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Left: The team at Stellar* Concepts

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

The dark side of news

The truth will set you free, or kill you

Wikileaks offers traditional media the best source ever: someone else (ie WikiLeaks) takes the risk of publication of classified, sensitive, and highly sensational, information, and allows traditional media to run greatest headlines ever, as the headline from The Guardian demonstrates (photo below scanned from The Monthly)



Julian Assange holds a press conference on the *Afghan War Diary* in London, 26 July 2010. © Leon Neal / AFP / Getty Images

unloading their equipment from the pack horses and hauling

pulled into a small clearing in the wooded valley and began to prepare for the journey to Kabul. The Afghani man disappeared.

The message for PR practitioners is this; expect more incidents like the picture above. This time it's the US (and Allies) military, but let your PM/Premier/CEO/Minister know they might be next.

Wikileaks will guarantee two things for in-house PR and PR Agency practitioners: it will raise the importance and volume of work for PR people (monitoring, analysis of online media), and increase the perceived value of strategic communication, including working with key internal decision makers on improved levels of honesty and transparency in the organisation. This may be a rocky road for PR people; on the basis that the key reasons people/employees leak information is when their bosses/leaders lie, engage in unethical activity, are greedy, are "economical with the truth", abusive and, well the list goes on.

The picture above is a scan from The Monthly (an Australian magazine on politics and current affairs) and shows Wikileaks spokesperson Julian Assange demonstrating how effective Wikileaks will be in delivering information to a mass audience –

not by people looking at the Wikileaks website, but via headlines and stories in the traditional media. Assange clearly demonstrates the power of Wikileaks – holding up the front page of The Guardian sends a clear message to any citizen, soldier, employee or bureaucrat – send us your information, and we'll publish it.

Wikileaks was known to many in the “web 2.0” community – now, thanks for the publication of “The Afghan War Diaries 2004-2010” containing classified, sensitive and sensational documents and videos detailing US military activity in Afghanistan, everyone knows of the site. It is the subsequent publication of this information by the world's mainstream media, so that the whole world knows where they can go to offer up damaging information to be published, anonymously, this is the “game changer” for us all: media, PR, politicians and citizens.

Wikileaks provides the greatest change to the media industry ever. Partly because Wikileaks will publish information, but also because traditional media feeds off the online media.

Can Wikileaks information kill people?

The author of the article in The Monthly, John Birmingham, writes how harmful the publication of the Wikileaks information is to the innocent people caught up in the middle of the conflict between the US military and the Taliban. Birmingham's message is clear: information on Wikileaks enables the Taliban (and others) to know who the collaborators are (or might be), and kill them. Hence the headline of this article, the truth can set you free, or kill you.

Is my Government lying to me?

Assange and others at Wikileaks are solving the thorny dilemma of editors and publishers in democratic societies during war or conflict; is my Government lying to me? How do I know if my Government is telling the truth about why we went to war, what is happening “over there” and can I publish a critical story about the death of our troops, the enemy, and/or civilians.

A great day... for Apple's PR

The PR folks at Apple must be happy– their logo is bang in the centre of the photo, reinforcing the whole anti-establishment attitude of the Apple brand ([as the launch video demonstrates](#)).

Fleishman-Hillard win Uglii account

Global online business directory Uglii has appointed Fleishman-Hillard Australia as its public relations, public affairs and digital communications agency to manage its upcoming launch.

The global team will be led by general manager Walter Jennings and recently appointed Vice President of Digital Media, Scott Rhodie, both based in Sydney.

“Ugii is the world's first truly global online business directory which encompasses a new process of spatial search,” said John Knorr, Chairman and CEO of Ugii.

Fleishman-Hillard Australia will lead a team of colleagues around the world, throughout its extensive network. They will be tasked with building Ugii's corporate profile, and managing digital communications and public affairs for a global launch to market.

Ugii is an online directory and business information service designed to assist businesses in exposing their products and services to both their local community and worldwide, thus providing potential buyers with specific, detailed and relevant search results and almost unlimited information about the products and services in which they are interested.

BBS win Hilton Surfers Paradise account

Photo, right: Frances Kinman, Lady Jane Edwards, Ashleigh Stallard, Amanda Newbery

Brisbane-based public relations and communications firm BBS has been appointed by Hilton Hotels & Resorts to manage the media relations for their newest property, Hilton Surfers Paradise. Hilton Surfers Paradise will feature a dedicated Hilton hotel as well as serviced residential apartments.

Hilton Surfers Paradise will be the first combined hotel and residences opened by Hilton Hotels & Resorts in Australasia. It will be the first international upscale hotel built on the Gold Coast since 2000, and the latest Hilton to open in Australasia after the successful launches of Hilton Melbourne South Wharf and Hilton Lake Taupo in 2009.



Hilton Surfers Paradise is a two-tower development, with the first stage, Boulevard Tower due to open its doors to both residents and domestic and international travellers in December 2010. Orchid Tower, which will include both apartments and a dedicated 169 room Hilton hotel, is scheduled to open in July 2011.

Charlotte Seymour, Senior Corporate Communications Manager Australasia & Asia for Hilton Worldwide, commented “we selected BBS to manage our PR program for Hilton Surfers Paradise because of their reputation for outstanding domestic and international media relations and their strong community networks.

“The opening of Hilton Surfers Paradise represents a major milestone Hilton Hotels & Resorts in Australia, being the third Hilton in Queensland and our ninth property in Australia. We are confident, with the BBS team on board, the hotel will become one of Surfers Paradise’s most desirable hotels.”

BBS Executive Chairman Lady Jane Edwards AM said the team was excited to work on the Gold Coast’s newest hotel in 10 years.

“Hilton Hotels & Resorts is one of the most recognised and trusted brands in the world, and to be given the opportunity to work with such a fantastic company is a great honour,” Lady Edwards said.

“We look forward to working with the Hilton Surfers Paradise team to launch the hotel to the domestic and international tourism and travel market over the next year.”

The BBS team will be led by the firm’s Managing Director Amanda Newbery, Associate Frances Kinman and Consultant Ashleigh Stallard.

BBS is one of Australia’s largest and most experienced full service public relations and communication firms, with more than 20 years in the business.

The Brisbane-based firm services clients nationally and internationally in sectors including professional services, retail, finance, property, tourism, government and not for profits.

BBS provides services including media relations, issues and crisis management, government relations, community engagement, financial and investor relations, branding and marketing communication and media and presentation training.

BENCH PR win LogicalTech

BENCH PR has won a new client, IT Integration specialist, LogicalTech.

LogicalTech is an experienced Australian IT company focused on delivering enterprise and corporate business solutions. LogicalTech provides a full service from strategy through to technical service delivery and specialises in various technologies including Oracle, Microsoft, Unix Windows, Cisco, SAP and Java.

BENCH PR will work with the LogicalTech team on a program to highlight the company's mobility expertise.

"The dramatic rise in smartphone use has meant that people are looking to access the same content and services both inside and outside working hours. LogicalTech is doing some really interesting work with partners such as Pyxis and Blink Mobile to help organisations respond to this demand and we look forward to sharing their expertise through a thought leadership campaign," said Jocelyn Hunter, Director, BENCH PR.

"LogicalTech chose to partner with BENCH PR because they have a deep understanding of the IT industry and the challenges organisations are facing in developing mobile content, have excellent media contacts and took the time to really understand our company and the services we offer. We have already seen some great results and look forward to continuing our partnership with them," said Martin Coyle, Business Development Manager, LogicalTech.

BENCH PR clients include Attachmate and NetIQ, ASI, IFS, Synnex, Netsolutions Australia, Global Graphics and Retail Directions. www.benchpr.com.au

BM study says nearly half of PR fails

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.

The gap between the corporate message and the message conveyed by bloggers was even greater (69%).

The study explored 158 corporate messages, including announcements, product launches, speeches and thought leadership announcements from 16 companies from the Financial Times Global 100 across the U.S., Europe, Latin America and Asia Pacific. The gap was prevalent between corporate and media messages in all four regions and relatively larger in Latin America and Asia Pacific. The analysis also revealed that, as expected, bloggers tend to bring more opinion to their content, driving the "message gap" higher.

In Asia-Pacific the gap between corporate message and mainstream media coverage was higher than the global average at 58% while the gap between companies and bloggers was slightly narrower at 63%.

"This study highlights the importance of crafting effective communications from a truly Asian perspective, based on an in-depth understanding of trends and cultures around the region," said Burson-Marsteller Asia-Pacific CEO Bob Pickard. "The Asian blogosphere is still widely influenced by mainstream media reportage and a clearer organisational focus on how messages are reported will have carry-over benefits in digital channels."

The Burson-Marsteller Message Gap Analysis is a proprietary methodology to analyse the differences and similarities between corporate messages and media reporting. The analysis also helps identify the messages and brand attributes that resonate best with journalists to increase the likelihood of direct quotes and message fidelity of communications materials. The output is recommendations to strengthen message integrity and resonance. It is the latest Evidence-Based

Communications tool launched by Burson-Marsteller to help its clients make informed data-driven decisions about their messages and communications.

