

The PR Report

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Left: Will Salkeld; Hill & Knowlton

Right: the team at Sefiani Communications

Warren Buffet: a CEO who understands PR

That's the opinion of The PR Report. In his latest annual letter to Berkshire Hathaway stockholders, Warren Buffett included a letter he sent to all the CEOs in the Berkshire Hathaway group commenting on the value of reputation. This suggests to The PR Report that Warren Buffett also understands that the people who help the CEO manage the corporate reputation are vital to the organization too (that's you).

Print this out and place it on the desk of your CEO (maybe with a post-it note saying: PR protects reputation):

"We can afford to lose money – even a lot of money. But we can't afford to lose reputation – even a shred of reputation.

We must continue to measure every act against not only what is legal but also what we would be happy to have written about on the front page of a national newspaper in an article written by an unfriendly but intelligent reporter."

Warren Buffett, Chairman & CEO, Berkshire Hathaway
Annual Letter to stockholders, page 26, 2010

See page 26 of Warren's letter here: <http://www.berkshirehathaway.com/letters/2010ltr.pdf>

The Australian Media & Marketing section appoints new Editor

Stephen Brook, former deputy Editor of MediaGuardian, owned by The Guardian, a UK daily broadsheet with a strong web presence, returns to Australia as Editor of The Australian's Media & Marketing section (published every Monday).

What's the likely impact for Australia? The Guardian has invested heavily in their website, so it's possible that Brook will ramp up the Media section's digital offering to take on marketing website Mumbrella, as well as the print and online components of marketing trade publications AdNews and B&T.

Health PR: set to boom?

With the possibility of increased Government regulations for food labeling (the traffic light system), increased lobbying by animal rights activists on farming practices (eg Voiceless), NGOs campaigning on a range of issues like deforestation (see Greenpeace "KitKat" viral campaign) and increased media attention on how food marketing (see Crikey's campaign below), health and wellbeing PR is set to be the next sector to boom for PR agencies.

Online media publisher Crikey has launched a new campaign analyzing the fast food sector under the banner title "Just chew it" (see image, right)

The Crikey campaign kicks off with a series of articles by well respected investigative journalist Paul Barry on how the fast food sector uses sportspeople in their marketing and PR campaigns. Keen consumers of other media outlets may have noticed the [initial response](#) as well as the occasional [profile pieces on McDonald's CEO recently](#).

The first batch of brands in Barry's sights are KFC, McDonald's, Nestle, PepsiCo and Coca-Cola.

More info here: <http://www.crikey.com.au/just-chew-it/?source=cmailer>

JUST CHEW IT.
How fast food hijacked sport

Hausmann launches new health communications agency: Health Haus

Hausmann Communications, run by Sydney based Judi Hausmann, has launched a health communications agency, Health Haus.



Nestle rebuild reputation after Greenpeace campaign

Nestle was on the receiving end of a dramatic and controversial online campaign from Greenpeace in 2010 over Nestle's purchase of palm oil from Indonesia. The campaign included a video depicting blood dripping from a KitKat, a Nestle chocolate bar.

The video showed an office worker opening the KitKat wrapper, and the distinctive chocolate "finger" of the KitKat bar had been replaced by the finger of an orang-utan. As the man bit into the KitKat, blood dripped down his chin. The video became a viral hit on the internet. Nestle saw the reputational damage the campaign was causing and subsequently implemented a corporate policy to source palm oil from sustainable suppliers by 2015.

Palm oil is used in a range of products; from processed foods to shampoo, cosmetics and industrial lubricants. Palm oil has been targeted by environmentalists, such as Greenpeace, who are concerned about biodiversity loss, land rights issues and social abuses caused by agri-business farming practices. Greenpeace decided to focus their video on an orang-utans finger because the growth in palm oil plantations in Indonesia is causing a loss of habitat to the orang-utan ape.

Following the 2010 campaign, and a new corporate business code towards palm oil suppliers, Nestle is now gradually rebuilding their corporate image.

Part of the media outreach in Australia included an appearance on SKY News Social Business (part of the FOXTEL platform). In conjunction with Dr Peter Shergold, founder of the Centre for Social Impact, the program focuses on issues around CSR (Corporate Social Responsibility).

In February's program, Peter Kelly, Director, Corporate and External Relations at Nestlé Australia, spoke with Dr Shergold (see pic right) about the concept of 'creating shared value'. Shared value was recently the subject of an article in Harvard Business Review discussing how business can deliver both economic and societal value (see also AFR Boss Magazine of 11/3/2011 for article on shared value).

Kelly says the philosophy of creating shared value will be applied across the entire Nestle organisation and isn't a "PR front" or "weight-washing"

Watch the full interview here (6 minutes):

<http://tinyurl.com/47lyc2l>



SKY News has a number of shows of interest for PR people:

1. MediaWeek: a snapshot of the up's and down's in the Australian media
2. On the Record: interviews with business leaders
3. Social Business: where PR meets CSR

The PRs guide to the 2011 Carbon Wars

By Andrew Bradley

With a timetable for implementation, a noisy and aggressive public spat unfolding and a much changed face for our Federal Senate dawning - the battlelines for Australia's political war over carbon have been drawn.

On every side of this issue there is an interest group bloodying their fists to try to frame the debate and influence the agenda.

What do you need to know when the fight is over gases we can't see or smell?

1. Politically this is a debate that **will test the fragile makeup of our Federal Parliament**. Whether you support it or not, it is a deeply challenging reform that will test the leadership and the political futures of the ALP, the Coalition, the Australian Greens and the independents.
2. It is **at its heart an economic and environmental reform** that will inevitably touch the fabric of our economy and the way we live, work and do business.
3. There is a **long time to run before legislation drafted**, debated and enacted or defeated but the Government will want a price mechanism operating well in advance of the next Federal election. Like the introduction of the GST, people will need time to see what it means for them if the Government is to effectively combat the scare campaign that is being run by the Opposition and many in the business community.
4. **Every sector of the economy will need to understand** what a carbon price will mean for them. Every one of your clients will need to take time to figure out how they will potentially be affected. Understanding things early will prevent mistakes being made by entering into a very charged media terrain with little, or incorrect information.
5. **The Opposition's campaign is a simple one**- "No" while the Government's is much more difficult- it is a complex, nuanced and to many a very confusing reform. Coverage over the last few weeks indicates that many in the media really don't understand it fully. This makes the Government's job here much more difficult.
6. The language of the debate is really interesting. It would seem to me that people instinctively understand pollution, they don't understand carbon. As we know **the simplest of words can make the most startling difference** to how an issue plays out.
7. A **carbon price mechanism is just one part of the puzzle**, it would be supported by a number of other mechanisms such as broad energy efficiency measures.
8. **The cost of electricity and petrol will take most of the oxygen of the debate.**
9. Communication around climate change science has been less than wonderful with many indicators suggesting that **community attitudes to concrete action have softened** over the last few years.
10. This **debate will claim some scalps** - exactly whose remains to be seen - but keep your eyes on it, it will get very bloody.

Andrew Bradley is the Director of Climate Response at **Australian Public Affairs (APA)**
www.apa.net.au



Sefiani win EFTPOS account

Sefiani Communications Group has been appointed as corporate and consumer public relations agency for EFTPOS Payments Australia Limited (EPAL).

EPAL was established in 2010 with a mandate to manage, promote and develop EFTPOS, Australia's leading debit card, to ensure it continues to be an effective competitor in Australia's debit payment system.

Launched in 1988, Australians now make more than two billion transactions worth more than \$110 billion through the EFTPOS system per year, via 325,000 retailers in 550,000 locations and more than 700,000 terminals.

Sefiani will work closely with EPAL to build stakeholder understanding of planned enhancements to EFTPOS, to drive acceptance and use among consumers and retailers.

Sefiani team working on the account: Photo: Sarah Craig, Jessica Beasley, Nick Owens, Robyn Sefiani, Stuart Kelly, Kelly Miller



New faces at Sefiani

Stuart Kelly joins as Account Director, Finance and Investor Relations. Stuart has experience working with ASX-listed companies, with 15+ years experience working in media, investment and corporate communication. He also spent five years as a journalist for Bloomberg, where he covered financial markets, financial services, M&A and corporate finance.

Jessica Beasley joins Sefiani as Account Director, Corporate Communications, from Qantas where she acted as a spokesperson for the airline and dealt with high profile incidents which attracted international media attention, including the closure of European airspace in April 2010 due to the volcanic activity in Iceland. Jessica specialises in corporate reputation management, issues and crisis management, employee communication and media relations.

In addition, Andrew Humpherson, a former NSW Liberal Shadow Minister, has come on board to support Sefiani's Government Relations offering. Andrew was a Member of the NSW parliament for 15 years including seven years as Shadow Minister in portfolios including Planning, Environment, Infrastructure, Emergency Services and Justice.

