

Issue 42 : APRIL 2010

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PR JOBS
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(Pic right; Edwina Wenkart, MD of Tsuki)



Left: DEC PR



Right: Fooderati founder Melissa Leong

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

Diary note: Public Relations & Corporate Communications Conference, Sydney,
10 & 11 AUGUST



Sefiani to build in-house newsroom for social media

Sydney-based public relations firm Sefiani Communications Group (photo above) announced the firm would be relocating to CBD premises and was developing its social media offering for clients, announcing the implementation of the Sefiani Newsroom facility for online client communications.

Client wins in the past twelve months have included St.George Bank, AMP Capital Shopping Centres, Qatar Airways, HCF and Hotels.com, and UNHCR, the UN Refugee Agency's charity in Australia.

Greenpeace goes for Nestle in social media campaign

Pic (right) from Greenpeace email campaign

Article from Gerry McCusker's blog PR Disasters

Five lessons from Nestle's Facebook PR disaster

International confectioner Nestle is being given more than two fingers for its foray into Social Media, proving my personal theory that Web2.0 often acts as a "whinge tunnel" for resentful consumers and other interest groups. Nestle has set up a Facebook 'fan' presence, and many visitors are using this space to criticise the company's environmental and operational credentials. The overwhelming sentiment expressed is anti-Nestle. It's been dubbed both a PR disaster and covert controversy management...For my money, there's a few things Nestle could have considered to help avoid the critical excesses of this mini-pr disaster...

1) It says the site is for people who want to celebrate their favourite Nestle brands; clearly, consumers are disregarding and disrespecting Nestle's house rules for its site; they're not celebrating Nestle at all. But what did Nestle (with its controversial PR credentials) really expect, wine and roses?



2) Nestle's Facebook tone of voice is all wrong; it's at times scolding and a bit sarcastic - that doesn't foster positive Web2.0 PR

3) Perhaps Nestle should have first selected a forum (other than Facebook) that allowed it to set stronger privacy and moderation settings? A niche Ning network, for eg, and a measured digital reachout campaign might have helped it cultivate a core cohort of digital Nestle fans. If it had done that, they might have had better, more credible defenders for their public Facebook site.

4) Mashups and deconstruction are an everyday part of SocMed; people don't care about Nestle's corporate logo - let them play with it; don't sweat the logoplay too much Nestle. Not in this forum, anyway.

5) Web2.0 is a field where anti-corporate activists play smarter, more aggressively than corporates. It was maybe inevitable that any foray would restimulate interest in the Palm Oil/deforestation/orang-utang extinction debates. Opportunistically, Greenpeace are jumping on the bandwagon in this regard. And the viral spread may create additional stakeholder pressure; so, is Nestle prepared for the bigger PR battle it may have to fight, after traditional media pickup on digital PR activism?

As a belated mea culpa, Nestle changed its Facebook status to read - "Social media: as you can see we're learning as we go. Thanks for the comments." But from a digital PR perspective I have to ask, "Why learn the lesson so painfully and so publicly, when some Web2.0 PR savvy could have avoided this entirely?"

Lesson #1: Social media campaigns offer multiple platforms

Campaigning on social media offers a variety of online platforms: viral videos on YouTube, email campaigns, and also powerpoint presentation! See below, the Greenpeace online campaign attacking Nestle also included a full corporate like Powerpoint slideshow:



<http://prezi.com/kmrh4fmlzsen/nestle-kerfuffle>

Lesson #2: Could the Nestle crisis have been avoided?

Seems the answer is Yes. Many other companies use palm oil, many have been in discussions with environmental NGOs for years, as these comments from Unilever attest:

Although the attack adverts are from Greenpeace, the following announcement from Unilever and their work with WWF on sourcing of palm oil from sustainable areas suggests that Unilever gets the eco-message from the environmental NGO lobbyists (WWF, Greenpeace etc) and is prepared to take action and change.

Here's the media release from Unilever, below.