“As companies increasingly turn their attention to message impact to measure success, they must begin to understand how their messages are coming across in a range of mainstream and new media channels,” said Jennifer Graham Clary, Chair of Burson-Marsteller’s Global Technology Practice. “Organisations can then strengthen the integrity and resonance of their messages to ensure their intended message is being presented to stakeholders.”

Key insights from the study included:

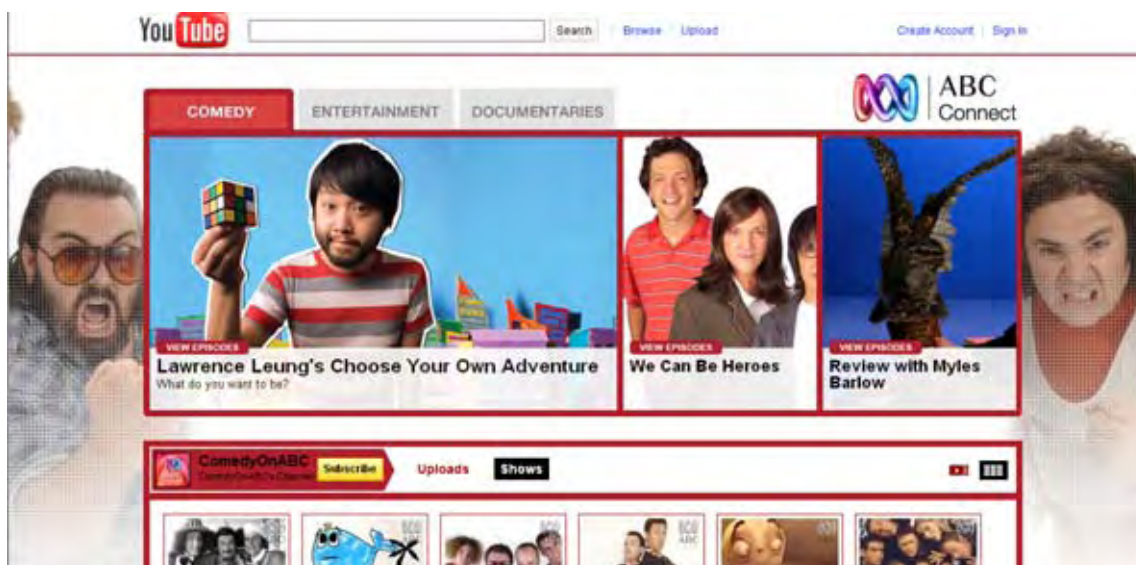
1. “Aspirational” branding language needs to be supported by concrete facts and messages or it will be ignored. Messages that tied back to the company’s core values and identity were more successful.
2. Tell the whole story or the media will tell it for you. While this is age-old advice, companies that focused only on their own message paid the price by having their message become relatively more diluted in the broader story.
3. Avoid using jargon, as the mainstream media and bloggers either ignore it or must create their own explanation of the potentially confusing company message. Make communications as accessible as possible.
4. Press releases are being reprinted extensively, which affects the strategy for the communications professional. Communicators should realise that the audience for press releases is no longer just the media, and their language should be adapted for consumers, financial analysts, and other stakeholders, as well as media.
5. Bloggers are more likely to make comparisons to competitors and to speculate about an organisations intentions and strategy. Because bloggers are more likely to incorporate their opinions and include messages from multiple sources, companies should consider developing messaging that is more targeted for a blogger’s needs.

[Full report here](#)

ABC launches full length programs on YouTube

Summary and links to other ABC channels on YouTube via link below from the Google Blog

<http://tinyurl.com/24x5y5x>



PR top gun at BBC gets GBP 226k salary (A\$336k)

<http://www.prweek.com/news/bulletin/UKDaily/article/1029614/?DCMP=EMC-UKDaily>

UK Panorama TV investigation reveals top public sector PR salaries.

PR Week (UK magazine) followed up on a BBC TV program (Panorama) that named 50 public sector employees working in PR roles earning over GBP £100,000 a year.

The BBC program profiled the top earning public sector PR practitioner: BBC Director of Communications Ed Williams, who earns a salary of £225,940. Next in line is Godric Smith, Tony Blair's former spokesman, is currently head of PR for the Olympic Delivery Authority, earns a salary of £192,000.

Brand New Solutions win Olive Leaf Australia account

Brand New Solutions, a specialist in preventative health and anti-ageing PR agency in Sydney, has won the Olive Leaf Australia™ account.

Director of Brand New Solutions, Gill Fish: "Olive Leaf Australia's Liquid Extract is a health supplement for wellness and prevention so it is a perfect fit with the agency's model and values." Olive Leaf Australia™ is owned by Comvita®, and has a range of liquid Olive Leaf Extracts.

Bite Communications buy digital firm ONEXENO

Michael Zung Joins Bite as Asia Pacific Managing Director, Digital; David Ketchum Takes on Global Digital Role

Bite Communications has acquired digital marketing firm OneXeno, which it will integrate into its Asia Pacific operations to offer clients service, expertise and digital communications tools. OneXeno's founder Michael Zung (pic, right) joins Bite as managing director, digital, Asia Pacific.

OneXeno is a Hong Kong-based regional consultancy that optimizes clients' business strategies using digital marketing. Services include interactive campaigns, search marketing, social media management, email marketing, and digital creative work. Current clients include Coach, eBay, PCCW, SaSa, Smartone-Vodafone, Swire Group, Toys R Us, and Turner Entertainment Interactive Media. The OneXeno team will join Bite and trade under the Bite name.



The move is part of a global initiative to significantly increase the value of digital strategy advice and scope of campaign execution that Bite delivers for clients. Bite Asia Pacific president David Ketchum has taken on worldwide responsibility on the Bite Board to oversee digital and social media development. In August, industry leader Simon Mathews joined Bite's San Francisco offices as head of Digital Strategy, North America, complementing the strong digital capability of Bite in Europe, led by Daniel Sands. Mike Zung founded OneXeno after serving as managing director of North Asia for DoubleClick. More recently Mike launched and headed up HSBC Direct in Taiwan and was responsible for the growth of HSBC Direct in Korea and Taiwan, the first "branchless bank" in both countries.

About Bite Communications: Bite Communications is a 180-strong communications consultancy with offices in Beijing, Hong Kong, London, New York, Paris, San Francisco, Shanghai, Singapore, Stockholm, Sydney and Toronto. Current clients include Citi, Disney Channel, HP, HTC, Jumeirah, Qantas, Siemens, Skype, SWIFT and Trend Micro. Visit :

www.bitecommunications.com

Editorial: A Tale of Two Iraqi Immigrants

An Iraqi family with two young boys fleeing persecution, emigrates to England. The family settles in north London. The two boys grow up, go to school, get jobs, usual story. The brothers work in advertising. In 1970, they start their own agency.

The brothers become well known for producing great advertising. In 1978, the UK Conservative Party hires them to create an advertising campaign for the upcoming 1979 UK general election.

In 1978, Britain was in “The Winter of Discontent” – not a Dickens novel, but a period when Britain seemed to grind to a halt. The brothers create a powerful advertising campaign called “Labour isn’t working” – this simple message was plastered on a few billboards, and the media loved it. The campaign is credited with helping Margaret Thatcher’s Conservative Party win a landslide victory over the incumbent Labour Party, ushering in a period of dramatic economic, political and social change.

The two brothers are Charles and Maurice Saatchi.

The advertising agency they founded, Saatchi & Saatchi, was listed on the London Stock Exchange. They also created another global ad agency, M&C Saatchi. There’s a great deal of “Saatchistory” during this period, and, for the sake of brevity, lets skip over it. Charles Saatchi went on to marry Nigella Lawson, her of the TV cooking show fame. Charles has also built Britain’s largest and most influential contemporary art collection which now shapes and influences popular culture. Maurice is Chairman of the Conservative Party, and he shapes election campaigns, that shape the country. Not bad for immigrants.

Why is the story of Charles and Maurice Saatchi important?

Well, they started Saatchi & Saatchi 40 years ago, so The PR Report would like to wish the agency a very happy 40th birthday.

The PR Report would like to ask another question: why is the story of Charles and Maurice Saatchi important for Australia?

During the recent Australian Federal election campaign, the Prime Minister, The Hon. Julia Gillard MP, called on Australians to have a conversation about immigration. There was much debate about “unplanned arrivals” from Iraq and Afghanistan. The PR Report isn’t sure if the Saatchi family were “planned” or “unplanned” arrivals to the UK, but they were fleeing persecution, and they were immigrants.

So perhaps the story of Charles and Maurice Saatchi can help us think about the entrepreneurial character of many immigrants. Entrepreneurs start businesses, create jobs and generate tax revenue for Governments.

For readers of The PR Report, that is, people in the communications business, there’s another lesson. The story of the success of the Saatchi brothers’ advertising (and negative advertising) is due to the Saatchi creed of “brutal simplicity of thought” – a phrase that will continue to inspire all communications practitioners, especially those creating election ad campaigns for political parties.