Also joining Sefiani's corporate and finance team is Daniela Nasso, Senior Account Manager. Daniela previously worked at well-regarded corporate and public affairs firm, Jackson Wells.

The Buzz PR win Georgina Symes account

The Buzz PR announced their newest client, actress Georgina Symes (pic, right).

Symes has extensive theatre experience as well as increasing coveted film roles. Symes recently starred in Bad Behaviour alongside John Jarratt and Dwaine Stevenson - you can also see Symes in the latest CommBank, Mazda and Clean Up Australia television commercials.



Haslem promoted to CEO at Jackson Wells

Benjamin Haslem (photo right) has been appointed chief executive officer of public relations firm Jackson Wells. Haslem joined the company eight years ago and takes over from former CEO John Wells, who remains in an executive role.



Haslem joined Jackson Wells after a decade working for The Australian newspaper in Sydney, Canberra and Melbourne. Immediately before his appointment, he was The Australian's High Court correspondent. He regularly acted as Chief-of-Staff at the Sydney bureau, and also worked on the Daily Telegraph and Sunday Telegraph.

Former Senators Kerry Sibraa and Michael Baume will remain with the company in their roles as special counsel.

Interview with Ben Haslem, new CEO at Jackson Wells

The PR Report asked Ben for his opinions on some of the top issues for PR practitioners:

Question: Minority Government in Canberra and possible change in NSW: comments?

Answer: Canberra: The situation in Canberra hasn't changed our usual starting point in government relations; you still need to talk to the Government first. Labor controls the treasury benches, albeit with the support of the cross benchers. They make decisions, often without the need to pass legislation. You need to talk to them before anyone else.

What's changed is relationship building. We emphasize to all our clients the importance of building relationships with government, not just knocking on their door when you need something.

Speak with them regularly about what your company is doing; what insights you can provide that will help government formulate policy. They're more likely to listen to you if they know you and value the relationship. With a hung parliament, it's more important than ever to ensure you develop relationships with the cross benchers, Rob Oakeshott, Tony Windsor, Bob Katter, Andrew Wilkie and Adam Bandt. The same applies to the Opposition. Previously, talking to the Opposition, whether Labor or the Coalition, wasn't as big a priority as it is now.

NSW: Obviously the Coalition will win the election later this month. The question is by how much? Labor should be protecting its flanks. It needs to appeal to traditional Labor voters, naturally averse to voting for the Coalition, by warning them of a possible O'Farrell Government drunk on power with a huge majority and control of both houses. They've started that by raising the spectre of WorkChoices and the Howard-controlled Senate pre-2007.

They want voters to think 'O'Farrell's going to win anyway, so I'll vote Labor'. Secondly, it should run a reality-checking campaign against the Greens, highlighting their lack of experience; policies which would put a huge burden on the budget bottom line and potentially damage the economy. Highlighting the Greens' more progressive social policies will also resonate with socially conservative Labor voters – the Howard battlers. Of course, the risk with a successful attack on the Greens is that it may convince people to vote Liberal instead, not Labor.

The result? I'm a great believer that many voters revert to type. I never thought the UK Liberals would win as many seats in the recent UK election as opinion polls suggested. I was proved correct. People stuck with the two major parties.

The 1992 Victorian State election is an interesting example. Nine months out from that election, opinion polls suggested a 22-25 per cent swing against the Labor Government. The eventual swing was only 8 per cent to the Jeff Kennett-led Coalition. However, optional preferential voting in NSW makes predictions difficult.

Q: How do you see media changing in the years ahead?

Well that's the million dollar question, isn't it! We will see the continuing convergence of media platforms. Newspaper websites running video, their reporters doing pieces to camera; the ABC website running longer written reports to compliment their radio and TV coverage, while providing platforms for opinion (The Drum).

We see the increasing blurring of what is defined a television and what is defined a computer in the family living room or on the commuter's lap on the way to work. I watch ABC TV 24 on my iPad, can listen to virtually any radio station in the world through my iPhone, aggregate articles tweeted by people I follow on Twitter into a daily e-paper called the BenjaminHaslem Daily, which people can subscribe to. I spend as much time using blogs as sources of information as any other media.

Journalists and programs have their own followers on social media platforms like Twitter and Facebook. Audience feedback is instant. It's a regulatory headache for governments, as the current Federal Government's Convergence Review demonstrates. It's a huge challenge for media outlets, who are moving to the web but finding it increasingly difficult to monetise their efforts. It's an exciting time but also daunting.

I think the thing to remember is that the vast bulk of people still get their information from traditional platforms – TV, radio and newspapers. Much of the content written and produced for those platforms finds its way into new media anyway.

I feel many people are panicked by Social Media and rush into utilising it without the ability to measure its success or even knowing what their objectives are. Sadly, I think quality in-depth investigative journalism will become rare. Media outlets already lack the resources to commit to the kind of work we've seen from the Philip Knightleys and Bob Woodwards.

That's a big loss.

Q: How do you see public affairs/lobbying changing in the years ahead?

We will still need to develop solid evidence-based advocacy, communicated face-to-face with stakeholders. That won't change. If we need to take a campaign to the media, obviously any strategy will need to examine using social media tools to communicate with certain stakeholders, many of whom will be consuming information from numerous, disparate, sources, which will make our task more complicated.

But that can't come at the expense of focussing on traditional channels – TV, radio and newspapers. I use Social Media as a networking tool as much as anything; to stay in contact with my former journalist colleagues, especially in the Press Gallery in Canberra, many of whom love to Tweet, it comes naturally.

The risk is that we stop using face-to-face communication. A lot's been written about that. In our job, looking someone in the eyes – and not on Skype – is paramount.

Q: What goals do you have for Jackson Wells?

We've got a great group of well-educated, articulated and most importantly inquisitive young consultants. I think combining that with a group of directors that is well-networked and highly experienced in politics, media and public relations, stands us in good stead. We come from various political backgrounds, which makes for vigorous debate but also ensures each person's ideas and views are often challenged. That benefits clients.

I have two main objectives:

1. Build on what we've achieved to date, a successful highly-strategic communications company, with a wide and varied base of over 500 clients;
2. Focus our energies on the professional development of our young consultants.

Keith Jackson and John Wells talk about the new generation at Jackson Wells. I'd like to guide that generation to greater things using the tools I've acquired in the nearly eight years working with Keith and John.

ALP's three wise men: social media is key

Labor sent a team of "three wise men" (Carr, Bracks & Faulkener) to talk with the ALP rank and file, supporters and other people involved in progressive politics (groups like GetUp!). They came up with some "home truths" on the recent Federal election and suggestions for the way in which the Labor Party can boost membership and interact with members. They describe the proposals as the largest ever modernisation of Labor.

The report suggests a key part of improving member-Party interaction is to invest heavily in social media. It's 36 pages and worth a read.

<http://campaigniq.communityengine.com/download/files/26848/1315283/review2010.pdf>

Media Monitors build global business

Media Monitors has acquired a majority stake in Singapore based online and social media intelligence company Brandtology (<http://www.brandtology.com>).

The acquisition strengthens Media Monitors' ability to provide the highest quality and most comprehensive suite of media intelligence services across our region and beyond.

Media Monitors CEO John Croll said, "This is Media Monitors first acquisition since being acquired by Quadrant i 2010 and it reaffirms our growth strategy. This will create significant opportunities for cross-selling across all markets, and Brandtology's strong presence in China in particular supports our strategic growth story in that market. As a group we now have over 1,000 employees servicing 5,000 clients across 17 countries globally."

View a video outlining Brandtology's service: <http://bit.ly/brandtology>

Brandtology, launched in 2008 and headquartered in Singapore, has staff in 15 countries across Asia-Pacific, Europe and North America processing over 100 million online conversations per month, with more than 170 analysts spending over 20,000 hours a month analysing social media conversations for many of the world's leading brands across finance, technology, healthcare and FMCG.

Photo: Media Monitors' John Croll and Brandtology founder and CEO, Eddie Chau.

About Brandtology: Using a combination of proprietary technology, Brandtology's work involves data mining and content analysis using social media analysts. As with Media Monitors, Brandtology provides a multilingual service, covering the 12 languages spoken by over 90% of the world's population. Brandtology will remain as a distinct brand within the Media Monitors Group.



Parker & Partners analysis of NSW Government Relations

Parker & Partners released *State of Change: The Parker & Partners guide to working with an O'Farrell Government*, an analysis of what to expect from the widely anticipated election of a Coalition Government in NSW.

You can find it [here](#), or to request a hard copy please call Aimee at Parker & Partners on 02 8281 3282.



Corporate Twitter use booming: Burson-Marsteller survey

According to Burson-Marsteller's "Global Social Media Check-up 2011" report, Fortune Global 100 companies use of Twitter saw the biggest usage increase followed by usage of Facebook, YouTube, and finally corporate blogs.