<http://www.unilever.com.au/aboutus/mediacentre/pressreleases/Sustainable-palm-oil.aspx>

Sustainable Palm Oil

01/05/2008 : Unilever has announced its intention to have all of its palm oil certified sustainable by 2015. Unilever will start by using certified palm oil as it becomes available in the second half of 2008 and will look to have all the palm oil it uses in Europe fully traceable by 2012.

This initiative builds on Unilever's strong track-record in developing sustainability over more than a decade – from helping to establish the Marine Stewardship Council to develop sustainable fishing practices and establishing a sustainable agriculture policy in 1995, to launching certifiably sustainable tea earlier this year.

In setting this ambitious goal Unilever recognises that it will have to continue to work in partnership with governments, suppliers, NGOs and other users of palm oil.

Unilever CEO Patrick Cescau said: "Palm oil is an important raw material for us and the whole consumer goods industry. We use a substantial amount of palm oil and we want to be an agent for positive change, as we have been in fish, tea and other areas.

"We started work on sustainable palm oil ten years ago by developing and sharing our own guidelines and good practices with growers and suppliers, leading to the setting up of the Roundtable on Sustainable Palm Oil in 2004. Through the RSPO, we have continued to work hard to build an industry consensus on criteria for sustainable palm cultivation.

"Now we need to take the next step. Suppliers need to move to meet the criteria, by getting certified both the palm oil from their own plantations and the palm oil they buy from elsewhere. We also intend to support the call for an immediate moratorium on any further deforestation for palm oil in Indonesia. We are committed to doing this because we believe it is the right thing to do for the people who use our products, for the environment and communities in and around which palm oil is grown and for our business and our brands."

Unilever will continue to play a leadership role on the Roundtable on Sustainable Palm Oil (RSPO) and drive it as a vehicle for change, ensuring that it applies effective sanctions on suppliers who persist in unlawful deforestation practices.

Rod Taylor, Director at WWF International added: "WWF applauds Unilever's pledge of support for efforts to halt deforestation in Indonesia and to create a palm oil supply drawn entirely from certified sustainable sources. WWF wishes Unilever every success in turning its commitment into reality, and hopes that Unilever's actions will inspire others to follow". (ends)

Comment from The PR Report

To answer the question "Could Nestle have avoided the crisis?", we can look to see how Unilever managed its external stakeholders WWF and Greenpeace. The PR Report asked Unilever the following question: When did Unilever begin discussions with WWF (either globally or in Australia) on the issue of sustainable palm oil?

"Unilever has regular dialogue with industry partners and NGOs on a wide range of issues, including the sustainability of palm oil cultivation, and has done so for many years. In 2004, we became a founding member of the Roundtable on

Sustainable Palm Oil which was established in co-operation with the WWF globally,” replied Jennifer James, spokesperson for Unilever Australia.

This answer suggests Nestle has been aware of the palm oil issue for some time but failed to take adequate action, including negotiating with environmental NGOs. The conclusion for PR practitioners is clear: NGOs can and will use social media to effectively campaign against companies. PR practitioners should understand their entire organisation and where the potential “trouble spots” are, what the issues are and what is being done to take action (and if no action is being taken, PR practitioner should prepare contingency crisis communication plans).

Whistle-blower legislation

New whistleblower legislation launched: the minister for Prime Minister and Cabinet, Joe Ludwig, has tabled his intention to develop a Public Interest Disclosure Bill that will go a long way towards protecting public service whistleblowers. For the full story: <http://bit.ly/djbZly>

The De Wintern Group recruits Kelly

Strategic communications consultancy the De Wintern Group (TDG) continues to expand recruiting Belinda Kelly as Account Manager working with clients such as Fuji Xerox, Demand Sport and M5 Networks.

Starting her career as a journalist, Belinda brings four years in-house PR experience with Delfin Lend Lease and Victoria Police. She has extensive experience in media relations, journalism, social media, internal communications, crisis management and corporate marketing.

Social media: Aussies dump Twitter, Facebook #1

This is the conclusion that The PR Report draws from the Burson-Marsteller survey titled “Australian brands failing to tell their stories online”. Whilst the trade media reported the BM headline from the media release, The PR Report thinks there are some more interesting statistics pertinent for PR practitioners.