Article By Glen Frost, Editor, The PR Report www.theprreport.com 2010. Glen Frost and The PR Report are not connected to the Saatchi brothers, Saatchi & Saatchi, or M&C Saatchi; the views in this article are the authors own.

Rumsby appointed Chair of Weber Shandwick Australia

Weber Shandwick has appointed Ian Rumsby chairman of Weber Shandwick Australia.

Rumsby takes on this new position as Emma-Jane Granleese, managing director of Weber Shandwick Australia, commences a maternity leave. Granleese has headed the firm’s Australia operations since 2006. Rumsby will continue his existing role as executive vice president of strategic development for Asia Pacific reporting to Asia Pacific chairman, Tim Sutton.



Burson-Marsteller internship opens up opportunities

Lucy Santilli, currently a student at UTS (Sydney), recently completed an internship with Burson-Marsteller in Sydney. In this article, Lucy writes how her experience with the B-M team exceeded her expectations and opened her mind to a variety of opportunities that a career in PR has to offer .

My Intern Story: by Lucy Santilli (photo, right)

As I hopped from my bus onto the street, busy people darted past me in all directions. The morning cold came as a bit of a shock as I hadn't been up earlier than 10am thanks to those precious uni holidays. I quickly made my way to the foyer and proceeded into the office to be met with a number of trophies, friendly smiles and one breathtaking view. I knew at that instant I was going to love my time as an intern at Burson-Marsteller.

Burson-Marsteller's internship program covers a period of 20 working days during which interns are assigned to various client teams. This meant that I was put across every facet of the consultancy's business from healthcare and consumer brands to corporate and technology. Not only did this give me an opportunity to learn from a variety of experienced professionals but explore which area of public relations that best suited me.

I assisted the brands team in the repositioning of Russian Standard Vodka and the launch of its "ready-to-drink" variant. This involved understanding the essence of the brand and drafting media releases that reflected this brand personality. As Russian Standard Vodka sponsored the Myer Spring/Summer 2010/11 fashion launch it also meant that I had the lucky task of collecting coverage of heartthrob Kris Smith. I definitely was not complaining!

This was in comparison to my work with the healthcare team, which opened my eyes to another side of PR I wasn't so familiar with. To be honest it was a pleasant surprise! I assisted in the development of a comprehensive GP directory, contributed ideas to upcoming pitches and expanded my overall knowledge of various diseases and the pharmaceuticals used to treat them. I even researched current iPad technology and how this can be used as a public relations tool in modern healthcare which, I must say, absolutely fascinated me!

I was lucky enough to see the launch of Encoder PR and work on their blogger relations for Sony Ericsson Australia. I was also lucky enough to sit in on an insightful presentation by Christine Jones on issues and crisis management using the BP Oil Crisis as a case study. Of course, these are all invaluable experiences that have put me in good stead for the future.

It has been amazing to be surrounded by such a high calibre of people and I am extremely grateful for the opportunity to work with such a passionate team. The internship went above and beyond my expectations and confirmed my true passion for PR in a fast-paced consultancy environment. As a student that has always had a strong interest in consumer/lifestyle PR it has been excellent to expand my horizons and realise the true diversity of the profession.



Send us your intern story for The PR Report !

Editor's note: Thanks for your story Lucy.

Readers are welcome to submit their intern experiences. We will profile one intern story per issue; we have an intern story for the November issue, so [we're looking for an intern story for December](#). 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

Client growth boosts Sefiani top line by 20% in 09/10



Sefiani grows revenue 20% in FY09/10

Sydney-based public relations firm Sefiani Communications Group (team photo, above. Founder Robyn Sefiani, in centre, with pale pink skirt) grew its FY09/10 annual revenue by 20% to 30 June, on top of consistent year-on-year growth each year of its recently celebrated ten-year history, despite the economic downturn.

The specialist corporate and financial communications firm has also recorded a strong start to the new financial year and recently announced the launch of a dedicated government relations offering.

Highlights of the period included:

- Launch of a significantly enhanced social media offering
- Australian and Asia-Pacific industry awards for best financial communications, for work on the HCF and Manchester Unity merger
- A move to new, larger premises in Sydney's CBD and increased staff numbers to support business growth
- Strategic alliances formed with leading global and interstate PR firms
- Addition of several high-profile corporations to Sefiani's client portfolio.

Robyn Sefiani, Managing Director of Sefiani, attributes the strong performance to a business philosophy focused on dedicated client service and long-term, loyal client relationships evidenced by a steadily growing portfolio of retained multinational and Australian corporate clients. In addition, the firm's expertise in issues and crisis management and corporate reputation management has been increasingly sought after.

"Over the past 18 months, we've helped a number of clients ride the economic storm, developing tailored strategies and tools for them to effectively communicate with their key stakeholders during a period of uncertainty," said Ms Sefiani.

“As a firm, we have been as flexible as possible to meet the changing needs and demands of our clients as the financial crisis played out in global and domestic economies. We offered to share some of the pain of corporate cost-cutting to support our clients during a difficult period, and focused on providing genuine return on every client dollar entrusted to us.

“We maintained a long-term view that our clients would return to previous budgets as soon as business outlook improved, and this has proved to be the case.

“Our business grew during the downturn as a number of clients moved their advertising and sponsorship budgets to public relations programs.

“In addition, some of our clients seized the opportunity to pursue growth or sought to significantly increase market share in the past financial year, and we grew with them,” said Ms Sefiani.

Sefiani added a number of high-profile clients to its portfolio during the period, including AMP Capital Shopping Centres, Qatar Airways, Australian Power & Gas, Suez Environnement, Arup Group, Allegro Private Equity and Hotels.com.

Click PR launches; secures Kogan as foundation client

[Click PR](#) launched as a digitally focused communications agency.

Specialising in brands with a technology or online foundation, Click PR will provide fast paced, proactive communications strategies for Australian brands. Vuki Vujasinovic is the founder of Click PR, who has spent the last several years running the hugely successful PR program for consumer electronics retailer [Kogan](#).

"Having spent time in agency and in house roles, I have a great grasp of both worlds and have what it takes to provide the same service to others as I have for Kogan.

"We acknowledge that traditional media outlets are an important communication channel, but also understand the need for a strong online focus to truly capture the attention of customers.

"Click PR is an extremely versatile agency. We're fast moving, straight-shooting, and get results for our clients," Vuki said. Click PR has signed Kogan as its first client.

Ruslan Kogan said he was extremely excited about the partnership between Click PR and Kogan.

"Click PR has helped us land some tremendous coverage in Australian and International media, as well as help us build a huge online community through Facebook, Twitter, and blogs.

"Click PR ensures we're constantly talked about in technology media, blogs, forums and social media. It's vital that potential customers can trawl the Internet and easily find independent reviews of our products.

For information www.clickpr.com.au, email info@clickpr.com.au or call 02 8006 0132

Looking for a new job?

***** see Job of the Month on Page 27 *****

Dash PR win RANDEM Group and MetroView accounts

Dash PR, a full service boutique PR consultancy, has been appointed by RANDEM Group and MetroView Australia to manage its public relations. Photo, right: Dash PR founder, Christine Kardashian.

RANDEM Group, creators of world-class graphic and digital media specialise in creative design, print, web development, software development, iPhone/iPad applications, as well as photography and video production. Recently celebrating its four year anniversary, RANDEM Group established by Andrew Selim (30) and Elie Maalouly (28), started out as a small business which has gone from strength to strength. RANDEM Group employs 54 staff, has offices in three locations in Australia and India.

MetroView Australia is a navigation software provider that develops applications for iPhone/iPad and GPS devices, as well as custom mapping functionality for server, desktop, mobile, and web-based solutions and custom software solutions for large scale professional projects for customers such as Australian Police forces, RACWA, O'Brien Glass, and Sensis (Telstra).

Dash PR will work with both clients to build awareness and positioning through a variety of activities including business profiling, product placement and reviews, promotions, case studies and company announcements. In addition to traditional PR tactics, Dash PR will focus on building the brands' social media presence. For more information, visit www.dashpr.com.au.



PR book critiques pharma

A new book on the global pharmaceutical industry called "White Coat, Black Hat" by Carl Elliott, takes a critical look at the marketing practices engaged by some of the top companies in the sector.

Read a review of the book here:

<http://www.newscientist.com/blogs/culturelab/2010/09/spin-doctors-how-pr-trumps-trust-in-modern-medicine.html?DCMP=OTC-rss&nsref=online-news>

In his review of the book, Jonathon Keats writes: "What is most impressive, and disturbing, about this book is its description of the scope of manipulation routinely undertaken by drug companies, and its cumulative effect on public health... over the past generation, medicine has evolved from a profession based on trust into a business with enormous profit potential. Manipulation is rewarded because it is rewarding..."



