client, a highly regarded, well established, international consultancy requires tech specialist with proven results and experience to consolidate ongoing growth.

You should have a solid network of contacts in the industry, and pride yourself on your awareness of current trends as well as insight and knowledge into the state of play in both enterprise and consumer technology. You have a natural desire to deliver outstanding and strategically led campaigns.

You will have outstanding relationship skills, a sharp strategic mindset, some issues and crisis management experience, a cool head and good sense of humour. You are a natural educator and have proven ability to train and/or mentor clients and associated stakeholders.

A first class international client list and equally impressive consulting team await the successful applicant as well as outstanding opportunity for future advancement.

**Enquiries and applications should be directed to Jeremy Wrench:**

E: [jobs@capstone-careers.com](mailto:jobs@capstone-careers.com) or Tel: 03 9827 7277

To learn more about these roles or about Capstone Careers go to:

W: [www.capstone-careers.com](http://www.capstone-careers.com)



*Capstone Careers provides specialist permanent recruitment services to the Public Relations, Corporate Affairs and Marketing Communications industry. Capstone is led by Jeremy Wrench, MPRIA, and guided by his 16 years of experience in international PR consulting and senior management. Capstone utilises decades of practical experience to successfully provide guidance to, search for, select and appoint high quality practitioners with first class clients.*

### **SYDNEY ROLES**

**PR: Head of Communications – SYDNEY - \$150k/\$160k+**

Our client is one of Australia's most recognised online businesses and owns a broad, diverse and high-profile portfolio of sub brands. The Head of Communications role will see the successful applicant leading and providing counsel to the executive team, key business stakeholders & business spokespeople to facilitate and optimise all internal & external communications. Equally you would be responsible for developing and maintaining relationships with all key media/ trade press and advocates to accurately position the business and maximise favourable coverage.

To be considered you will need 10+ years communications experience, and proven knowledge and insight into the online/media/content and/or publishing industries. A strong work ethic, highly professional approach and a natural sense of fun are essential.

**PR: Senior Account Manager (Corporate Affairs) – SYDNEY \$70 – \$85K+**

This respected Australian owned consultancy requires a new SAM to join their highly regarded corporate & public affairs team. 4+ years consulting experience and proven track record with corporate and public affairs clients required. A genuinely exciting client portfolio, supportive, stable and friendly working environment await the successful applicant.

**PR: Account Director (Consumer) – Sydney – \$95k+**

This growing, exciting and welcoming local consultancy requires a gun AD to help lead its young and developing consumer practice team. You will bring insights and proven experience working with leading consumer, lifestyle and retail brands and proven ability to create, lead and execute highly successful campaigns on behalf of your clients.

You are a proven relationship builder and have significant experience in managing a diverse client portfolio of leading national and/or international brands.

The successful candidate will have at least 6 years experience within a PR agency environment and likely be a current Account Director seeking a new challenge and open channel for progression or Senior Account Manager looking to take the next step.

**PR: Account Director (Travel & Hospitality) – Sydney – \$95k+**

This Our client, an international consultancy requires a gun AD/SAD to help lead its developing travel and hospitality offer, on the back of recently acquired global and local account wins. You will bring insights and proven experience working within the travel, tourism and hospitality sector, and ideally have considerable experience within consultancy and leading teams.

You are creative and energetic, with strong strategic skills and willingness to roll your sleeves up and be on the front line as required. You pride yourself on your relationship skills and have significant experience in managing a diverse client portfolio.

The successful candidate should have 6+ years experience within a PR agency environment and likely be an Account Director seeking to take the next step.

**PR: Account Director (Technology) – SYDNEY - \$110k+.**

Our client, a highly regarded, well established, international consultancy requires tech specialist with proven results and experience, to consolidate ongoing growth.

You should have a solid network of contacts in the industry, and pride yourself on your awareness of current trends as well as insight and knowledge into the state of play in both enterprise and consumer technology. You have a natural desire to deliver outstanding and strategically led campaigns.

You will have outstanding relationship skills, a sharp strategic mindset, some issues and crisis management experience, a cool head and good sense of humour. You are a natural educator and proven ability to train and/or mentor clients and associated stakeholders. A first class international client list and equally impressive consulting team await the successful applicant as well as outstanding opportunity for future advancement.