The interesting story for PR practitioners is not that Australian corporates are using (or not using) social media, the real story is that Australian brands are not finding value in Twitter and are focused on using Facebook.

According to the BM survey:

% of Aussie corporate Twitter accounts that are inactive = 44%

% of Aussie corporate Facebook accounts that are inactive = 15%

Conclusion: Australian brands do not see value in Twitter BUT are using Facebook

The other key statistic:

Only 20% Aussie corporates have blog

Given that blogging software is free and relatively easy to use, it's not a cost/ease of use issue. Many corporate IT departments block staff access to blogs, so this may help explain the low usage of blogs. However, The PR Report has a theory: why have the hassle of a blog when Facebook is free and 400 million people are using it as their social network?

The other unsolved question is: Why don't Australian brands like using Twitter? Again, The PR Report has a theory; Twitter seems great for one-to-many communications, for example, Iranian students covering street demonstrations when foreign media are banned from Iran, celebrities (or their publicists) wanting to keep fans up to date etc; the relevance of Twitter for in-house corporate brand/PR practitioners is not clear. Telstra has often spoken about how they use Twitter as a customer service channel, but this is not managed by the PR function.

The link to the Burson-Marsteller survey is below if you want to read and draw your own conclusions:

<http://www.slideshare.net/BMAustralia/bm-australia-newsroom-study>

Burson-Marsteller regional chief to be based in Australia

Global public relations and communications consultancy Burson-Marsteller announced that it has appointed Christine Jones as Regional Managing Director, Asia-Pacific. Jones is a senior communications executive with 25 years of experience working in several markets including Australia, Europe and Asia. A recognized expert in pharmaceuticals, consumer health, consumer goods, as well as issues and crisis management, Jones has successfully managed businesses through both periods of economic expansion and recession. She will report to Asia-Pacific President & CEO Bob Pickard and will be based in Australia.

Jones previously worked with Burson-Marsteller as Market Leader for Singapore from 2004 to 2007. In that capacity, she was credited with delivering 40 percent revenue growth and returning the company to the top of the agency rankings in Singapore as voted by Marketing Magazine. During her tenure, her hands-on and people-orientated approach helped reduce staff turnover and ensure the highest quality standards. Some of her key clients were HP, Singapore Tourism Board and Pfizer.

Jones (nee McMenamain) is currently the Head of Global Oncology Communications at Roche Pharmaceuticals' head office in Switzerland. At Roche, where oncology represents 55 percent of company sales, she is responsible for setting global oncology media strategy, positioning and messaging. In 2008, she created Roche's first globally aligned and coordinated communications package describing the value of Roche's cancer medicines, which was endorsed by the company's CEO. In 2009, she helped Roche achieve double the media share-of-voice for its cancer portfolio versus all other competitors.

Prior to Roche and Burson-Marsteller, Jones worked with Edelman/Rowland Company (acquired by Edelman) for 14 years including assignments in London, Australia and Singapore where she was the Regional Director of Healthcare in Asia-Pacific and client leader for GSK, Astra Zeneca and Bayer.

Jones obtained her Bachelor of Arts in Communications from the University of Technology in Sydney.

Burson-Marsteller win Trust Company account

Burson-Marsteller Australia (B-M) announced it has been appointed by Trust Company Ltd. (Trust) to provide public relations support for both its philanthropic and corporate activity.

B-M will be responsible for the promotional and public relations aspects of several major awards and scholarships of which Trust is trustee. These include the well known and prestigious Miles Franklin Literary Award, the Portia Geach Memorial Award and the Marten Bequest Travelling Scholarships. B-M's extensive experience in event management, media relations and stakeholder management services will serve a vital role in assisting Trust with the management of these esteemed Australian awards.

People moves...

Victoria Lloyd, Corporate Communications for Mackay Regional Council, leaves to become PR for Price Attack in Brisbane.

Erin Campbell, Sydney based PR Manager for Citibank Australia, goes on maternity leave, returning later in 2010

Dorea Lau moves to Howorth from Burson-Marsteller

Cancer Council use web 2.0 for competition

With a theme of Teens get SunSmart online, Cancer Council Australia's SunSmart competition for teens is attracting plenty of submissions, especially using video.