FOX News "destructive" says Obama

http://www.rollingstone.com/politics/news/17390/209395?RS_show_page=1

In a recent interview with Rolling Stone Magazine (for the October issue), US President Obama makes his feelings clear about the US TV channel FOX News

Q: What do you think of Fox News? Do you think it's a good institution for America and for democracy?

A: [Laughs] Look, as president, I swore to uphold the Constitution, and part of that Constitution is a free press. We've got a tradition in this country of a press that oftentimes is opinionated. The golden age of an objective press was a pretty narrow span of time in our history. Before that, you had folks like Hearst who used their newspapers very intentionally to promote

their viewpoints. I think Fox is part of that tradition — it is part of the tradition that has a very clear, undeniable point of view. It's a point of view that I disagree with. It's a point of view that I think is ultimately destructive for the long-term growth of a country that has a vibrant middle class and is competitive in the world. But as an economic enterprise, it's been wildly successful. And I suspect that if you ask Mr. Murdoch what his number-one concern is, it's that Fox is very successful.

GetUp! helps IMF class action against ANZ

With its usual modesty, GetUp! has added its campaign weight to the IMF funded class action against the banks; kicking off with ANZ.

The class action is being brought by Maurice Blackburn Lawyers, and funded by Australia's largest and most successful litigation funder, IMF, and managed by Financial Redress.

GetUp! also announced they are joining forces with consumer group CHOICE, and think tank The Australia Institute.



Investors reminded to verify social media information

The Australasian Investor Relations Association (AIRA) reminds investors to check company sources for the accuracy of information they discover in social media or online discussion forums before making an investment based on the information.

A survey by AIRA and Financial & Corporate Relations (FCR) on institutional investors and stockbroking analysts' use of online communications revealed a degree of scepticism of social media among professional investors, AIRA CEO, Ian Matheson, said. 74% of institutional investors and stockbroking analysts surveyed indicated that they do not use social media for investment purposes, with the majority of all respondents (50%) saying this was because it is not trustworthy information. 26% of institutional investors and stockbroking analysts said they do use social media for investment purposes.

“We conducted this survey with FCR to help listed entities understand how the Australian investment community are using online sources, including social media, for investment information. The results show that of investors and stockbroking analysts' surveyed, over a quarter use social media for investment purposes.

Social media as a source of investment information

FCR Managing Director Anthony Tregoning (pic, right) highlighted that analysts and asset managers internationally are increasingly analysing social media channels to discern early trends towards acceptance of new consumer products, change of attitude to established brands, and dissatisfaction with the listed entities they follow.

“The joint survey results indicate that use of social media for investment information is in its infancy in Australia. Australian companies are not yet using social media widely for investor relations purposes, but as more of them begin to disseminate information through social media we expect to see greater investor attention directed to these channels,” said Tregoning.



20% of respondents said that information accessed through social media channels had influenced their investment decisions. 15% of respondents said they can access information through social media channels that they can't get elsewhere.

89% of respondents expect there will be no change in social media's influence on their investment decisions in the coming 12 months.

Social Media for investment purposes

- 17% of respondents had accessed Hot Copper
- 10% of respondents had accessed Seeking Alpha
- 10% of respondents said they had accessed LinkedIn
- 10% of respondents said they had accessed YouTube

A small number (under 10%) of respondents said they had used Wikinvest, Motley Fool, Facebook or Twitter for investment purposes.

The main sources of investment information

One-to-one and group company briefings, listed entity websites, the ASX website, IRESS, analyst research, company emails and business media were the top sources of information for the institutional investors and stockbroking analysts surveyed.

Business media, both print and online, are regular sources of information on the companies followed: Australian Financial Review (96%) and metropolitan dailies, Yahoo Finance (55%), and Bloomberg (53%). The survey also found:

- Attending listed entity presentations in person is the preference for the majority of the institutional investor and analyst group surveyed.

Marketing Elements win 4 new accounts

Marketing Elements (ME) adds four extra names to their client list after attaining several new accounts this month. The boutique PR agency has secured additional clients Universal Pictures, the Intellectual Property Awareness Foundation (IPAF), Hilly Consulting, The Invisible Partnership book launch and Eco Today. ME is run by MD, Cecelia Haddad (photo, right).

As part of its current entertainment marketing campaign, ME will be directing Universal Pictures' promotions efforts for an upcoming Easter family blockbuster as well as two other films scheduled for 2011.

ME is also involved with directing the social media strategy in relation to the promotion of IPAF's latest anti-piracy campaign. With these additional clients, ME is expanding its client base to encompass a number of different industry sectors.



Pixolut re-launches as Digital Experience Agency

Pixolut announces it has ended its joint venture partnership with Spiral Media to launch itself as an independent Digital Experience agency. Pixolut will focus on expanding its services in social application development, mobile applications and digital consulting.

Founded in 2003 by Joe Cincotta (formerly Director of Technology, Interaction at Euro RSCG), Pixolut has developed more than 150 social applications in just over twelve months for leading agencies across Asia Pacific including Clemenger BBDO, Mindshare, Mediacom and JWT.

“Pixolut has always aimed to make compelling digital campaigns easier for our clients to achieve,” said Managing Director, Joe Cincotta. “With this move, we look forward to developing strong relationships with all of Australia’s leading agencies and will focus on growing our team to facilitate the growing demand.”

With this move comes the announcement of James Anderson as General Manager. Anderson joins from Photon Group start-ups Local iQ and Future House and will be responsible for helping Pixolut scale its operations and expand its offering as an independent agency. Anderson will oversee strategy, sales, and business operations and will report directly to Pixolut MD Joe Cincotta.

Pixolut also announces the appointment of ex-Tequila Producer Rebecca Chalmers as its new Head of Production.

Europe: social media landscape complex and diverse

Article by Elisenda Estanyol, Lecturer at the Open University of Catalonia (Barcelona-Spain)

Whilst English is the unofficial language of business in Europe, blogs tend to be written in the writer’s mother tongue. Hence blogs in Europe are written in German, French, English, Italian, Spanish, Polish, Dutch... and many more languages besides.

Increasingly, companies have come to see blogs as the next great public relations vehicle.

As Ross Mayfield, president and co-founder of Socialtext says; “Web 1.0 was commerce, web 2.0 is people”. In this context, companies are using blogs to get their messages across in a more human way and to complement their brand images. International companies should investigate and consider what language to use. Having translation on blogs and corporate websites is one step, but not necessary the first or only one. Companies should understand the characteristics of every European country, the culture and the people. Europe is a complex and varied continent, and it’s no surprise to find that its social media landscape matches this.

50 most visited blogs in Europe: According to Wikio, an information portal with a news search engine that searches press sites and blogs, the 50 most visited blogs in Europe are:

1. [Iain Dale's Diary](#) (UK)
2. [netzpolitik.org](#) (Germany)
3. [Piovono rane](#) (Italy)
4. [Guy Fawkes' blog](#) (UK)
5. [ALT1040](#) (Spain)
6. [Nerdcore](#) (Germany)
7. [Liberal Conspiracy](#) (UK)
8. [Microsiervos](#) (Spain)
9. [Wittgenstein](#) (Italy)
10. [scrap-impulse](#) (Germany)
11. [Partageons mon avis](#) (France)
12. [Genbeta](#) (Spain)
13. [ConservativeHome's ToryDiary](#) (UK)
14. [Xataka](#) (Spain)
15. [CARTA](#) (Germany)
16. [Everybody-Art-Challenge](#) (Germany)
17. [Metilparaben](#) (Italy)
18. [El blog de Enrique Dans](#) (Spain)
19. [Engadget Spanish](#) (Spain)
20. [Left Foot Forward](#) (UK)
21. [Liberal Democrat Voice](#) (UK)
22. [Blog-O-Book](#) (France)

23. [Stamp with fun](#) (Germany)
24. [Virginie B](#) (France)
25. [Basic Thinking](#) (Germany)
26. [Escolar.net](#) (Spain)
27. [Fefe's Blog](#) (Germany)
28. [Applesfera](#) (Spain)
29. [Poppyrose et la vie en rose](#) (France)
30. [Labourlist](#) (UK)
31. [A Spoon Full of Sugar](#) (UK)
32. [Caschys Blog](#) (Germany)
33. [Stefan Niggemeier](#) (Germany)
34. [Hanna and Friends](#) (Germany)
35. [Manteblog](#) (Italy)
36. [Vidaextra](#) (Spain)
37. [BILDblog](#) (Germany)
38. [Beppe Grillo's Blog](#) (Italy)
39. [Bitelia](#) (Spain)
40. [De tout et de rien](#) (France)
41. [And another thing...](#) (UK)
42. [La Maison du Faucon](#) (France)
43. [Sarkofrance](#) (France)
44. [stamp with Stampavie](#) (Germany)
45. [TvBlog](#) (Italy)
46. [fun with shapes and more](#) (Germany)
47. [UKPolling Report](#) (UK)
48. [WWWWhat's new](#) (Spain)
49. [Korben](#) (France)
50. [Das Kraftfuttermischwerk](#) (Germany)

Professional bloggers in Spain

The Professional Blogger event was held in September 2010 in Madrid (Spain). Speakers at the event, chaired by Fundación Telefónica's director of Debate and Knowledge, José de la Peña, included the co-founder of Weblogs SL, Antonio Ortiz, one of the leading companies in what has come to be called "blog farms" or vertical series of blogs with a commercial vocation, and the blogger and twitterer Carlos Rebato.