## **MELBOURNE ROLES**

### **PR Senior Account Executive/ Junior Account Manager - (Corporate) – MELBOURNE \$60k+**

An outstanding opportunity for a proven and experienced Senior Account Executive with one of Melbourne's most well respected PR consultancies. This is a tremendous opportunity to a highly successful consultancy with specific expertise and outstanding clients in the corporate sector. You will be highly articulate, confident communicating at all levels and have a high degree of natural business acumen. 2+ years consultancy experience required.

### **PR Senior Account Executive/ Account Manager - (Social issues / community engagement) – MELBOURNE \$60/65k**

Our client is one of Melbourne's most well respected and admired PR consultancies, and manages an impressive portfolio of high profile, issues-rich campaigns on behalf of government, community and business. This is a tremendous opportunity for an experienced Senior Account Executive or above to join a highly successful consultancy a truly impressive culture and reputation for first class service and results. You should have 3+ years consultancy experience, proven ability to relate to a diverse range of internal and external stakeholders, strong social awareness and a desire to work on high profile accounts, within a highly supportive environment.

### **PR: Research and Communications Officer (Corporate) – MELBOURNE \$65k/\$80k+**

This is a rare opportunity for an experienced communications officer to take a pivotal role within a highly regarded industry body. This is a newly created role, and is one which will see you working directly alongside the newly appointed Communications Manager, you will therefore have significant scope to create and define the communications agenda and will be required to be a trusted senior advisor to the business. You should have considerable communications management experience, proven ability to interpret and translate complex information and data as well as strong research skills. 3+ years experience required.

### **PR: Account Director (Consumer) – MELBOURNE – \$90k+**

This high performing, exciting and very friendly consultancy requires a gun AD to help lead its high profile consumer practice offer. You will bring insights and proven experience working with leading brands particularly within the fashion, beauty and general lifestyle space. You should have natural creative flair and proven ability to lead and execute highly successful campaigns on behalf of your clients.

You should have particularly strong relationship management skills, and have an established and trusted network of influential local market contacts and have significant experience in managing a diverse client portfolio of high profile brands.

The successful candidate should have at least 6 years experience, ideally within a PR agency environment.

**Enquiries and applications should be directed to Jeremy Wrench:**

E: [jobs@capstone-careers.com](mailto:jobs@capstone-careers.com) or T: 03 9827 7277

To learn more about these roles or about Capstone Careers go to:

W: [www.capstone-careers.com](http://www.capstone-careers.com)

---



## Account Team Leader

---

- Melbourne
- Strategic marketing and brand communications
- Lifestyle, food and wine focus

If you are a brand communications champion who is passionate about the best things in life – fine food, wine and travel, balanced by challenging and engaging work, then this could be your dream job.

**Dig Marketing Group** is a strategic marketing and brand communications business working with some of the country's leading drinks, food and lifestyle brands. With clients like Brown Brothers, Voyager Estate, Dan Murphy's and King Island Dairy - just to name a few, we have a fine roster of great brands we are proud to work with.

We need a dynamic professional who understands and can apply the breadth of the marketing mix, including strategic planning, integrated brand communication, media relations and event management. The successful candidate will reinforce the qualities which ensure Diggers have a reputation for being creative, pragmatic go-getters.

Most importantly, you will love dealing with people and must be able to build relationships with clients, juggling multiple tasks, and ensuring each client knows you are genuinely battling on their team. A track history with well known premium food and drinks brands will be advantageous.

Experience managing staff is desirable – but not a deal breaker. We recognise that folks with the right attitude can learn how to become great managers and it is our aim to provide a supportive environment which gives everyone the chance to be mentored and learn new skills.

And as if all this isn't enough, you will have great relationships with lifestyle and general media and understand how to use social media.

So if you think you fit this rather long bill – then there's a small, dedicated team of Diggers in South Melbourne who would love to hear from you!

Please apply to:

Nicola McConnell  
Dig Communications  
Email: [nicola@digmarketing.com.au](mailto:nicola@digmarketing.com.au)  
(03) 8606 3700



# WELLINGTON'S



**Wellington's Recruitment** Pty Ltd was established in July 2004 by Amanda Wellington (pictured), an experienced recruiter with over 14 years' experience working in specialist recruitment agencies for the Communications industry. Amanda's years in recruitment follow on from a successful career in advertising account management which included working at Mojo Advertising for many years both in Sydney and in Melbourne, which is where Amanda is originally from.

Wellington's Recruitment is a specialist recruitment agency and is focused on the permanent recruitment of middle to senior management in PR, Corporate Communications, Marketing Communications and Advertising both in an agency and client side environment.