The SunSmart competition encourages teens to get creative and use photos, video or text to explain how to be SunSmart. Each entry has to include all five SunSmart messages: Slip, Slop, Slap, Seek and Slide.

The competition is promoted to youth outlets and school teachers through media releases, emails and education department newsletters – with an indication of how the competition is applicable to school curriculum subjects.

The 2009 winning entries for the text and photo categories can be viewed online at the Cancer Council Australia website. www.cancer.org.au/2009compwinners

Video submissions are on YouTube:
www.youtube.com/user/cancercouncilaustr

Check out one of the 2009 winning entries, the moving "When skin can talk" – a short story about a woman's skin http://www.cancer.org.au/cancersmartlifestyle/SunSmart/SunSmart_Competition_2009/2009_winners/Lizzie_Dumitri.htm

The 2010 competition will open in May and close Nov 5. Winners will be announced in National Skin Cancer Action Week (Nov 21-27).

communicate et al promotes Tape to GM role

communicate et al has announced the internal appointment of Bec Tape (photo, right) to the position of General Manager, replacing Alison Rogers who has decided to leave the business after eight years.

The move, which takes effect at the beginning of June, marks the end of a successful career with the marketing and communications agency. Alison will be travelling overseas before returning to Adelaide for the next chapter in her career.

Bec Tape joined communicate et al in August 2004 as a Senior Consultant following five years as a consultant with Adelaide-based public relations firm, Hughes Public Relations.

During her time at communicate et al she has led high profile accounts including McDonald's, Vodafone (now Vodafone Hutchison Australia), Community CPS Australia, CIBO Espresso, PKF, HASSELL and Dendy Films. More recently, she has acted as deputy to Alison whilst Managing Director Kate Hannemann has been on maternity leave.



UK Conservatives' 'Cash Gordon' web campaign backfires

(Note from The PR Report: key web 2.0 lesson here seems: do not have un-moderated twitter posts on your website)

Article in full from The Guardian Media

<http://www.guardian.co.uk/media/pda/2010/mar/22/conservatives-cashgordon>

Uncovered: How the Tories recycled a US anti-health care site to attack Brown

How sophisticated is the [Conservatives'](#) digital strategy? If you've stumbled on the '[Cash Gordon](#)' campaign you'd be forgiven for thinking the party has conjured an elite squad of internet wizards out of the ether.

It certainly looks very slick. [The Conservatives' official blog](#) yesterday revealed the [Cash Gordon](#) campaign attacking the Prime Minister's links to the Unite union, and encouraging supporters to earn 'action points' by reading, donating or tweeting about the campaign, which is built around Facebook Connect.

Which is all very clever. But if this all seems a little too slick - it is probably because the site is based on an off-the-shelf template developed by a US anti-healthcare lobbyist. In the words of @wdjstraw: "Tory [#cashgordon](#) campaign brought to you by the team that tried to scupper US healthcare reform. [#ToryFail](#)"

Compare cash-gordon.com with [noenergytax.com](#). (Not, as I first said, with [Operation Waiting Game](#), which is rallying supporters against President Obama's healthcare reforms):

Cash Gordon, [reports Political Scrapbook](#), also hosted beside campaign sites [Hands Off](#), which aggregates tweets against healthcare reforms, [Americans for the Military](#)'s petition against homosexuals in the armed forces and, just for good measure, the [Heritage Foundation](#)'s attacks against carbon trading legislation.

All perfect right-wing bedfellows, but perhaps a little unseemly for the Cameron machine.

Political Scrapbook claims the site cost \$15,000, which makes it a fairly expensive decision: "Contrived to herd visitors through a linear series of actions, Cash Gordon rewards users with a system redolent of primary school '[merit points](#)'. Once you've read Michael Gove's bonkers "[new militant tendency](#)" speech (described by the FT as "[lazy politics](#)") you receive a gold sticker – oh sorry – 25 points. Helping to bombard Charlie Whelan with hectoring tweets (straight out of the [#kerryout](#) playbook) gets you 20 points."