For Antonio Ortiz, blogs were the first way in which the average internet user, the amateur, could have an online presence. Ortiz also noted the drop in the number of blogs in Spain and their specialisation: "from 4.2 million bloggers in Spain in 2008, there are now only around 200.000 active blogs". Specifically, Ortiz referred to the different types of blogs that now exist: the personal brand, the amateur thematic blog – "similar to the fanzines of the 1980s"-; commercial thematic blogs which are maintained thanks to commercial advertising; and company communities and blogs with the aim of directly contacting their customers.

To professions such as journalism or literary writing is now added that of the freelance or salaried blogger, people who are connect with their readers, who know their communities perfectly, locate contents of interest and treat the themes they write about in a specific way for their communities.

Cultural blogs in Europe

Labforculture.org, a partnership initiative of the European Cultural Foundation that explores the European cultural blogging scene, interviewed in 2009 a selection of nine renowned cultural bloggers. Régine Debatty is one of the bloggers interviewed. As founder of the highly influential blog we-make-money-not-art.com, Régine Debatty has been nicknamed 'Queen of Bloggers'. She writes about the intersection between art, design and technology, as well as curating art shows and speaking at conferences and festivals about the way artists, hackers and interaction designers use – and misuse –

technology. "Bloggers (...) do not necessarily benefit from the same recognition and privileges as journalists." said at Cultural Bloggers Interviewed.

Italian media critic Alessandro Ludovico, who edits the offline and online media art magazine, Neural, talk in Cultural Bloggers Interviewed about how the relationship between online and offline publishing has shifted over the past 16 years and how Neural has managed to survive where other ventures have failed: "In the beginning print was king and online was an accessory. Now it's exactly the opposite."

The Spanish cultural bloggers Marta Peirano and José Luis de Vicente were instrumental in the launch of the influential collective Spanish blog Elastico in 2003 which wrote about digital rights and copyleft, digital art, video games and multimedia. Now, with less time on their hands, they have turned their attention to Twitter or Facebook for publishing short messages and updates, and argued that "...Twitter is more like a cafe conversation, blogging more like a newspaper."

Austrian-based video blogger Robert Misik is famous in Austria for his work as a print journalist, Misik first started his blog as an online archive for his newspaper articles. Then, he became the first Austrian journalist to publish a weekly video blog, which appears on the website of the Austrian newspaper Der Standard. Robert Misik declared at Cultural Bloggers Interviewed that he believes that blogging is a great way for new writers to get their voices heard.

Polish-based new media expert Alek Tarkowski has been writing Kultura 2.0 since 2006, a blog on cultural practices related to new media. He said at Cultural Bloggers Interviewed that his blog aim to introduce new issues into the cultural debate in Poland and believe that "...if there is discussion, it is almost always in the comments, and not between blogs."

Scottish-based curator and artist Michelle Kasprzak has been publishing her views on contemporary art curating on her blog, Curating.info since 2006. Kasprzak explained that "Blogging is an excellent way of establishing several streams of discourse. It's not just about the art critic in the newspaper anymore."

Article by Elisenda Estanyol, Lecturer at the Open University of Catalonia (Barcelona-Spain)
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Stellar* win IGA account

PR and marketing communications agency, Stellar* Concepts, has won the business for Australia's largest independent grocery network, IGA.

Stellar* has been brought on board to assist with launching the new brand campaign 'How the locals like it', as well as promoting initiatives such as IGA's community fundraising platform Community Chest and their national sponsorship of Little Athletics.

Stellar* will also be working closely with the state marketing teams to deliver localised PR campaigns across Australia.

According to Stellar*, they were chosen for the account due to "proven experience in the food and beverage industry with current clients including Suntory (Cointreau, Louis XIII, Remy Martin, Midori and Hendricks); Singha beer; Batlow Apples; Cafe Sydney; and Merivale."



IDM launches mag extension YoungerYou.com.au

The first issue of Younger You magazine, a new anti-ageing title was launched on the 29th September 2010, published by Independent Digital Media (IDM).

Younger You magazine is an extension of IDM's anti-ageing website YoungerYou.com.au, and features 132 pages packed with the latest news, procedures, products and advice on looking and feeling more youthful.

Edited by Jenni Gilbert, former Editor-in-Chief of New Idea and Editor of Good Medicine, Younger You magazine will have a print run of 30,000 and will be distributed nationally via newsagents, clinics and online via YoungerYou.com.au.

Gilbert says the magazine is an exciting step in building on the strength of the Younger You website.

"Younger You magazine will complement YoungerYou.com.au to confirm the brand as the go-to resource for accessible, commonsense information on achieving a more youthful appearance," says Gilbert.

Aimed at women aged 30+ who want to look their best for their age, the new title features ways to look and feel more youthful, from tips on makeup, skincare, nutrition and salon treatments, to dentistry, surgical and non-surgical options.



McMillan Communicators win NTS Health and Catherine Asquith Gallery

Brisbane based full service public relations and communications consultancy McMillan Communicators (MC) has won two new accounts: NTS Health and the Catherine Asquith Gallery.

MC will be responsible for the PR campaign promoting NTS Health's product selections including the launch of two products into the Australian market; TamuSkin and MagSorb.

MC has also won the PR activity for Catherine Asquith Gallery, a contemporary art gallery in the heart of Melbourne's Collingwood art precinct.

Established in 1998, McMillan Communicators is a Brisbane based consultancy experienced in developing strategic, creative and integrated communication solutions for a variety of clients and industries across Australia and overseas.

PR Agency nightmare: You pitch, lose, then they use your ideas!

Grant Common has some thoughts on this difficult topic: <http://pracumen.com.au/2010/08/17/pr-agencies-pitch-payment>

Speech Writing in the Government Sector

By Libby Collett

About the author: Libby Collett is a former career public servant with a career spanning all tiers of government – Federal (Treasury & Department of Foreign Affairs and Trade); State (Government of Western Australia), Local (City of Yarra, Melbourne) and government-owned entities (Australia Post). Recently she was a key member of a small team advising the Governor of Queensland, Ms Penelope Wensley AO. During this varied and high-profile career she has written Ministerial Submissions, Parliamentary briefs and speeches at the highest level. Contact: Tel: 0434 98 00 45, email libbycollett@hotmail.com



Speech Writing 101

Writing a speech is a precise and mysterious craft and can be a daunting process, even for the seasoned wordsmith. The most important work that you do is before you begin to actually write the speech, because the quality of your research and background material is the most important part of the process. Read carefully about the topic, and once you have all the essential information you need, then you need to begin by answering some key questions.

- **What is the purpose?** Why are you writing this speech, what are you trying to achieve – to build consensus, to inform, to educate, to entertain? All of the above?
- **Who is the audience?** This will influence how you pitch the language and tone, as there is a world of difference from cutting the ribbon on a new shopping centre to delivering a keynote oration at a policy institute. Use language that engages the audience – speak to them on their level, but not ‘down’ to them – as you would to a peer or colleague.
- **Make them go ‘ahhh’.** To borrow the words of Oprah Winfrey, you want an ‘a-ha’ moment – when demonstrating a point. To do this, use a real life experience that illustrates your point in a way that reveals you as an insightful speaker, something that reveals something about you that shows your vulnerability and humanises you to the audience.
- **Make them laugh.** It is worthwhile incorporating some quality external content, be it through using quotes, jokes, stories and anecdotes from respected writers or experts. If you choose carefully, you can add the wisdom of the ages to your speech, adding to your stature and credibility as a speaker by extension.
- **Build a bridge.** It helps to chart your speech like a roadmap. Where does it start, where does it meander to, where does it end, and what are the pleasurable diversions along the way? Good speakers take their audience on a journey that feels logical, well linked, effortless and not repetitive. Great speakers create a flashpoint that links the start with the finish. Close the circle of the thought process so that the end leads back to the beginning. This will show your audience that you have put thought and preparation into your remarks, and will serve to reinforce the main point of your speech. The ‘takeaway message’ should not be a mystery surprise at the end, rather it should be stated near the outset, reinforced along the way, and underlined at the end.
- **Leave them wanting more.** As a rule, the less you say the more people listen to, so don’t drag on and on. In the immortal words of former US President Franklin D. Roosevelt:
“Be brief, be sincere and be seated!”
- **Embrace the beast.** Many people fear public speaking, but it should be seen as a tremendous opportunity. It is a chance to reach people, and to have your words resonate with them long after they have finished listening and moved on to the next thing.

From my own experience, having written speeches for Ministers, CEOs, Premiers and the Governor, I know the genuine magic that happens when you start with a blank screen and a blinking cursor, then you are inspired with an idea that you hone and craft, and much later you hear those same words come out of someone else's mouth. You know you have done your job well when you feel the physical change in the audience – that ripple of recognition that runs through the crowd as everyone smiles or laughs or says 'hmm' in response to that idea and how you expressed it. That moment is something very special.