## **Attention: Advertising & Marketing Practitioners – Mid Manager & Beyond! | Competitive Salaries**

Discipline: Advertising

Location: NSW

## **Advertising Agency & In-house Marketing Roles - Mid Manager & Beyond!**

- Senior Account Executives to Senior Management
- Multi-nationals & Boutique Independents
- Work With Sydney's Specialist Recruiter With Over 15 Years' Experience in Marketing/Communications...Me!

Due to new business wins and organic growth with existing clients, several of the advertising agencies and corporates I work with have a number of exciting opportunities in Sydney across the key sectors....consumer, healthcare, IT, public affairs & corporate/finance.

I've worked in the Marketing/Communications industry in Sydney for over 15 years so I'd love to speak to you to discuss these exciting opportunities or simply to offer some career advice. So if you have 2+ years of experience working in an advertising agency or in-house marketing role and you're looking to explore new and exciting opportunities please do get in touch with me.

Ideally you will be tertiary qualified in Communications or Marketing and be commercially savvy with impressive written and verbal communication skills. Being confident, intelligent and a go-getter will also help of course!

Look forward to hearing from you! Enquiries should be addressed to Virginia Read.

## **PR GM - Consumer Focus!**

Location: NSW

- Top Integrated Agency!
- Lead & Grow the PR Arm!
- Strategic Counsel & New Biz Focus!

Ideas led integrated agency needs entrepreneurial & creative GM to run its established PR arm. If you're looking to head up an accomplished, creatively driven small PR agency in an established and popular integrated agency then this role is not to be missed! You will report to an inspiring and approachable Group CEO and will have the support and infrastructure to assist you in your mission.

You will offer senior strategic counsel to the existing portfolio of clients which include some of the world's leading brands and then grow the business utilising your superior skills in new business pitching and development of creative PR/Comms. strategy.

You will be tertiary qualified in Communications/Marketing ideally with 12+ years of consumer or corporate PR experience. PR agency experience would be ideal working on big budget global accounts across a variety of sectors and an ability to contribute to new business and strategic ability are paramount. Your proactive and go-getter style will impress both colleagues and clients alike! Clearly you will also have experience managing a team along with the financials/budgets of a portfolio of major blue chip brands!

The team here is driven and successful yet they also have a life and like to have fun whilst they work! These senior opportunities are few and far between so don't miss this one! Ideal for a PR SAD/GAD/Practice Leader looking to take the next step!

## **Public Relations - AM & AD - Healthcare/Nutrition | \$75K-\$100K**

Location: NSW

- Mix of OTC/Nutrition/Pharma.
- Work Across Teams in Leading Agency!

A brilliant opportunity to join an inspiring healthcare team as either an ethical AM/SAM or consumer healthcare SAM/AD in this established independent agency. You will love the breadth and variety these roles afford and you will have the support of a small team to assist you in your mission so you don't get bogged down in the admin!

You will be the key contact for these challenging pieces of business which include some of the world's leading healthcare brands. This is no ordinary portfolio with a variety of projects on offer including Oncology, Women's Health/Nutrition, Diabetes, Cardiology and more.

You will be tertiary qualified ideally with a minimum of 4+ years healthcare PR experience. Agency experience would be ideal with expertise working on some pharmaceutical brands. New business skills and strategic ability will be well viewed. You will enjoy working with like-minded people who are driven, passionate, creative and collaborative!

This is a great role if you are looking to advance your career in a well run, friendly and relaxed agency that is happy to offer some flexibility and a work/life balance!

## **Consumer SAM/AD - Boutique Creative Agency! | \$100K**

Location: NSW

Funky consumer agency has a need for a consumer SAM/AD who is at the top of their game! You will drive a well known consumer account in the home/lifestyle space with a large budget and a breadth of projects so variety is a given here!

This top notch agency offers a social, collegial and energetic work space to operate in. Team to manage of course and scope to progress too! 6+ years' agency experience required.

## **Consumer PR Account Directors - Melbourne Based! | \$100,000- \$120,000**

Location: VIC

- Top Creative Melbourne PR Agencies
- Plenty of Scope to Progress!
- Make the Move to Magic Melbourne!

If you are keen to further your career with one of Melbourne's leading PR agencies then look no further as I have several top-notch AD positions that will give you the chance to work with creative and inspiring practitioners! So if you're in Sydney and looking for a change of scenery then perhaps a move to Magic Melbourne is on the cards for you!