Key findings:

- Corporate participation on Twitter increased the most (to 78 percent in 2011 from 65 percent in 2010), followed by YouTube (57 percent in 2011 v. 50 percent in 2010), Facebook (61 percent in 2011 v. 54 percent in 2010), and corporate blogging (36 percent in 2011 v. 33 percent in 2010).
- Eighty percent of the Fortune Global 100 were being talked about by Twitter account holders, almost twice as many as one year ago (42 percent).
- Eighty-four percent of the companies in the 2011 study are active on at least one social media platform, compared with 79 percent last year.

For further information go to Slideshare: <http://slidesha.re/BMGlobalSocial2011>

Edelman survey finds search engines key for PR

According to Edelman's recent "Trust" survey, over half of Australians say they need to be exposed to information about a specific company three to five times in order to believe that the information is true. Information ubiquity has changed the playbook for corporate communications.

Edelman's conclusion from the survey: "Australians are largely skeptical towards the media and need information from multiple sources and voices for it to be deemed reliable. Companies need to have a presence in a variety of media and news outlets if they intend to build a positive rapport with their target audience," said Matthew Gain, who leads Edelman Australia's Digital Practice.

Consumers are using search engines first when sourcing information about an organisation, followed by online news outlets. Company websites are now also seen as an important information resource, ranking third in media sources consulted first for information about a company. "The prominent role of search engines in the research process highlights the importance of managing what is said about an organization online," said Gain.

"... A company may have the most wonderful website in the world, but if people are arriving there having already been exposed to a page full of negative search results, building trust will always be a challenge," said Gain.

Key issues the report covers

- NGOs are the most trusted institution in Australia at 65%. Interestingly, in an era of media scandals (eg News Corp UK), the percentage of Australians who are continually skeptical of the media is only 32%, which is approximately the same as the U.K and U.S.
- In Australia, trust in business is at 54% in 2011, up from 43% in 2009. Primarily due to no mass lay-offs following the GFC.
- Technology continues to rank as the most trusted industry sector in Australia and globally.
- Telecommunications, insurance, financial services, banks and media rank as the least trusted industry sectors in Australia.

Full report here <http://www.edelman.com/trust>

Google Search gets social

Google Search will be adding the opinions of “people you care about” to search results.

Google’s challenge has always been to help users find the most relevant answers among the billions of pages on the web. As Google says, “... relevance isn’t just about pages—it’s also about relationships” and hence Google Social Search. According to Google “this means you’ll start seeing more from people like co-workers and friends, with annotations below the results they’ve shared or created.”

Google Social Search also includes links people share on Twitter and other social media services

Google has added a new option to connect accounts privately in Google Account. If Google’s algorithms find a public account that might be yours (for example, because the usernames are the same), Google may invite you to connect your accounts right on the search results page and in your Google Account settings, and this new setting enables you to choose whether or not to show your connected accounts publicly on your Google profile.

For an overview of Google Social Search and the new features, check out this explanatory video:

<http://www.google.com/support/websearch/bin/answer.py?hl=en&answer=165228>

Stellar* Concepts retain Taste of Sydney account

PR and marketing communications agency, Stellar* Concepts, is working with Brand Events Australia again on their popular Taste of Sydney event. After a successful PR campaign for Taste of Sydney in 2010, Stellar* has retained the account for the 2011 event.

Brand Events re-appointed Stellar* last November to drive media relations and publicity for the event, an integral part of selling tickets and attracting premium exhibitors and sponsors. Since then Stellar* has generated over 100 pieces of coverage across on-target traditional and online media and is consulting on the social media approach and executing a blogger relations campaign, focused on pre-event engagement and opening night.

Stellar* was chosen for the account due to its proven experience in the food and beverage industry with current clients including Suntory (Cointreau, Stoli and Remy Martin); Batlow Apples; Cafe Sydney; and Merivale.

USA: PRSA survey finds men earn 30% more than women

International Women’s Day is in March. Australia has a female PM, GG and Premiers, paid maternity leave, but only 10% of ASX listed Company Directors are female. Despite legislation, female staff turnover in some industries is still high, especially male dominated sectors like construction and other “hard hat” industries, due to harassment and gender discrimination.

The biggest factors separating men and women are pay differentials (for doing the same job), asset ownership (especially superannuation), work-life balance (women still do largest share of domestic unpaid work and child care) and high cost child-care (often meaning women don’t return to the workforce after having children).

A US study reveals what many have known for a long time; men earn more than women in PR: see the study here <http://www.prdaily.com/Main/Articles/7411.aspx> - a US based PR industry association, the PRSA, found in a member based survey that males reported an average salary of US\$96k, which was 30% more than reported salaries for female PRs.

ABS data shows gender pay differential 17% - what about PR?

The PR Report asked two recruitment specialists for their views on the PRSA survey and gender pay differentials in Australia.

Lynnette Edmonds, Director, SOC PRpeople:

It's always concerning to have surveys reveal that men earn more than women in any industry. When looking at the PR agency industry in Australia, however, I see a somewhat more balanced perspective. We have a healthy number of females in upper management roles (including business owners) leading the way both in seniority and earning power. What I do see though is a shortage of female PR consultants with interest and experience working in certain client categories such as technology, finance, corporate and even healthcare. Consultants who choose to develop expertise in these categories will be able to negotiate a premium salary because their skills are in high demand. Also because these sectors can attract weighty budgets. Higher client budgets equals high earning power. This opportunity exists for both men and women.

Jeremy Wrench, Founder, Capstone Careers:

I think there is some danger in reading too much into these types of surveys, particularly any to do with salaries. As we well know in this industry, surveys are more often than not designed to deliver a result in line with a specific purpose, such as a sensational news headline, moreover when the topic is salaries, I tend to think the likelihood for inaccuracy increases immeasurably. I wonder what consideration was given in the PRSA's survey to the male propensity to "B.S." about income?

That being said (more reliable) **ABS (Aust Bureau of Statistics) census statistics do still show a 17% gender differential nationally across all industries** so no doubt issues still exist. From a coal face perspective, we don't see any evidence at all of disparity in terms of salary, nor indeed willingness to hire at senior levels; gender simply isn't a consideration from what we see.

Where we do see disparity is in the representation of available talent at various career stages. Our experience in talent searching matches recent analysis of PRIA membership showing that women are in the majority at all levels, with increasingly disparity at junior levels. In the case of PRIA membership research (as detailed by Kim Harrison at Cutting Edge PR), women are in the majority at senior (60%), middle (75%) and junior (85%) levels. We see a similar representation in terms of available talent at similar stages of the career cycle. The interesting question is: why the drop off at more senior levels?

Anecdotally we see two main contributing factors:

1. Women leaving the industry due to starting a family (e.g. 7% of all staff loss in mid size consultancies during 2010 was due to no-returning maternity leave) or moving into similar/aligned professions such as broad based marketing roles.
2. Historically there were more men in the industry, so there is an ongoing generational gender shift in the profession. Current university enrolments in PR/Communications courses highlight this trend with an average of 80% of students being female.

Publicis hit with US\$100m pay discrimination lawsuit

If women are earning less, what are they doing about it? Taking action it seems. According to Ragan's PR Daily: "a former female executive of Publicis Groupe's public relations unit filed a lawsuit against the company, alleging "systemic, company-wide discrimination against its female PR employees in the United States... The suit, filed in Manhattan, is asking for \$100 million in back pay, damages, and legal expenses. Monique da Silva Moore, a former global health-care director for PR firm MSL Group, filed the complaint." Article here: <http://www.prdaily.com/Main/Articles/7340.aspx>

Rhodie departs Fleishman-Hillard

Scott Rhodie, Sydney based Head of Digital Media at Fleishman-Hillard has left the role. Rhodie was in the role for just under a year. Walter Jennings, Partner & General Manager of FH Sydney said: "Scott Rhodie is a gifted social media strategist. We deeply appreciate the contributions he made to us and our clients during his tenure at Fleishman-Hillard."

Google sponsors US\$2.7m news innovation project

Google has awarded \$2.7m to The International Press Institute (IPI) to sponsor a news innovation contest. According to The Guardian's Roy Greenslade, the project seeks to advance "the future of digital news through funding new ways to inform communities in Europe, Middle East and Africa. It is seeking "breakthrough ideas with the potential to create lasting impact".

See the full article here: <http://tinyurl.com/4acbyeg>

Habib-Coelho to head up Analyst Relations at H&K

Hill & Knowlton has appointed Nadia Habib-Coelho as Associate Director, Analyst Relations.

Reporting to Hill & Knowlton's Director of Transnational Business and APAC Regional Director, Sara Gourlay, Nadia will take on an expanded role from her current responsibilities in the Technology Practice to strengthen Hill & Knowlton's Analyst Relations practice in Asia Pacific.