@BeauBodOr "Like the fact you get 50% extra points if you're a non-dom on the [#cashgordon](#) website." We don't think that's true, but then again...

And lastly, whoever cobbled together the rent-a-crowd site decided not to moderate tweets with the hashtag #cashgordon.

Cue carnage:



@OllyBeat "All tweets with #cashgordon appear on Tory campaign website. The sh*t door is open and the nutters are pouring in. See you there..."

• **Update:** And... cash-gordon.com has been taken down. It now redirects back to conservatives.com. But only after the mischief-makers discovered not only that were Tweets unmoderated but the page was accepting code that let the page be hacked and [redirected](#).

Remarkably, the site stayed up long enough for the situation to escalate from [uncomplimentary tweets](#) and [very naughty language](#) to an amusing picture of 'Dave' Cameron and eventually the inevitable Rickroll/porn hack. As well as a redirect to the Labour Party site.

Bet you won't see an unmoderated hashtag on conservatives.com for a while.

The changing landscape of health communications

Gill Fish (photo, right) founded Brand New Solutions, a specialist Anti-Ageing & Preventative Health PR & Marketing Agency, in 2002 and now boasts a rapidly expanding team of senior healthcare PR professionals. Brand New Solutions has and continues to represent some of the world's leading brands, professionals and organisations in the field of Anti-Ageing and Preventive Health.

Gill began her career in magazine publishing in the late 1980s and was Managing Editor for one of South Africa's leading glossy consumer magazines, FAIRLADY. A specialist in all aspects of business performance management and business restructuring, over the next 12 years Gill turned around the profitability of multiple publications, both in South Africa and Australia.

And what fuelled the decision to specialise in the Preventative Health PR space?

"I have always enjoyed working in fields which add value to society, but I also wanted to search for a gap in the market where we could provide a niche service. My personal interest in health and my many years of research in the space soon led me to discover that Preventative Health was the way of the future in healthcare. I also realised that whilst it seemed to be an area full of potential, it was yet to be explored in any great detail, particularly through communications and PR."

According to Gill, Preventative Health is the future of healthcare – but it will require a significant shift in thinking by industry and PR practitioners alike, to take place over the next few years.

"Traditionally, medical practitioners and allied health professionals have been trained to work within a 'sickness' model, where they only see or treat patients when they are sick. However, the fundamental nature of Preventative Health is based on adopting a proactive approach, that is, a 'wellness' model, which encourages health professionals to adopt protocols to prevent the onset of age-related disease."

"Science and the media have advanced so much in the last decade, that a whole raft of new modalities or protocols can be adopted – but only if the consumers are educated properly."

Gill also believes that in the rapidly evolving Preventative Health space, it is crucial that communications professionals stay up to date with emerging trends and news, both globally and locally.

"I regularly attend leading Anti-Ageing conferences overseas and in Australia, gaining access to some of the world's leading health professionals and commentators in Preventative Health. I also sit on the Advisory Council of the Aesthetic Practitioners Advisory Network (APAN), together with the industry's leaders in aesthetics."



“Knowledge is one of the most powerful tools a PR practitioner can have. In order to provide sound, credible, advice to clients – which can include some leading medical professionals and organisations – it is critical that you have a solid understanding of the space and are up to speed on any developments as they occur.”

What’s the relevance for Preventative Healthcare in Australia?

“One just has to look at the loudest on-going debate in Parliament – it’s all about health, the ageing population and the burden on the health system which is cracking under the strain of too few beds and too many sick people”.

“HOWEVER, the problem is the focus of the debate. Take the recent discussion between Rudd and Abbott (March 24, 2010) which focused predominantly on the issue of hospitals and funding. This approach of focusing on the ‘illness’ model of health, where one treats the patient when they are already sick, rather than the new “wellness” approach to medicine, which engages health and medical protocols to help stave off the onset of age-related diseases. The current “sickness” model simply cannot be sustained.

“Through our clients, such as the AustralAsian Academy of Anti-Ageing Medicine (A5M), we are helping to drive this change in mindset and educate people about a proactive positive approach to healthcare”.