Your dynamic and passionate disposition coupled with your ability to think laterally will be welcomed by these cutting-edge agencies. You will also have exceptional attention to detail and operate at the highest of standards.

Ideally you will be tertiary qualified with 6+ year's consumer PR experience whether gained inhouse or on the agency side. These agencies have a great approach to having a work/life balance so you get the best of both worlds!

Ideal for energetic and entrepreneurial practitioners who are looking to step up their career a notch without losing their life!

## **Public Relations - Team Leader - Consumer Tech./Digital! | Competitive Package!**

Location: NSW

- Envious Mix of Accounts!
- Relaxed & Innovative Culture
- Large Team to Manage!

A brilliant opportunity to join one of the more relaxed and creative PR agencies in town! You will report to an inspiring MD and will have the support of a sizeable team to assist you in your mission of driving the Consumer Tech./Digital Practice.

You will be the key contact for these challenging pieces of business which include some of the world's leading consumer tech./digital brands. This is no ordinary portfolio with a variety of projects on offer which are challenging and issues rich.

You will be tertiary qualified ideally with around 8-10+ years Consumer/Consumer Tech. PR agency experience. New business skills and strategic ability are paramount. You will enjoy working in an environment that provides plenty of autonomy and scope to just get on with the job without being micro managed!

This is a great role if you feel you are being held back in your current structure and you're ready to prove yourself at a more senior level in a stimulating environment. Senior management opportunities beyond this role will exist for the right person!

## **Consumer PR/Experiential Director! | Circa \$140K**

Location: NSW

A brilliant opportunity to join a thriving cutting edge integrated agency as the PR Team Leader! You will report to a "go-getter" MD and will have the support of an experienced team!

You will be the strategic resource/counsel for these dynamic and challenging pieces of business which require a PR Practitioner with an ability to produce sound consumer PR/experiential campaigns taking into account the wider marketing mix! You will work closely with the MD and take full responsibility for your accounts driving and growing the business whilst you work. New business pitching will also be an important aspect to this role so having a demonstrated track record in winning business is essential as is being a confident presenter.

You will be tertiary qualified ideally with around 12+ years' agency PR experience. Expertise in Youth Markets, Beverages, FMCG, Social Media and Experiential would be well viewed.

You will enjoy working with a team of like-minded practitioners who are good fun, talented and inspiring!

## **PR SAD/Team Leader - Corporate/B2B Focus | Circa \$130K+**

Location: NSW

Popular PR agency requires dynamic SAD/Team Leader to manage a great mix of corp./B2B accounts which aren't in the typical corporate sectors which means interesting/stimulating work! Team to manage and scope to progress as well! 8+ years' agency experience required.

## **PR SAM - Consumer - Beauty! | \$75K**

Location: NSW

Excellent opportunity exists in award winning creative agency for a driven consumer SAM to manage highly visible programmes in the Lifestyle/FMCG/Beauty space! Scope to progress once ability is proven. Juniors to manage as well! 4+ years' agency experience required.

## **PR Senior Consultants - Cons./Corp. | Circa \$55K**

Location: NSW

Several opportunities exist within popular agencies on accounts which are mentally challenging, varied and sophisticated in their approach to PR! Degree & 2+ years' PR agency experience required.

## **Public Relations Roles - Account Managers & Beyond!**

Location: NSW

- PR Senior Consultants/Account Managers & Beyond!
- Multi-nationals & Boutique Independents
- Work With Sydney's Specialist Recruiter With Over 15 Years' Experience....Me!

Due to new business wins and organic growth with existing clients, several of the PR agencies I work with have a number of exciting opportunities in Sydney across the key sectors....consumer, corporate, healthcare and tech.

I've recruited in the PR area for over 15 years so I'd love to speak to you to discuss these exciting opportunities or simply to offer some career advice. So if you have two years + experience from working in a public relations agency or in-house do get in touch with me.

Ideally you will be tertiary qualified in Communications, Public relations/Journalism or Marketing and be commercially savvy with impressive written and verbal communication skills. Being confident, intelligent and a go-getter will also help of course!

Look forward to hearing from you! Enquiries should be address to Amanda Wellington.