"We are really pleased to offer this role to Nadia, who has already demonstrated her expertise and skills not only in the technology stream but also in managing the APAC analyst relations program for LG Mobile Communications. Her experience and insights will be crucial to shaping the dialogue we have with analysts and clients across the region," said Sara Gourlay, Director of Transnational Business and Regional Director, Hill & Knowlton APAC.



Nadia has more than a decade of experience in the communications industry, specialising in technology and telecommunications. She has worked at Hill & Knowlton Sydney for over three years with brands such as Oracle, Optus Business as well as HP Software, under the Carl Byoir & Associates banner. Prior to joining the Sydney office, Nadia handled Hill & Knowlton's telecommunications client, Qtel in Qatar.

Synchronous merges with Rowland

Specialist corporate and financial communication consultancy, Synchronous Communication, has merged with Queensland market leader, Rowland.

Established by principals Libby Baynton and Kelly Robinson in 2001, Synchronous Communication is a respected communication advisor to a range of government, private sector and not-for-profit clients, and most recently advised the Queensland Government on the QR National privatisation and IPO.

Kelly Robinson will become General Manager – Strategy and Change at Rowland and Libby Baynton will take on a strategic advisory role to Rowland's financial communication team. They will be joined at Rowland by the existing Synchronous Communication team.

With more than 80 employees, Rowland offers a range of communication services through its six practice areas – corporate affairs, government relations, crisis management, people and culture, stakeholder engagement and creative. It is also affiliated with global communication group Fleishman-Hillard.

Photo: Rowland Chairman, Geoff Rodgers



PPR win 2UE, Hills, Ohki, Stuart Alexander and Fox Tucker Lawyers

Professional Public Relations (PPR) has picked up a number of new clients across each of the agency's sectors – consumer, corporate, technology and healthcare. Across the Tasman, PPR Auckland has won the brief with PPR Sydney to launch a new brand of toilet tissue paper for Cottonsoft.

PPR also celebrates 40 years in Australia. Founded in December 1970 the agency has grown from one office in Sydney to eight offices across Australia and New Zealand, with 170 staff and relationships as is now part of the WPP network.

New staff at PPR: In the Corporate and Public Affairs division three new consultants have been appointed. Michelle Curley joins PPR as an Account Director after six years in London working for leading agencies including Cohn and Wolfe and Four Communications.

Audrey Blackburn joins as an Account Manager after spending two and a half years at London based international agency MS&L, where she worked for clients including Coca Cola, RSA and Rolex Award for Enterprise.

Photo: Left to right: Michelle Curley, Michael Pooley (GM), Audrey Blackburn, Julia Rogan, Andrew Scales, Eileen Lorenzo-Togi



Trouble at' Hanger

The Australian reported two female Virgin Blue staff taking legal action against their employer. See the article here: <http://tinyurl.com/4ko7pgk>

In addition to the article in The Australian, this copy below ran in the Crikey daily newsletter on 23/2/2011, begging the question: are the two females from the Virgin Blue PR department?

As reported in Crikey by the "Aviation insider": "The [disturbing report](#) of two Virgin Blue staffers suing over claims they were sacked because they were pregnant ... new CEO (ex-Qantas executive John Borghetti) took over, a cold wind of change swept through the company... Former CEO Brett Godfrey would be mortified to read these reports, having personally appointed the two unnamed women, who are well known to Australian media and who were highly respected for the way they dealt with media in rain, hail or shine, which is the true mark of the PR professional..."

The article in Crikey ends with: "Ironically, this open and accessible media relations culture that was fostered by Godfrey at Virgin has now gone out the door, replaced by the sort of hostile, defensive and unresponsive media relations one has come to expect from Qantas"

Facebook launch movie rental service

Warner Bros has launched an online film rental service on Facebook. Users can watch films within the Facebook website for US\$3, however the service is only available in the US at this stage.

Full article from Campaign Asia Pacific: <http://tinyurl.com/4aqkme>

Brace yourself for Facebook video

By Eden Zoller, Principal Analyst , Ovum

Warner Bros is testing a new video rental service on Facebook, the first time a major media player has done so with a social network, a deal we believe precedes a more concerted move by the social network into video services and web TV.

A Facebook video/ web TV service does not exist at the moment but it is likely to do so in the near future and is a logical next step in the network's growing service portfolio. Facebook is rapidly evolving beyond its core communications focus to become a wider platform for distributing and consuming entertainment services, particularly in games. At the same time an increasing amount of online video viewing time is on social platforms, notably YouTube but also Facebook albeit to a lesser degree.

Facebook brings compelling attributes to video and web TV distributed on its platform. It would immediately mix the social and TV in a way that would be interactive and viral, drawing on its thriving developer community to enhance the proposition further with attractive applications. Facebook is also building a strong mobile presence and this would inevitably inform a video and web TV offer from the company. Advertising has bedded down on Facebook but it also has a payment system in place for premium content thanks to the Facebook Credits virtual currency, which as per the Warner Bros deal, provides content partners with the option of premium services.

These factors combined with Facebook's large, highly engaged user base of around 600 million members will make it a very attractive distribution platform for video and TV services. Warner Bros will be the first of many partners in this area. It will also no doubt give established online video rental and distribution platforms like Netflix cause for concern.

Beyond The Square appoint Breheny

PR agency Beyond The Square Communication has appointed Sophie Breheny as Group Account Director.

Sophie joins Beyond The Square with a strong background in consumer PR across both in house and agency roles, most recently with R.M.Williams. She will oversee clients across the food & beverage, travel & tourism, and retail & franchise sectors as well work on new business development for the agency.



Pulse win Legacy and Grace Group accounts

Pulse Communications, Ogilvy PR's consumer practice, has won the PR business for removal company, Grace Group and national charity, Legacy Australia after recent competitive pitches.

Appointed to handle Grace Group's 100-year anniversary celebrations during 2011, the campaign executed by Pulse will incorporate a national public relations strategy to raise the historic company's profile, and thank past and current employees. It will be the first time Grace Group has engaged a PR agency to support its marketing activities.

The promotions will leverage in-depth research undertaken by Ogilvy's strategic research arm, Ogilvy Illumination, into the 100-year history of Australian homes and their contents; how they have changed and what they are predicted to become.

Pulse will be executing the national public relations strategy to raise Legacy's profile throughout 2011. The campaign will highlight Legacy's support to over 100,000 widows and 1,900 children and dependents with a disability. As part of Pulse Communications' commitment to Legacy, the PR agency will also be undertaking pro-bono activity for the charity throughout the year.

Bite Communications win The Frame Group

Bite Communications, in conjunction with Brand Expression, has been appointed by The Frame Group to manage an integrated PR and marketing communications campaign in Australia and New Zealand. The Frame Group specialises in providing technology for enterprise businesses with clients spanning government and enterprise across ANZ.

Brand Expression has worked with leading technology companies to identify their own unique stories and used them to engage audiences across multiple platforms.

Publicity Queen prove power of photography

Boutique PR agency Publicity Queen secured the front pages of mX in Sydney and Melbourne as well as page three in Brisbane's mX in the same week.

Based on a creative photographic concept which involved cladding a model in Kmart Wishing Tree Appeal gift tags, the image reached a combined readership of 750,000 commuters across the eastern seaboard of Australia.

Engaged to promote Australia's largest Christmas gift appeal in Queensland and Victoria, Publicity Queen developed the concept so as to attract the 18 to 35 year-old market to donate to the Appeal.



PPR appoint Rickard and Derbyshire

Perth's leading public relations agency has appointed Account Manager Luke Derbyshire (pic, right, top) and Senior Consultant Chris Rickard (pic, right, below) to its Corporate Division.

Luke has more than 13 years experience in providing strategic, results-driven communication campaigns to a wide range of clientele, while Chris has more than 5 years experience in managing sensitive stakeholder engagement and issues management programs in both the public and private sector.

Luke and Chris are working on a range of new PPR clientele including LandCorp, Grist Consulting, Total E & P Australia, Skill Hire, Department of Treasury and Finance, CAPS Australia and RAC.

Previously, Luke worked for London agency Spreckley Partners as an Associate Director. He has also worked with the City of Melbourne to deliver several high profile capital works projects in time for the 2006 Commonwealth Games.

Prior to joining PPR, Chris also worked in London for Four Communications where he represented a series of high profile clients including the UK's largest real estate developer Land Securities and major supermarket chain Sainsbury's.



ELEVEN\PR and Fleishman-Hillard join in NZ

Fleishman-Hillard has formed a strategic affiliation with Auckland-based ELEVEN\PR, the public relations arm of the TBWA Group of companies in New Zealand. The affiliate partnership with an Omnicom Group sister company expands Fleishman-Hillard's global and Asia Pacific footprint to New Zealand.

Fleishman-Hillard and ELEVEN\PR will collaborate to leverage each other's resources, capabilities and specialities to serve clients in New Zealand.