“This is why the Government’s announcement at the end of 2009 to set up a new Preventative Health Agency to focus on combating preventable illnesses, such as obesity, diabetes, heart disease and some cancers, is a significant step forward for Australia.”

What does Gill believe has been the driver of Brand New Solutions’ success?

“Our commitment to ongoing knowledge acquisition and education of the team to broaden our ability to deliver true 360 degree campaigns based on a high level of strategic thinking. Our strength lies in our ability to successfully combine this health knowledge with a variety of PR tools for a tangible outcome.”

What challenges lie in store for PR practitioners in the Preventative Health space?

“The biggest challenge currently facing PR professionals in the Preventative Health space is to convert the acceptance of messages by consumers, health professionals and the media about the evolution of healthcare from a ‘sickness’ to a ‘wellness’ model. This will be an ongoing challenge, as to educate these groups about this new way of thinking may take many years.”

And what does Gill consider is the single biggest opportunity for PR practitioners in the next few years?

“The biggest opportunity I see moving forward is the integration of all of the PR/Marketing/Advertising modalities and tools to deliver a truly targeted campaign for clients. Built in to this is the rise of social and online mediums, which must no longer be considered as an add-on to campaigns – but rather, be integrated as a core part of any campaign. This will be fundamental to the success of any campaign now and in the future.”

Gill Fish, Managing Director, Brand New Solutions:
02 8356 9595 or gfish@brandnewsolutions.com.au

CP Communications win three new accounts

PR Agency, CP Communications has won three new accounts in competitive pitches. The agency has been appointed to online publisher Allure Media; online property auctions service soldonline.com.au; and online and digital relationship marketing agency, Permission.

CP Communications will be responsible for managing the traditional and online PR programs for Allure, soldonline.com.au and Permission.

DEC PR win fund manager account

Full service PR Agency, DEC, has expanded its client base with two new major account acquisitions – organic growth across incumbent client, leading videogame producer Electronic Arts and a new partnership with the Charter Hall Group, one of the largest specialist real estate fund managers in Australia.

Electronic Arts has officially appointed DEC to manage all consumer-facing PR for EA SPORTS, EA PLAY, EA GAMES and EA MOBILE portfolios, including the much-anticipated 2010 FIFA World Cup season releases. The newly expanded remit, over the next 12 months, also includes New Zealand and key markets throughout the Asia Pacific region, as well as the handling of all corporate communication requirements.

For Charter Hall, DEC is spearheading the launch of a new bulky goods centre on Sydney's lower North Shore. Known as Home HQ North Shore, the integrated home and lifestyle centre is the first to achieve a 4-star Green Star rating*, representing 'Best Practice' in environmentally sustainable design. DEC will fuel a PR campaign to drive consumer awareness and patronage via official launch celebrations featuring TV personality and home-guru Tara Dennis, local community engagement and a robust media office.



Domino's launches Facebook fundraiser

In the photo are (from left): Michael Gillespie – Domino's Online Marketing Manager, Allan Collins – Domino's Chief Marketing Officer, Charmaine Bingwa – musician at app launch, Sarah Morgan – Domino's Public Relations Manager)

In an Australian-first, Domino's Pizza will today launch a Facebook fundraising event to help support Mission Australia's HUSH for Homelessness 2010 campaign by donating 50cents for every new fan that joins at facebook.com/DominosAustralia.

Domino's is aiming to raise \$10,000 for HUSH for Homelessness by encouraging 20,000 people to join Domino's on Facebook to help raise awareness and combat the issue of homelessness in Australia.

Domino's Public Relations Manager Sarah Morgan said the Facebook event was part of Domino's ongoing commitment to leading the way in Social Media within the Australian fast food industry.

"Social media plays a huge role in our overall marketing communications strategy here in Australia and we are always looking for innovative ways to connect with people online," Sarah said.

"However, we wanted to take it one step further and use our presence to support and raise awareness of a worthwhile cause. This is a fantastic opportunity for us to support Mission Australia's HUSH for Homelessness 2010 campaign by raising funds and awareness of homelessness in Australia."