### **Contact: Amanda Wellington**

Company: Wellington's Recruitment Pty Ltd

Phone: 02 9959 2488

Website: <http://www.wellingtons.net.au>

Email: [careers@wellingtons.net.au](mailto:careers@wellingtons.net.au)



## PPR Seeks Two Account Directors for Expanding Corporate and Technology Teams

- Senior positions across Corporate and Technology divisions
- Leading key agency account teams
- Attractive salary and benefits
- Dynamic team and work environment

Professional Public Relations (PPR) is one of Australia's most successful Public Relations agencies with an outstanding reputation for superior work with leading clients in all industries.

We are seeking to appoint two achievement and outcomes oriented Account Director's with at least six years public relations experience (agency preferred) to work within our Sydney based award winning technology team or our outstanding corporate practice.

Both of these roles will provide the successful candidates the opportunity to lead and inspire a team of specialist consultants and apply their account management skills, leadership and mentoring skills, and business development expertise. In return we offer career progression opportunities, the PPR training academy, a diverse client portfolio, attractive remuneration, a dynamic culture and supportive work environment, as well as the opportunity to play a key role in PPR Sydney leadership team.

If you are looking for an exciting and rewarding role within one of Australia's largest PR agencies apply today.

All applications are received in confidence.

Please send you cv and cover letter to [employment@ppr.com.au](mailto:employment@ppr.com.au)

**Edelman's Matt Gain uses a novel approach to recruitment at the Sydney Bloggers Festival**

Contact Matt on [matthew.gain@edelman.com](mailto:matthew.gain@edelman.com)





Is your organisation committed to real sustainability, or just keeping up appearances ... and what next?

Find out when **Paul Gilding** debates **Simon Longstaff** (in Sydney) and **John Thwaites** (in Melbourne) on Money vs Morals. These thought-leaders on the intersection of business with the environment and society will be followed by an expert panel discussion.

In the 1990s the world had a dream. Tame the dark side of capitalism with its pollution and exploitation, while capturing the best of the market system for the good of people and planet.

So we created corporate social responsibility – CSR for short – with reporting systems, indexes and awards to celebrate companies championing a new era of business accountability.

BUT ... it all keeps going horribly wrong. In recent times:

- After winning various accolades for its work on CSR, BP blew up its global reputation & up to \$US30 billion in damages in the oily depths of the Gulf of Mexico
- Safety lapses toppled Toyota from popular best-in-class status in the auto world
- Nestle and its high-selling Kit Kat brand were humbled over palm oil, Asian rainforest destruction and endangered orangutans
- Big banks and fossil fuel companies in Australia and internationally are under daily assault over their business decisions, corporate positioning & brand marketing.

So is CSR just tick-the-box spin? Can there be a genuine 'gold standard' for brands and companies? Or do we need a whole new way to engage and evaluate business in creating a sustainable economy?

Join Green Capital for our last event for 2010 & help set the agenda for business and sustainability in 2011 and beyond.

*Green Capital will release its Top 10 recommendations on reinvigorating corporate action as we move into the new sustainable economy.*

To find out more about this event click [here](#).

**[Click here to register now](#)**

#### **Sydney Details**

##### **Keynote Speakers**

**Paul Gilding**, Independent writer, advisor and advocate for action on climate change and sustainability

**Simon Longstaff**, St James Ethics Centre

#### **Melbourne Details**

##### **Keynote Speakers**

**Paul Gilding**, Independent writer, advisor and advocate for action on climate change and sustainability

**John Thwaites**, Monash Sustainability Institute



# Where the truth lies

life in a PR agency



## The dark side of news



Upcoming events:

## Government Relations Summit

18<sup>th</sup> November

National Press Club

Network with over 80 Government Relations practitioners

## Contact The PR Report:

Editor, Glen Frost: Tel: 02-9476-3333 or email: [glen@theprreport.com](mailto:glen@theprreport.com)

## To subscribe:

Please sign up here [www.theprreport.com](http://www.theprreport.com)

## Over **6000** PR people read The PR Report

Previous issues are here <http://www.theprreport.com.au/previous-issues>

## Who reads The PR Report?

Subscriber list here: <http://www.theprreport.com.au/who-reads-the-pr-report>

## Have you got news for The PR Report?

Deadline for monthly email newsletter: 10<sup>th</sup> of each month – email [glen@theprreport.com](mailto:glen@theprreport.com)

## Our Facebook and YouTube sites:

Join us on Facebook: <http://tinyurl.com/ykg6p7i>



Join us on YouTube: [www.youtube.com/theprreport](http://www.youtube.com/theprreport)