Established in 2006 and formerly known as TBWA\PR, ELEVEN\PR has grown year-on-year to become one of New Zealand's leading PR, experiential and activation agencies. Part of the TBWA New Zealand Group of companies, it services clients in the technology, finance, media, property, FMCG, and consumer sectors.

Photos:

Top: Lynne Anne Davis, Fleishman-Hillard's Asia Pacific president

Below: Kelly Bennett, managing partner at ELEVEN\PR



Nightmare on Park Street

Magazine circulation figures (as published in AdNews 25/2/11, Source: Audit Bureau of Circulations) for ACP's leading titles (Head Office: Park Street, Sydney) show a distinct trend.

Is this the beginning of long decline for printed glossy magazines? Three factors to consider: people are accessing content via the web, the lingering impact of the GFC and the two-speed Australian economy may put discretionary household spending in the spotlight.

<u>Publication/Magazine</u>	<u>Publisher</u>	<u>Circulation</u> (000's)	<u>Circ change</u> (in past 12 months)
Australian Women's Weekly	ACP	486	- 3.24%
Woman's Day	ACP	385	- 5.98%
Take 5	ACP	217	- 5.99%
TV Week	ACP	187	- 10.76%
Cosmopolitan	ACP	150	- 1.11%
Recipes+	ACP	126	- 5.88%
Australian Geographic	ACP	121	- 10.76%
NW	ACP	116	- 9.27%
Cleo	ACP	110	- 14.12%
Australian House & Garden	ACP	108	+ 7.75%
Dolly	ACP	103	- 7.59%
OK!	ACP	97	- 12.48%
Zoo Weekly	ACP	97	- 7.59%

It's not all bad news in magazine: titles such as "Frankie" (Publisher: Morrison Media) grew an amazing 32% (year on year), and the ever popular male car magazine "Top Gear" (Publisher: ACP) sold a respectable 75k per issue, up 0.3%.

Bite appoint Findlay

Bite Communications has appointed Ben Findlay in the newly created role of group director, to help lead and grow its Australian operation.

Previously associate director with Horizon Communication Group, Findlay brings over 15 years consultancy experience from both London and Sydney. He headed up the corporate and government teams at Horizon and had responsibility for team recruitment and professional development. He will report directly into Bite Communications Australia Managing Director, Roger Marshall.

Marshall has been promoted to a greater regional role as Managing Director Asia South. Based in Sydney, he will work very closely with Bite's Singapore office and be responsible for building on the existing strategic alliance between the two offices, which already share a number of major accounts including Skype, Parallels and ShoreTel.

SHJ joins PROI global network

PR agency SHJ (formerly Scaffidi Hugh-Jones) has joined a leading global group of independent public relations consultancies, Public Relations Organisation International (PROI). SHJ's New Zealand partner, Senate, has also been selected to be the global network's New Zealand partner.

SHJ and Senate together form the trans-Tasman communications group, SenateSHJ. SHJ is part of the trans-Tasman SenateSHJ communications Group. It was formed eight years ago and now has offices in Melbourne, Sydney, Canberra, Wellington and Auckland. It specialises in reputation management, issues management, healthcare, change communications and public affairs.

Public Relations Organisation International, Inc. (PROI), is the world's largest public relations partnership. It is represented in 110 cities in 39 countries, with 50 leading independent PR partner companies and 3,000 experienced practitioners worldwide. Founded forty years ago, PROI's combined fee turnover of its partners is more than US\$335m.

SHJ managing partner, Rupert Hugh-Jones, said "This is a major development for us and increases our ability to broaden our network and strengthen our client service capability – in terms of assessing issues relevant to our clients, creating best practice learnings, and providing wider international support for client's off-shore initiatives.

SenateSHJ joins two other PROI Partners in Australia, consumer agency Red Public Relations in Brisbane, and IR specialists Purple Communications in Perth.

Pulse Communications win Mattel account

Pulse Communications, the consumer arm of the Ogilvy PR, has won Mattel Australia account.

Pulse will deliver consumer PR and sponsorship activation campaigns throughout the year, launching the Monster High franchise in Australia and promoting vehicle manufacturer, Hot Wheels, to a broader consumer audience.

Hot Wheels activity has already kicked off with the Fuel Your Passion consumer events taking place at service stations in Melbourne and Sydney. Hot Wheels wound the clock back to 1968, offering over 700 motorists petrol at 10 c/L, the same price as it was in the brand's inaugural year. The events are the first in a series of exciting consumer activations Pulse will be leveraging throughout the year.

Monster High is a new girls' brand pitched by the company as 'scary cute'. Monster High brings together the hip teenage descendants of the world's most famous monsters to brave the 'horrors' of high school in a fun and relatable way.

Weber Shandwick win Hyundai account

Hyundai Motor Company Australia has appointed Weber Shandwick to advise on a range of strategic initiatives that will underpin the company's public relations efforts in 2011. Weber Shandwick will initially focus on Hyundai's program of corporate social responsibility.

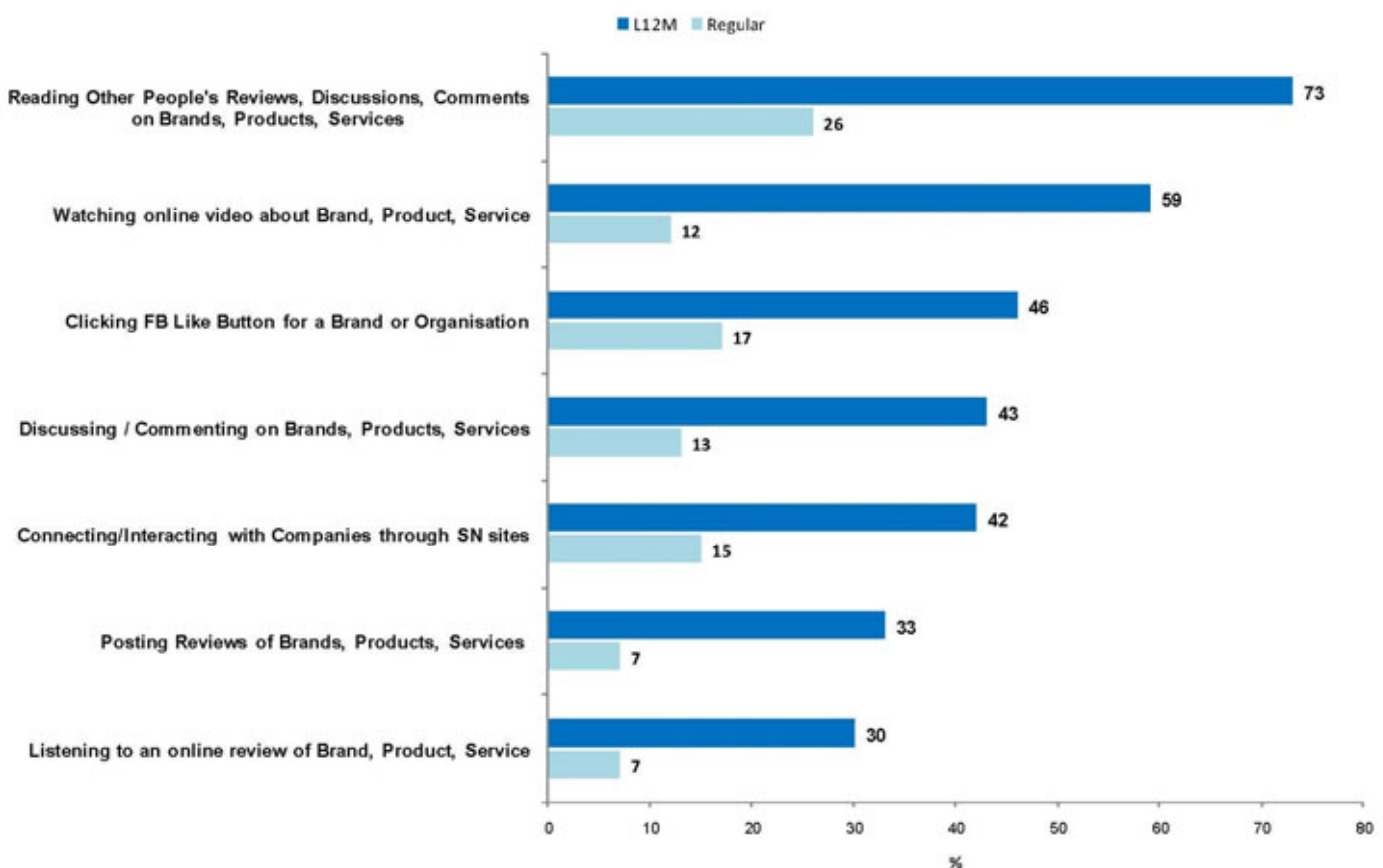
Mobility and social media key web trends

The latest Nielsen Online Consumer Report says the Australian online landscape is at a turning point, and is being driven by internet-connected mobile devices. The other major trend is the rise of social media; social media and social networking is now the most popular activity on the web for Australians.