Job advertisements page 28...

Treasury publishes “Red Book” for start of Government

In an unprecedented move, the Australian Treasury released its own economic advice (aka the Red Book) to PM Gillard immediately the new Government commenced sitting.

<http://www.treasury.gov.au/contentitem.asp?ContentID=1875&NavID=007>

Tips and rumours section:

The PRIA is updating its code of ethics with the help of St James Ethics Centre executive Simon Longstaff.

Randstad appoint Sternberg as GM of PR/Creative division

Recruitment firm Randstad has appointed Tim Sternberg as GM for the Australian PR, Communications and Creative division. Sternberg has recently returned from a five year stint with Randstad-owned UK recruitment firm “Major Players” in the UK. Tim has a wealth of experience in PR, Communications and digital jobs. Sternberg's experience includes running his own production company.

The Australian names PR teams in KFK vs McInnes/DJs case

http://www.theaustralian.com.au/business/media/djs-sexual-harassment-case-has-the-minders-in-a-spin/story-e6frg996-1225933529648?from=public_rss

Journalist Susannah Moran names the PR players representing the two sides in the DJs/McInnes versus Fraser-Kirk case.

Background: in August this year David Jones in-house PR, Kristy Fraser-Kirk launched a A\$37 million sexual harassment claim in the Australian Federal Court against David Jones (an ASX listed corporation) and Mark McInnes (DJs former CEO).

The Australian named two “spin doctors” (the preferred phrase for PR agency practitioners by Moran): “AMC Media's Anthony McClellan, acting for Fraser-Kirk, and Cato Counsel's Sue Cato and Matthew Horan for McInnes... and David Jones is using John Connolly & Partners for "occasional" services.”

Moran writes about her dealings with the two “spin doctors” as follows: “Turning the tables on the spin doctors, The Australian emailed several questions to Cato Counsel's Matt Horan and McClellan for this article about their role and the nature of their retainer. Horan, and later Cato, called in response to the email, both offering to speak "off the record" or on

"background" but neither would go on the record. That is usually the art of the spin doctors -- not quoted on the record, with their handiwork instead shaping the story next day. One of the arts is to lay doubt when pursuing a contentious line and The Australian was consistently asked in preparation for this story why we were writing it -- "it is not really a story".

Greens now “more than a protest party”



The screenshot shows the SlowTV website interface. At the top, there is a navigation menu with links for 'About', 'Contact', 'Help', 'Twitter', and 'Newsletter'. The main title 'SlowTV' is prominently displayed in large red letters. To the right, there is a section for 'The Monthly' with links for 'Contents', 'Contributors', 'About', and 'Subscribe'. Below the navigation, there is a search bar and a 'Home' button. The main content area features a large video player showing Adam Bandt speaking. To the left of the video, there are two smaller video thumbnails with captions: 'Power Shift: Our future between Beijing and Washington. Hugh White' and 'A light-hearted look at the UK election. Claire Wardle'. To the right of the video, there is a section titled 'This Program' with the text: 'Melbourne | Adam Bandt | Politics | September 2010' and 'Exclusive: Adam Bandt on the rise of the Greens'. Below this, there is a detailed paragraph of text describing the interview.

The Greens are much more than a protest party, and The Australian newspaper is a "phenomenal campaigning organisation" that is dedicated to making sure the current Labour Federal government fails, according to Greens MP Adam Bandt.

Watch the 33minute [extended interview](#) with Slow TV here:

<http://www.themonthly.com.au/exclusive-adam-bandt-rise-greens-2796?source=cmailer>

OPC launch media advocacy on food advertising

Article by Jane Martin, senior policy adviser, Obesity Policy Coalition

The views expressed in this article are the authors own and this article is re-printed with approval from OPC.

www.opc.org.au

The 4th October [ABC TV] Media Watch program exposed not only the complete inadequacy of the current self-regulation around junk food marketing to children but also the charade of the industry's response. The program added further weight to the increasing raft of evidence that despite claims by the Australian Food and Grocery Council (AFGC) that food advertising on children's television has "virtually ceased" -- advertisers are still unashamedly marketing to children.

As highlighted in Media Watch, ads for a huge range of junk, including Coke, McDonald's, KFC, Hungry Jack's, Mars Bars, Snickers and Twix, are being shown during the highest-rating programs for young kids, including Junior MasterChef and The Simpsons. A recent study by a Sydney University research group found that children see the same amount of junk food advertising as they did before the introduction of the AFGC's Responsible Children's Marketing Initiative.

There's a certain irony to the fact that advertisers are making inflated claims about how they don't advertise to children. The piece de resistance in this regard is the Nestle-Sky News advertorial series in which Nestle outline a raft of initiatives demonstrating their corporate social responsibility including work in developing countries and good nutrition.

In one of these advertorials former journalist Patrick Lindsay asks Nestle's director of marketing communications, Ian Alwill, about his company's "responsible" marketing to children policy:

Patrick Lindsay: "We're here with Ian Alwill from Nestle and we're talking about marketing to kids. Ian, where does Nestle stand on this important issue?"

Ian Alwill: "Well, we have a Nestle Nutritional Foundation based on criteria set by the World Health Organisation and the US Medical Institute. What that means for us is that until a Nestle food or beverage product typically consumed by kids meets our nutritional criteria, we won't advertise it."

Patrick Lindsay: "Ian, do these criteria apply to everything?"

Ian Alwill: "Ah yes, they apply to all our usual marketing activities -- kids promotions, online activity, everything ..."

If these statements are anything to go by, Nestle's claims to be a responsible corporate citizen should be greeted with more than a healthy dose of scepticism.

Alwill claims that Nestle does not market products to children unless they meet their nutrition criteria -- which he boasts are based on criteria set by the World Health Organisation and US Institute of Medicine.

So why is Nestle continuing to target children with a range of promotions for Smarties and Allen's lollies and high-sugar breakfast cereals Milo and Nesquik? Let's look at what Nestle is marketing: A new TV ad for Smarties, broadcast during high-rating kids' programs, such as The Simpsons, Modern Family and The X Factor shows kids working with artists to create artworks inspired by their favourite Smarties colours. The kids dance, jump up and down, and dress up in bright Smarties-coloured costumes. There is also a Smarties website with a Smarties colouring-in competition open only to children aged 3-10.

An ad for Allen's lollies, also shown during shows such as MasterChef, Dancing With the Stars and The Biggest Loser, features a huge walking bubble-blowing doll. The doll blows bubbles that turn into Allen's lollies as they land in children's hands, and children's nursery rhyme This Old Man plays in the background.

Boxes of Nesquik cereal have been plastered with pictures of every child's favourite green ogre, Shrek, and promoted Shrek colour-in characters -- Shrek, Donkey, Princess Fiona or Puss in Boots -- free in every box!

Nestle brand Milo sponsors Kanga Cricket, Liz Ellis' school holiday netball clinics, and kids' snow schools.

Smarties contain 66% sugar and 19% fat. Allen's jelly lollies are about half sugar. Nesquik and Milo cereal contain more than 30% sugar. These are hardly products that the World Health Organisation or the US Institute of Medicine would recommend as healthy choices for children.

Nestle is not the only food company to be making dubious claims about its promotional practices. In response to a recent complaint from the Obesity Policy Coalition about an ad for Oreos biscuits, Kraft Foods informed the Advertising Standards Board that it "is committed to responsible marketing of foods and beverages", and that the ad, which featured two schoolboys in a schoolyard pulling apart and licking Oreos, was "not directed primarily to children". This was despite it being broadcast during children's shows such as Dora the Explorer, Go, Diego! Go! and The Sleepover Club. (See Kraft's response to the complaint and the Advertising Standards Board's decision [here](#).)

The Advertising Standards Board also made some questionable statements in its decision.

It said that it had "considered the visuals, language and theme of the advertisement" (visuals: primary school children in a schoolyard; language: schoolboys talking to each other; theme: boys playing a game with Oreos), and "noted the media schedule and placement" for the ad (children's programs such as Dora the Explorer). But ultimately the board decided that

the ad was not "specifically directed or designed to be appealing to children" or "broadcast during programs that are likely to have a significant child audience".

The Advertising Standards Bureau has asked the board to reconsider this decision following a request for a review of the decision by the Obesity Policy Coalition (See Age article about the Oreos decision [here](#)).

The Australian Food and Grocery Council claims that food advertising on children's television has "virtually ceased" following the introduction of its Responsible Children's Marketing Initiative, but recent food advertising on TV suggests this is another industry claim that requires greater scrutiny. In the end though it is action that speaks truly louder than words -- and surely we've had enough talking already.

SR7 hires Tudehope, Turnbull's former digital comms advisor

Social Media analysis firm SR7 has appointed Thomas Tudehope to be Director Strategy and Engagement.

Tudehope will be responsible for the development and management of issues based social media campaigns for SR7's burgeoning engagement practice.