According to Melanie Ingrey, Director, Online Market Research, Nielsen: "Social media has truly been a revolution for online Australians with the most common activity (done by 73% of online Australians) being tapping into other consumers' opinions found on social media."

Chart 3: Brand engagement activities - last 12 months vs. regular (weekly or more often) usage

Base: Online Australians 16+ (n=5,886)



Key points:

- **73% of online Australians use social networks**
- Mobile internet penetration now 50%
- Tablets ownership at 8% and expected to triple this year
- 60% accessed video content online in the past 12 months (up from 40% in 2010)

IMPACT Communications win 5 new accounts

PR agency IMPACT Communications has secured five new clients and hired three new staff.

IMPACT's client portfolio has been expanded to include Helga's Quinoa & Flaxseed bread, Fountain Variety Sauces and Asian Home Gourmet, brands of parent company Cerebos, as well as 'Truss Me' Tomatoes, a program to educate consumers about the premium fruit. After a highly competitive pitch process, IMPACT also signed laundry brand Biozet, part of Kao Brands.

IT brand Unisys re-appointed IMPACT's business to business division after a regional review of all PR agencies. IMPACT has been working with Unisys for four years.

Lorraine Turley, formerly of Beyond the Square Communication, joins the FMCG team as an account manager, while Kellie Morrissey has been added as an account executive. Kimberley McMillan joins as an account executive for the B2B team.

IMPACT's founding directors, Allison Lee and Nicole Webb, predict growth for the PR sector. "If the GFC had a silver lining, it was highlighting the power of public relations. Now, brands and companies are more motivated to include traditional and digital PR as 'must-haves', rather than simply relying on TVCs," said Lee

Dash PR win PLDS account

Philips & Lite-On Digital Solutions Corporation (PLDS), a global leader in Optical Drive Disc (ODD) manufacturing has appointed Dash PR to manage its public relations in Australia.

Headquartered in Taipei, Taiwan, PLDS is a joint venture between Royal Philips Electronics and Lite-On IT Corporation. Dash PR will work with PLDS to develop brand awareness for the Lite-On and Plextor brands. The campaign will focus on positioning the Lite-On and Plextor brands through a variety of activities including new releases, product placement and reviews, features and profiling.

Minnie Lin, Marketing Manager at PLDS, said, "Referred by one of its global clients, Dash PR has a demonstrated expertise in IT and consumer technology working alongside major vendors and implementing successful PR programs."

Dash PR, founded by Christine Kardashian, celebrate their third year in business next month.

PR agencies support Sydney Twestival

PR agencies across Sydney have united to support Sydney Twestival 2011 – a charity fundraising evening taking place at The Beresford Hotel (Surry Hills) on 24 March from 6pm for children's cancer charity [Redkite](#). Local agencies promoting the event include: n2n, Fuel, Bang PR, DEC, Zing, Mango, Sefiani, Recognition, Spectrum, Hotwire, Ogilvy PR, Bite Communications, Edelman, Max and Lewis PR.

The evening will bring together the 'who's who' of social media and is part of a global network of 'Twitter-festival' fundraisers taking place in over 180 cities around the world on March 24th. Those keen to come along to the event can buy tickets online at: <http://sydney.twestival.com>.

What you need to know....

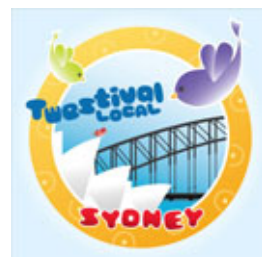
Place : The Beresford Hotel, 354 Bourke St, Surry Hills, NSW, 2010

Date: Thursday, 24 March 2011

Time: 6pm – late

Tickets: Tickets are \$20 (This includes a couple of free drinks and entry into a prize draw)

What to expect: Networking, drinks, music, auctions and much more



Google poaches print media baron's ad revenue and staff

Nick Leeder leaves News Corp (COO of News Digital Media and Deputy CEO at The Australian) to run Google Australia.

Salt & Shein salary survey

Read the full survey here:

http://www.saltshein.com.au/media/salaries/1/Communication_industry_survey_2011.pdf

Want formal PR skills with a management edge?

Swinburne University of Technology offers a postgraduate qualification which combines PR with management principles to assist graduates gain a competitive edge.

This qualification can be undertaken wholly online, wholly on campus, or by a combination of both delivery methods.

This postgraduate study will give you a competitive edge by –

- Developing high level research and analytical skills
- Demonstrating a commitment to your career
- Up-skilling in current PR trends
- Up-skilling in global management trends
- Looking good on your CV
- Giving you an advantage in an interview situation
- Giving you confidence in a rapidly changing marketplace

Check it out at - <http://www.swinburne.edu.au/postgrad/professional-skills/public-relations/>

If you want to speak to the course convener direct, contact Kathy Thomas on 0410 569 361 or email kthomas@swin.edu.au.

My intern experience

In this month's issue of The PR Report, two interns write up their experiences of working in PR agencies;

Stellar intern program offers unique insight into PR

Katrina Lim: Interning at Stellar* Concepts has been an amazing experience that has really opened my eyes to the world of PR and the clever minds that develop and drive the campaigns of clients.

I started at Stellar* in April 2010 and over my seven months there, I believe I gained more industry exposure and understanding than my first three years at university!

The internship program at Stellar* allows interns to come in for two weeks full time or once or twice a week over several months. With my university timetable and work schedule, I opted for the latter and I'm glad to have had the time and opportunity to pick the brains of the PR guru's that the Stellar* team are.



In the months that I spent at Stellar* I got to work across a range of areas including copywriting, media liaison, social media and research. Having interned at another PR firm at the start of the year, I was no stranger to data entry and media clippings, which is a necessity for anyone starting in PR to learn, however the team at Stellar* have developed an awesome program called 'Stellar* Analytics' that allows them to effectively monitor and graph the media coverage of their clients. This was a program that I grew well accustomed to over my time there and it was great to see the end results and the efficiency and value it provided to client reports.

The beauty of working in a PR agency is the array of clients and brands you get to work with. Stellar* is no exception with a client base that includes great brand names such as ghd, Dr. Lewinn's, IGA, Napoleon Perdis, Suntory brands including Cointreau, BlueScope Steel and Batlow Apples.

During my time, I was fortunate enough to attend my first media event for the Dr. Lewinn's 'Old Can Wait' campaign. In addition to packing the gift bags for the end of the night and nibbling on macaroons, I also got to meet and greet many prominent beauty editors and even The Biggest Loser's trainer, Shannan Ponton. It was really interesting to have witnessed the amount of planning and time the Stellar* team invested into such a seemingly effortless event. Stellar* events are always the talk of the town. Dita Von Teese's visit for her 'Be Cointreauversal' show was no exception and, although I didn't attend the event, being around to see and hear all the buzz in the office for the months leading up to Dita's arrival was an experience in itself.

It was fantastic to be a part of the team's weekly WIP in which everyone discussed their highlight of their week and what was going on with each and every client. To see such dedication from everyone of the Stellar* team was inspirational and their bold and bright personalities kept interning exciting.

I am so thankful to all the team at Stellar* for their guidance and support over the past few months, and I look forward to seeing their company and their clients popping up in headlines everywhere in the near future and I plan on keeping tabs on the exciting things they get up to through their Stellar* blog (<http://blog.stellar.net.au/>) and their twitter ([@stellartweets](https://twitter.com/stellartweets)). Working with these Stellar*brities has been such an honour and it has truly been a fun, rewarding and valuable experience that I would recommend to any PR student looking for an internship that will add great depth to their studies.

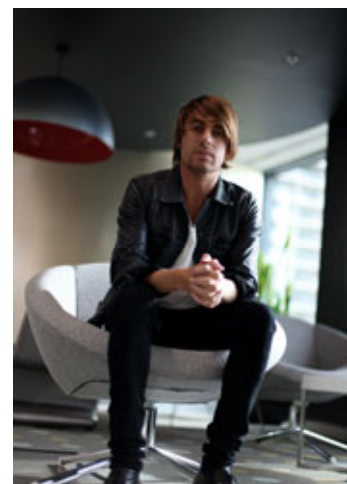
Reputable client list the biggest draw-card

My Intern Experience at Hill & Knowlton, by Will Salkeld

In most cases, an intern successfully completing a dare to eat 20 sausage rolls and a big slice of chocolate cake at a 10am birthday morning tea *should* be considered a big deal. In my case, however, an achievement like this pales in comparison to the fantastic work done by my colleagues around me at Hill & Knowlton (H&K). Being surrounded by such consummate professionals has simultaneously quelled my appetite for savoury bakery goods whilst igniting a great hunger to learn and consume just some of the PR know-how I witness on a day-to-day basis.

Having started in the Consumer and Lifestyle team, it quickly became apparent that I had been thrown in the deep end, with an expected involvement in everything from initial brainstorms right up to media drops for some of Australia's biggest organisations, with plenty of phone calls to journalists in-between. In the latter stages of my internship I moved into the digital team, working closely with the Digital Director on integrating social media and online community management into brand communication strategies. The effort I put in rewards me through the amount of information I get back from my counterparts, and despite what my Digital Director says, I honestly believe that I don't have Stockholm Syndrome.

Everyone has a pivotal role to play within H&K. Teamwork is a central ethos, and with involvement at all levels and between all departments from Consumer to Corporate, integrated, well-thought out campaigns always seem to capitalise on the significant array of experience on offer. My place in the H&K team was all too quickly granted as my workmates bestowed me with the token 'hipster' moniker. I reluctantly accepted the hackneyed title, realising its expedient potential to find a



sense of identity within the company. Whether it's providing insights into alternative fashion, informing people that I liked their favourite song before it became popular (and that I now hate it) or even other non-hipster roles such as personal input into developing big-budget campaigns and pitches, I can rest assured that I have a sense of belonging within the team. My colleagues progressively help me to iron out the kinks in my PR brain, and in the process, I am learning how to create great stories for the many brands that we look after.

H&K's reputable client list is perhaps the biggest edge for an intern like me. As a global company, H&K has the advantage of being able to cater for clients that range from some of the largest publically listed companies in the world, to smaller, niche, non-profit organisations. Being privy to a range of campaigns has taught me that strategy and messages must align with a client's business and communication goals, if a genuine and successful campaign is sought. Working with H&K has shown me that engaging the public in a healthy conversation is intrinsic to representing a brand's story. Having exposure to how these stories are formed has been most valuable indeed.

With global pulling power and an amazing ability to add value to a brand, Hill & Knowlton has been an ideal start for someone with a passion for the communications industry. At times I feel like the [slightly poorer] Justin Bieber of PR. Not just because we share similar haircuts, but because Hill & Knowlton has been for me what Usher was for Justin Bieber – a mentor who has been able to open doors and foster creativity through actual experience.

Send us your intern story for The PR Report !

Editor's note: Thank you Katrina and Will, best wishes for your future careers in PR! We welcome enquiries from PR agencies and Universities wanting to discuss or nominate their intern programs. Please email glen@theprreport.com

JOB OF THE MONTH



PR: Practice Director (Technology) – SYDNEY - \$Neg

This highly regarded, sector leading international PR agency requires a new senior management team member to lead its well respected Technology practice division. Leading an established and accomplished team you will seek the opportunity to build upon an impressive and stable client portfolio to further grow and develop this practice division.

You will bring insights and considerable experience of technology trends, underwritten by natural relationship management skills, proven and successful strategic approach and the flexibility and knowledge to lead both enterprise and consumer focused programs. A natural leader you thrive on delivering strategic counsel at the highest level and enjoy the challenge of further business development.

You should have at least 7-10 years experience within a PR agency environment and likely be a Senior Account Director or similar and are looking to take the next step.

Enquiries and applications should be directed to Jeremy Wrench:

E: jobs@capstone-careers.com or Tel: 03 9827 7277 W: www.capstone-careers.com



Where the truth lies...

life in a PR agency



The dark side of news





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: Senior Account Executive (Healthcare) – SYDNEY - \$45k+

An outstanding opportunity for a proven and experienced AE with one of Sydney's most respect consultancies. This is an ideal opportunity to join a sociable, fun, highly supportive and very successful consultancy, and enjoy working on a client portfolio that will be the envy of your peers. 2+ years ethical, OTC or consumer healthcare experience is required.

PR: Senior Account Manager (Consumer) – SYDNEY - \$65k-\$80k+

A tremendous new opportunity for a gun Senior Account Manager with one of Sydney's fastest growing PR consultancies. This is a highly supportive and successful agency with a strong culture of teamwork, fun, energy and genuine creativity. The successful applicant will enjoy working on a very high profile client portfolio, and will relish the opportunity to leverage their natural publicity and relationship management skills. 5+ years consultancy experience required, food, beverage and events experience preferred.

PR: Senior Account Director / Group Account Director (Consumer) – SYDNEY – \$130k+

This fast growing, exciting, awarded and highly regarded independent consultancy requires a gun SAD/GAD to help lead its successful lifestyle group. You will bring insights and proven experience working with leading consumer, lifestyle, hospitality and travel brands and proven ability to create, lead and execute highly successful campaigns on behalf of your clients.

You are a proven relationship builder and have significant experience in managing a diverse client portfolio of major national and international brands. The successful candidate will have at least 8 years experience within a PR agency environment and likely be a current gun Account Director or Senior Account Director seeking a new challenge and open channel for progression to General Manager. An impressive benefits package, highly supportive and collegiate team environment and stable, happy and impressive client portfolio await the successful applicant.

MELBOURNE ROLES

PR: Account Director Account Manager (Consumer) – MELBOURNE – \$80k/90k+

This international consultancy is rapidly growing its presence and brand in the Melbourne market on the back of some outstanding execution for its impressive portfolio of high profile clients. With ongoing growth the consultancy requires a gun SAM/AD to further support its highly regarded consumer practice offer. You will bring insights and proven experience working with leading brands, well developed relationship management and team leadership skills, and have an established and trusted network of influential local market contacts. The successful candidate should have at least 6 years experience, ideally within a PR agency environment.

PR: General Manager – Consumer/Lifestyle Agency – MELBOURNE- \$Package Negotiable

Our client is a very highly regarded, stable, mid-sized PR consultancy with an enviable client list, supportive team and reputation for service and results, and requires a General Manager 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 considerable local market 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 experience and a considerable & impressive track record in consultancy. An impressive remuneration package awaits the right candidate.

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



Wellington's Recruitment Pty Ltd was established in July 2004 by Amanda Wellington (pictured), an experienced recruiter with over 15 years' experience working in specialist recruitment agencies for the Communications industry. Wellington's Recruitment is a specialist recruitment agency and is focused on the permanent recruitment of middle to senior management in PR, Corporate Communications, Marketing Communications and Advertising both in an agency and client side environment.

Attention: Advertising & PR Practitioners – Mid Manager & Beyond! | Competitive Salaries

Advertising/PR Agencies & In-house PR/Marcoms Roles

• Senior Account Executives to Senior Management • Multi-nationals & Boutique Independents

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

PR SAD - Consumer/Experiential! - Circa \$130K-\$140K

A brilliant opportunity to join a thriving cutting edge PR agency as the 2ic in the Consumer Team! You will report to a "go-getter" Group Director and will have the support of an experienced team! You will be tertiary qualified ideally with around 9+ 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 - Digital/B2B/Government Focus - Circa \$130K+

Popular creatively led PR agency requires dynamic SAD/Team Leader to manage two prestigious big budget accounts in the Digital/corp./B2B/Government space which means interesting and stimulating work! Team to manage and scope to progress as well! 9+ years' agency experience required. Relaxed and supportive culture in a bright and breezy office environment!

PR Account Director - Integrated Agency - Consumer Lifestyle Accounts - Circa \$100K

This top notch integrated agency offers a social, collegial and energetic work space to operate in and you will gain exposure to other areas in the marketing mix including advertising and digital. Team to manage of course and scope to progress too! 7+ years' consumer PR agency experience required.

Consumer Lifestyle PR Account Manager - Melbourne Based! - \$65K

• Top Creative Melbourne PR Agency • Plenty of Scope to Progress! Make the Move to Magic Melbourne!

Ideally you will be tertiary qualified with 3+ year's consumer PR agency experience. This agency has a great approach to having a work/life balance so you get the best of both worlds!

Public Relations AM/SAM - Ethical/OTC Healthcare Mix - \$70K-\$90K

You will be degree qualified and ideally should have at least four years of PR experience (including agency), some knowledge of healthcare PR and a real desire to make the most of opportunities that come your way! **Applications should be directed to Virginia Read – virginia@wellingtons.net.au**

Public Relations AM/SAM - B2B/Tech./Digital - \$70K-\$90K

To apply for this role you should be degree qualified and have at least four years of PR experience (including agency) in B2B and/or technology, strong business acumen and an understanding of the Australian market and the ability to operate with limited supervision managing clients effectively. **Applications should be directed to Virginia Read – virginia@wellingtons.net.au**

PR AM - Consumer Lifestyle/Experiential - \$65K-\$70K

Excellent opportunity exists in award winning creative agency for a driven consumer AM to manage highly visible programmes in the Consumer Lifestyle/Entertainment space! Scope to progress once ability is proven. Juniors to manage as well! 3+ years' agency experience required.