The Managing Partner of SR7, James Griffin, said that while his firm was better known for its social media auditing, analysis and monitoring role in the risk and reputation management field, many clients were now requesting its advice on engagement strategy and tactics.

Tudehope was Digital Director for Malcolm Turnbull for five years from 2004-2009. He worked with Malcolm Turnbull when he was a backbencher, a Cabinet Minister and Leader of the Opposition.

To better understand world's best practice in the social media strategy and tactics arena Tudehope spent time in the USA with key members of President Obama's digital campaign team.

After leaving Turnbull, Tudehope worked as a Digital Producer for Sky News.

SR7 offer clients technology and analytical processes that deliver clients a comprehensive understanding of their social media footprint. According to SR7, their services "allow organisations to effectively mitigate against social media brand damage and capitalise on the vast social media opportunities that exist."

Hill & Knowlton win sanofi-aventis Consumer Healthcare account

Hill & Knowlton has won the sanofi-aventis Consumer Healthcare account, and has been appointed as regional PR agency for the vitamin and mineral supplement division Cenovis®. The win follows a competitive pitch.

Hill & Knowlton will take responsibility for developing a regional PR strategy across the Asia-Pacific (APAC) region, supporting implementation across a number of key markets.

Sanofi-aventis International Senior Brand Manager, Greg Hepple, said, "The team at H&K completely understood our brand and provided us with excellent strategic insights, creative thinking and local country expertise that will really help us support Cenovis across Asia."

Cenovis was developed over 50 years ago in Australia and began with the launch of a single yeast product. Since then, the brand has become one of Australia's leading vitamin and mineral supplements with a range of over 60 products. Cenovis has recently been introduced into a number of other countries across APAC including Korea, Thailand and The Philippines.

Hill & Knowlton Regional Director of Healthcare for APAC, Sue Cook, said, “An increasing awareness of preventive healthcare amongst Asian consumers has resulted in a growing trend in vitamin and mineral supplement use across the region.”

About Sue Cook, Regional Director, Health & Pharmaceuticals, Hill & Knowlton APAC

Sue oversees and provides strategic direction on healthcare work undertaken by Hill & Knowlton’s offices in the APAC region. She is client relationship manager on pharmaceutical, consumer health and biotechnology clients and provides senior counsel within the Australian market. She also works closely with her counterparts in Europe, Canada, Latin America and the United States.

Sue has extensive consumer and health professional media knowledge combined with experience in dealing with health professionals, medical organisations and patient support groups. These skills have been employed to develop and implement communications programs for health policy change, pre-launch programs, product launches, rescheduling issues, product withdrawals and liability issues, crisis and issues management, health promotion for ethical and OTC pharmaceuticals, consumer health products, vaccines and health devices as well as nutrition issues.



Sue worked for more than six years as Account Director at Network Communications on behalf of pharmaceutical, vaccines, biotechnology, diagnostic and ag/vet companies as well as professional bodies.

Prior to entering public relations, she was the national medical writer on The Australian for four years and was founding Vice President of The Australian Medical Writers' Association. Prior to her position on The Australian, she worked for Melbourne's former evening newspaper, The Herald, for five years with the last year as the medical writer. Sue is a graduate of The Royal Melbourne Institute of Technology.

Web now media of choice

The largest digital study ever conducted, covering 46 countries and 90% of world’s online population. Key findings include:

1. Major changes have occurred in online consumer behaviour in the past year, and striking differences occur across countries
2. *Online is now the media of choice globally – more people use it daily than watch TV, listen to radio and read newspapers*
3. Mature markets are being left behind online as emerging markets become more active
4. Increase in mobile use as consumers seek greater access to social networking on the go
5. *Social networking overtakes email as the primary means of digital communication*
6. Australians have an average of 144 friends on social networks, 89 fewer than the most gregarious online nation

There is an interactive website that provides a wealth of information of when, how and why consumers engage in different digital activities, and segments consumers into digital groups. To visit the website go to <http://discoverdigitallife.com> and click on ‘Launch the demo fullscreen’.

Text 100 appointed to launch Club Kidpreneur in Australia

A new initiative called Club Kidpreneur has launched to help Australian children set up and run their own successful businesses. Club Kidpreneur is the brainchild of one of Australia’s most successful serial entrepreneurs, Creel Price, who started his own strawberry-growing business at the age of eight, and at 25 co-founded Blueprint Management Group with just a \$5000 investment which he sold 10 years later for more than \$100million.

Price explained, "There are many kids in Australia who have the passion and determination to become successful entrepreneurs; I was one of them myself. Many of them are already running their own micro-businesses - organising garage sales, washing cars for pocket money, and selling products they have made to friends and family. Imagine what these kids will be able to achieve given the right support, education, and encouragement in business start-up."

Club Kidpreneur is free to join and open to all children across Australia. The website <http://clubkidpreneur.com> contains a step by step guide to registering a business name and offers downloadable posters and business cards. Club Kidpreneur also offers an eight week school programme called 'Ready, Set, Go' which is targeted at 8-12 year olds at all learning levels.

For more information visit www.clubkidpreneur.com

Rowland PR launch social media "shutdown" campaign for autism awareness

Rowland PR has created a PR campaign (for your client AEIOU), that asks people to stop using the media (albeit new media)

Communication Shutdown is a global initiative challenging the world's 4.5 billion social media users to go without *Facebook* and *Twitter* on 1st November to support autism charities in more than 40 countries.

Social communication is one of the biggest challenges for people with autism, and by shutting down social networks for one day, people will have some idea of what it's like.

Celebrities from all over the world are getting involved including our own **Miranda Kerr** who has lent her name and profile to this initiative.

People can visit www.communicationsshutdown.org and make a \$5 donation to receive a charity app, or CHAPP, that signals their intention to shutdown on 01 November. The CHAPP will place a badge over their profile picture – like a virtual wristband – which shows their networks that they are supporting a global fundraising cause.



The PR Report spoke with Rowland:

1. **Do you think it is ironic that a PR agency is asking people to reduce media consumption? Is this a "high-risk" campaign for Rowland?** As a Communication firm, we are only too aware of the power of social networks in helping people communicate. It is for this reason it would be remiss of us not to target this medium to bring awareness to a charity that helps people define and break communication barriers every day. We don't necessarily see this as ironic, rather the most effective way to:

- influence the broadest spectrum of the target audience
- highlight that communication is recognised as a basic requirement
- acknowledge that Facebook and Twitter are growing modes of communication
- harness the 'opt in, opt out' nature of social media.



The concept itself, i.e. to encourage an individual to voluntarily abstain from something they take for granted, for a fixed period of time, has been proven very successful in a range of formats. Take for example anyone who has slept outdoors to understand the plight of the homeless, fasted to draw attention to the issue of global hunger or even discontinued their daily shaving ritual to raise funds and awareness for men's health by displaying a healthy 'mo'.

Because of the nature of the CHAPP and the suggested 24-hour support period, it will be interesting to see – on a global level – if Facebook and Twitter usage declines during this period. Our aim is not to change the world of social networking, it's to help people become aware that each time they engage in a communication activity they are doing something that many with autism can never take for granted.

2. **Who created this campaign?** Marianne Harvey and Cristian Staal from SapientNitro Brisbane (see photos, right)
3. **How do you monitor the amount raised?** Through PayPal
4. **How do you monitor use of the CHAPP?** The CHAPP connects with the user's Facebook and / or Twitter account once they input their email address.



It connects with a user's Facebook and/or Twitter account. This shows their support and spreads the word to their friends and followers. It also signals their shutdown on November 1 by placing a shutdown badge over their profile picture (This happens automatically on Twitter and can be manually changed on Facebook.) It also adds the user's Facebook picture to our global mosaic of supporters where they can see their picture next to celebrity supporters. As well, it gives them other ways to show support through email signatures, blog buttons or screensavers.

Job Advertisements

JOB OF THE MONTH:

PR: General Manager – Consumer/Lifestyle Agency – Sydney \$Neg + equity share options

Our client is a very highly regarded, independent PR agency, and requires a General Manager to fill a newly created role to support its founder and managing director to lead the business into the next phase of growth.

You will need to be a leader in your current role, have senior management experience, a vast network, and diverse and highly developed skill set; from account management, strategic leadership and creative excellence, through to business administration and proven financial management. You should have no less than 10 years PR consultancy experience.

An impressive remuneration package and opportunity to gain equity share in the business awaits the right candidate.

Enquiries and applications should be directed to Jeremy Wrench:

E: jobs@capstone-careers.com

T: 03 9827 7277

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

W: 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: Account Manager (Consumer/Lifestyle) – SYDNEY - \$55k-\$65k+

Our client is one of Sydney's fastest growing PR consultancies, and possibly the most entertaining to work with. This is an ideal opportunity to join a highly sociable, fun and very successful consultancy. If successful you will enjoy working on a client portfolio that will be the envy of most. A minimum of 3+ years consultancy experience required, food, beverage and events experience preferred. The role would suit a proven and high performing SAE looking to move to AM role.