Phone: 02 9959 2488

Website: www.wellingtons.net.au

Email: careers@wellingtons.net.au

PR/Corp. Comms Enquiries to:
Advertising/Marketing Enquiries to:

Amanda Wellington
Virginia Read



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AUSTRALIAN PRACTICE DIRECTOR Healthcare

\$Generous Package\$

Premier role for superior healthcare practitioner to join leading global agency. Based in Sydney, this role offers the opportunity to lead a talented team (and enviable clients) and take it to the next level. 10+ years communication experience with strong expertise in pharmaceutical (ethical) communications together with a solid understanding of the Australian (or equivalent) regulatory environment and industry code of conduct are a must. You will sit on a senior team with a selection of the industry's finest practitioners and have the resources – both locally and globally – to truly make a mark. This is a rare and exciting opportunity for a highly strategic, innovative and passionate individual wanting to lead agency healthcare in this country.

Contact: lynette@soldham.com

GROUP ACCOUNT DIRECTOR Technology

\$Generous package\$

Leading global PR agency invites expressions of interest from senior practitioners who are excited at the prospect of being afforded the rarely obtainable opportunity to shape and lead a team of handpicked professionals in the technology space. 10+ years in progressive tech/consumer tech environment, a driving ambition to make your team the envy of all in this sector and the intelligence and insight to make this a reality are a must.

Contact: lynette@soldham.com

SENIOR ACCOUNT DIRECTOR Corp/Govt

\$NEG

Outstanding individual with highly developed communications acumen required to assume senior role in thriving independent PR agency. Proven track record of providing highly strategic counsel to senior level clients, strong people management skills including the ability to resolve conflict and help build strong and effective teams together with an energetic 'can do' leadership style is essential. Minimum 8 years medium/large agency experience in the corporate/business/government sector is required. Contact: lynette@soldham.com

ACCOUNT DIRECTOR/SAD Corporate/Govt Affairs

\$110K inc. NEG +incentives

Highly unusual offering in diversified, strategic PR agency for mature and driven individual to not only work with fantastic blue chip clients but also acquire equity in the business. Ideally you will be a strong hands on manager both upwardly and downwardly with 6+ years agency experience and possess highly developed multi-tasking skills so as to always meet tight deadlines.

Contact: lynette@soldham.com

(MELBOURNE) ACCOUNT DIRECTOR Consumer/brand

\$NEG

Senior consultant required by leading global consumer agency to ignite a team of professionals into communication overdrive for premium range of clients including a large and dynamic automotive player. 6+ years of solid account management experience, an eye for growth and profitability and the maturity to manage and mentor junior staff whilst providing credible counsel to clients at a senior level are a must. A passion for new business would also be extremely well regarded.

Contact: lynette@soldham.com.au

ACCOUNT MANAGER/SAM MANAGER x 2 Consumer/FMCG

\$NEG

Two leading independent PR agencies are seeking an energetic, focused professional with approx 4+ years agency experience. Must be a talented, confident and positive individual who is passionate about brand communications so as to achieve outstanding results for a broad range of significant and profile consumer clients. Tantalising career opportunities ripe for the picking!

Contact: christine@soldham.com

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www.professionalprofiling.com or call 02 8570 5588
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Account Manager - Technology

Excellent Opportunity - Great Environment!

- Negotiable Package - dependent on experience
- Leading global PR agency with advancement opportunities!

In this dynamic **Account Manager** role you will be managing a portfolio of high level technology clients to assist with the development and execution of their **strategic and tactical PR communications**. The role is varied and fast paced and requires a switched on PR practitioner who understand the local Australian IT scene.

Your responsibilities will include:

- Client relations; Media and analyst relations: Drafting of releases, case studies, byline articles
- Organisation of media events: Preparation of reports- database maintenance
- Assist senior manager with new business development: Liaison with regional APAC offices

To be successful with your application for this role YOU MUST:

- Have 5 or more years technology communications experience with proven success working with national and trade media and bloggers(enterprise B2B preferred)
- Knowledge of local Australian IT media
- Have strong interpersonal skills; Knowledge of social media practices
- Be pro-active, enthusiastic and professional: Have a relevant degree

Previous PR Consultancy or in-house corporate/communications experience in a technology area will be highly regarded! Please email CV listing your qualifications skills as outlined above to kevin.crouch@fleishman.com

Account Manager - Healthcare

Excellent Opportunity - Great Environment

- Negotiable Package - dependent on experience
- Leading global PR agency with advancement opportunities

In this dynamic Account Manager role you will be managing a portfolio of ethical and consumer healthcare clients to assist with the development and execution of their strategic and tactical PR communications. You will have experience working on Ethical as well as OTC/ Consumer health related brands across a range of communication platforms. The role is varied and requires a switched on PR practitioner who understands the complexities of the Australian healthcare environment.

Your responsibilities will include:

- Client relations; Media and analyst relations: Drafting of releases, case studies, byline articles
- Organisation of media events: Preparation of reports- database maintenance
- Assist senior manager with new business development: Liaison with regional APAC offices

To be successful with your application for this role YOU MUST:

- Have 5 or more years healthcare/ consumer healthcare communications experience with proven success working with national and trade media
- Knowledge of local healthcare media: Knowledge of the Australian health regulatory landscape
- Knowledge of social media practices
- Have a relevant degree

Previous PR Consultancy or in-house corporate/communications experience in a healthcare area will be highly regarded!

Please email CV listing your qualifications skills as outlined above to katherine.cammuso@fleishman.com

Job Category: Consultant



Location: Sydney

We know that you are ready to take the next step in your PR career and this position is the perfect opportunity you've been searching for...

Whether you're guiding the account executive, supporting the account director or rolling your sleeves up alongside everyone else, we are positive that you'll love what you do here at Max! You will be given the opportunity to put your two plus years of agency experience to good use by working on some of the most exciting and well respected enterprise and consumer technology brands in Australia.

As Max's star consultant, you will have a natural passion for PR with bounds of energy, great initiative and a strong work ethic. You will need to be degree qualified and have superior written and verbal communication skills as well as an eagle eye for detail. A good understanding of IT and consumer media relationships would be ideal. You will also have demonstrated experience in the B2B and B2C markets and an interest in enterprise technology. If you have an interest or experience in developing social media campaigns you should outline this in your response to Orla. If you tick the box with all these qualities (and more!), you would fit right in with our close knit, fun loving, results focused team.

Just so you know what you are getting yourself into...

Max Australia is a well established public relations agency who has a solid reputation as one of Australia's best agencies. We lead the charge by providing intelligent, creative, results-driven public relations time and time again. At Max, we look after our employees and provide a fun yet professional environment where you can shine, thrive and just as importantly, relax and enjoy a great atmosphere to work.

Please respond with your cover letter and resume to careers@maxaustralia.com.au

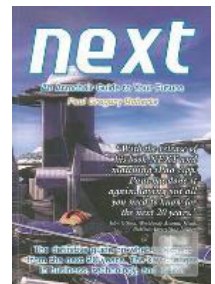
Only applications submitted with cover letters will be considered.

The PR Report's lucky draw prizes:

This month, our lucky draw prizes go to:

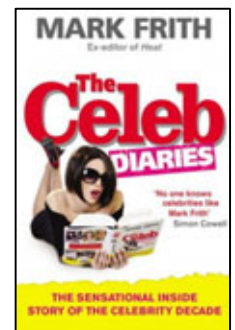
"Next: an armchair guide to your future"

Goes to Marianne McAdam, The Sunday Times & PerthNow



"The Celeb Diaries"

Goes to Emma Penny, The Mint Partners



Upcoming conference: Gov 2.0 Conference 2011

14th & 15th June : Sydney : \$995 (+gst) : Details www.frocomm.com.au

Speakers include:

The Hon. Brendan O'Connor MP, **Minister** for Privacy & Freedom of Information

Chris Quigley, Founder & CEO, **Delib UK & USA**

Councillor Jamie Parker, **Mayor of Leichhardt**

Dr Mark Elliott, Founder, **Collabforge**

Emma Lawson, Executive Director, SA Strategic Plan, **Dept of Premier & Cabinet SA**

Tom Burton, Director Media Communications, **ACMA**

Darryl Nichols, Founder, **Garage Sale Trail**

Ben Peacock, Founder, **Republic of Everyone**

Angela Clark, Founder, **Streetcorner and EveryMap**

Matt Crozier, Founder, **Bang The Table**

Piers Hogarth-Scott, Managing Director, **Community Engine**

Stephen Johnson, Director of Social, Community Engine, and **Engage360 Lead Social Strategist**

Dr. Rodger Manning, Cyber Intelligence Director, **QinetiQ**

Debra Chesterton, Managing Director, Australia, **Ancestry.com**

Pat McCormick, Manager, Digital Engagement, **Department of Justice (VIC)**

Gerardine O'Sullivan, Digital Services and Strategy Unit, Business Planning & Communications Branch, **Department of Health**



Have you got news for The PR Report?

Deadline 10th of each month : Contact glen@theprreport.com

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