PR: Account Manager /SAM (Technology) – SYDNEY \$60k – 75k+

This leading edge award winning Sydney agency requires a level-headed, proactive and experienced AM to support its impressive Technology practice – supporting CV defining b2b and b2c tech brands. You should have 4+ years consulting experience and proven track record of success with b2b and/or consumer technology clients, thrive in a supportive and friendly team environment and be looking to quickly progress into a SAM role .

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

This respected Sydney 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: Senior Account Director / Group Director (Issues & Crisis) – SYDNEY - \$Neg.

Our client, a highly regarded, well established, international consultancy requires an issues and crisis specialist with proven corporate & public affairs experience, to consolidate ongoing growth.

You should have an extensive network of contacts, and pride yourself on your awareness of current affairs and major issues, as well as your desire to deliver outstanding and strategically led campaigns.

You will have outstanding relationship skills, a sharp strategic mindset, extensive issues and crisis management experience and a cool head. You are a natural educator and proven ability to train and/or mentor clients and associated stakeholders. You have a clearly demonstrable track record of first class results for major brands and/or institutions.

PR: General Manager – Consumer/Lifestyle Agency – Sydney \$Neg + equity share options

Our client is a very highly regarded, independent PR agency, and requires a General Manager to fill a newly created role to support its founder and managing director to lead the business into the next phase of growth.

A leader in the lifestyle and leisure space and with growing credentials across a broad cross section of sectors, this consultancy is one of Sydney's most impressive performers over the past two years.

Leading an established and accomplished team you will seek the opportunity to build upon a truly outstanding and very stable client portfolio to further grow and develop the practice.

The successful applicant will benefit from entering a profitable, happy, stable and fun working environment, supported by professional and well conceived processes and practices. You will need to be a leader in your current role, have senior management experience, a vast network, and diverse and highly developed skill set; from account management, strategic leadership and creative excellence, through to business administration and proven financial management.

You should have no less than 10 years PR consultancy experience.

An impressive remuneration package and opportunity to gain equity share in the business awaits the right candidate.

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/ Junior Account Manager - (Consumer) – MELBOURNE \$50/55k

Our client is one of Melbourne's most well respected and admired PR consultancies, and manages an impressive portfolio of high profile and international brands. This is a tremendous opportunity for an experienced Senior Account Executive to join a highly successful consultancy a truly impressive culture and reputation for first class service and results. You should have 2+ years consultancy experience and a desire to work on high profile accounts, within a highly supportive environment.

PR: Communications Manager (Corporate) – MELBOURNE \$110k+

This is a rare opportunity for an experienced communications manager 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 organisation's principal, 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 team leadership, ability to interpret and translate complex information and data, as well as strong experience in crisis and issues management and general senior counsel. 7+ years experience required.

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

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

You should be natural relationship builder and have an established and trusted network of influential local market contacts. Equally you have significant experience in managing a diverse client portfolio of leading national and international brands.

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

Enquiries and applications should be directed to Jeremy Wrench:

E: 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

Public Relations and Communications Specialist - 12 month contract

‘Careers with a passion for life’

- **Fantastic PR / Communications opportunity**
- **Dynamic and friendly working environment**
- **12 month contract**



Medtronic is the global leader in medical technology – alleviating pain, restoring health and extending life for millions of people around the world. Every 4 seconds, another life is improved by a Medtronic product or therapy.

We have a unique and exciting opportunity for a PR / Communications professional to support the Medtronic ANZ organisation in the implementation of media and communications programs that will protect and enhance the positive public image and reputation of Medtronic Australasia. In addition, to support communications efforts which seek to ensure that all patients who could benefit from Medtronic’s therapies gain access to those therapies.

Working within the Corporate Public Relations team you will be responsible for driving internal & external communications for staff & the general public. You will be involved in Media relations liaison, preparing news releases and feature articles and making interview arrangements for company executives and media representatives. You will also participate in and support advertising campaigns, editing material for publications and compilation and drafting feature articles for newsletters.

As the successful candidate you will have at least three years experience in public relations. You will also have established media contacts. You will be proficient in all Microsoft Office suite packages and have a high attention to detail. Your exceptional written and verbal communication skills, coupled with strong interpersonal skills and an ability to coordinate multiple tasks and people will ensure success in this role.

At Medtronic, we offer attractive remuneration and benefits as well as a supportive team environment, excellent working conditions and career opportunities.

To join an exceptional team and enjoy the benefits of working for a Hewitt Best Employer, please email kerryn.burke@medtronic.com or donna.mccann@medtronic.com for a job description.

Oakley offer “Job + rent + travel” combo package

With a Salary of up to \$110k Oakley Australia has launched 'The Job', searching Australia and New Zealand to find the right person to fill this \$110K job package for one year. The lucky winner will get a \$45K wage, free rent in a St Kilda apartment for one year, \$5,000 worth of spending money on Oakley products and travel expenses.

The winner will join the Oakley marketing team, head to all events globally and be the ears, eyes and voice of Oakley Australia. As well as having 'The Job' up for grabs, Oakley is also giving away one of four Ultimate Oakley Prize Packs worth around \$10K. The first stage of online applications ends October 19.

Website - www.jointherebellion.com.au

Please send your details to Ike Levick, Senior Consultant at Salt & Shein – ilevick@saltshein.com.au – to express your interest in confidence.



General Manager, Consumer PR agency

Seeking a SAD or GAD who is ready to take on a new challenge, able to:

- Help with the day-to-day running of a well established agency and team of 15+
- Provide senior counsel to a range of consumer clients
- Contribute towards new business
- Performance manage all Account Directors
- Shape future performance
- Australian experience preferred
- Immediate start

Group Account Director, Consumer

Seeking someone with 8 years' experience to take a boutique consumer PR agency and take it to the next level; someone who can:

- Drive new business – there is lots of remit for growth
- Manage a team of 6 people
- Be a solid management team member
- Inspire the team, show drive and energy and lots of passion
- Work autonomously
- Immediate start

Practice Head, Consumer tech

- Develop a fledgling practice
- Work across the agency practice areas, developing consumer tech clients
- Become part of a growing success story
- Must have local market knowledge and experience
- Immediate start

Account Manager, Corporate

- Join a rapidly growing team
- Work on huge, integrated, issues-rich PR campaigns
- The successful candidate must have 3 – 4 years' experience
- Immediate start

Account Director, Beauty

- Work on iconic global brands
- Spearhead client accounts
- Develop brand strategies
- Join a great team
- Immediate start

Senior Account Manager, Corporate

- Join a well known independent PR agency
- Work across large corporate brands
- Can easily work independently or as part of a larger team
- Emphasis is on delivering quality work to existing clients, rather than winning new business

Account Director, Financial Services / Corporate

Seeking a senior PR practitioner who can advise clients in the financial services industry. Someone who:

- Understands financial markets and terms, the listed environment, regulations, etc
- Has at least 6 years experience, either in Australia or London
- Can hit the ground running, working with C-suite clients
- Immediate start

Senior Manager, Brands

- Manage a team of 5 people
- Drive new business opportunities
- Work with talented colleagues in Sydney
- Successful applicant must have between 6 – 8 years experience

Please send your details to Ike Levick, Senior Consultant at Salt & Shein – ilevick@saltsein.com.au – to express your interest in confidence.

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.

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

Enviably 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.

Contact: Amanda Wellington

Company: Wellington's Recruitment Pty Ltd

Phone: 02 9959 2488

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

Email: careers@wellingtons.net.au

Media Officer

- **not for profit organisation**
- **3-4 days per week**
- **11 month contract**

An opportunity has arisen for a talented and switched on media officer within a fantastic not for profit organisation located in Surry Hills. The role is an ASAP start and is 3-4 days per week for 11months. You will have previous experience with high profile departments and helping the media department deliver critical messages to the public in a timely and accurate manner.

Your key accountabilities will be

- deliver critical messages to the media, stakeholders and the community
- respond to public issues on behalf of the Government department
- research and prepare speech notes, media releases, media responses and parliamentary briefings
- build and maintain relationships with key media contacts
- support the media unit as required out of hours by monitoring state wide media and responding to all issues and inquiries

Media and Community Relations manager

- **ASAP start**
- **high profile and fast paced role**
- **8 week contract**

Located in the CBD, this large Government department is looking for a professional and experience media, public affairs and community relations manager to take on this 8 week contract. You must be prepared to cope with high profile and sensitive issues as well as have previous experience managing a team.

Your duties will include;

- identify and develop media and public affair strategies
- deal with crisis issues
- provide advice to senior executives
- maintain relationships with the media
- manage a small team
- love a fast paced and crisis rich role

Contact: Nicola Gifford

consultant, pr communications & creative

Randstad

T +61 2 8248 1819

Nicola.Gifford@randstad.com.au

www.randstad.com.au

Upcoming events:

Government Relations Summit Sydney Bloggers Festival

Contact The PR Report:

Editor, Glen Frost: Tel: 02-9476-3333 or email: glen@theprreport.com

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