Fooderati picks up Tastevin, The Corner House

New PR consultancy fooderati may have launched less than a year ago, but already represents clients such as pâtissier Adriano Zumbo of Masterchef Australia fame, luxury homewares retailer Spence & Lyda and has recently picked up Darlinghurst's French bistro Tastevin as well as Bondi Road's Italian-skewed The Corner House.

While there are plenty of PR agencies that specialise in food and lifestyle clients, Melissa says what sets fooderati apart is her unique skill set. With a background in digital advertising as well as being a food stylist, blogger and restaurant critic, her combined perspective offers a comprehensive understanding of the industry. Her blog, **'Put It In Your Mouth'** has been online since 2007, and since then, she's written for Time Out Sydney, The Australian Gourmet Traveller Restaurant Guide and hosts 'The Friday Delicious', a food segment on Sydney's FBI radio.

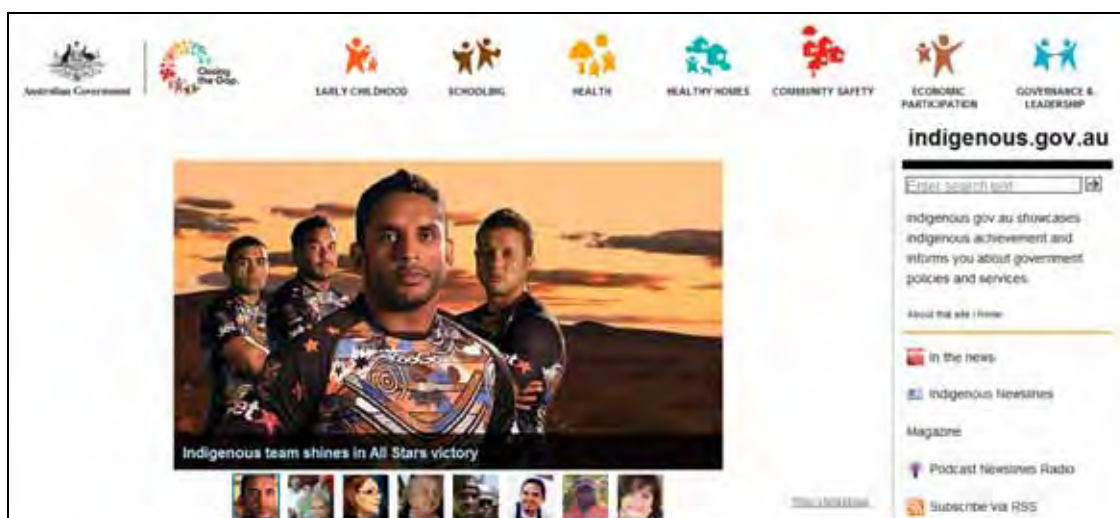


"Being able to see the industry from multiple viewpoints means that I've been able to develop relationships with key media and contacts in a different way. Being on the ground means you're able to pick up on news and trends as they emerge, rather than being further down the chain to about it."

While her job description may be difficult to pin down, what's clear is that the future looks appetising for fooderati.

FaHCSIA launches website for indigenous stories

The Department of Families, Housing, Community Services & Indigenous Affairs (FaHCSIA) has just released a new www.indigenous.gov.au website. It has interesting stories, offers users the ability to become a facebook fan or a twitter follower, so you can be alerted when a new story is posted.



Looking for a new job?

***** PR Jobs – see page 29 *****

Freelance PR & Marketing Directory Launched

Re:Public PR (www.republic-pr.com) is a new online directory listing experienced PR and marketing freelancers. The directory gives businesses access to affordable PR and marketing support. The directory was established by Karen Tearney, former General Manager of Upstream Australia, when she left agency life to work freelance.

“Freelancers are efficient, smart and effective, but potential clients just can’t find them,” she explained. “Some businesses don’t want to pay agency fees, but can’t find an alternative,” Karen explained.

“The purpose of Re:Public is twofold: to give businesses access to high quality freelance consultants, and create and promote a freelance PR and marketing community,” Karen continued.

All freelance PR and marketing professionals are welcome to register, but only consultants with freelance experience and a proven track record will be listed. All consultants are interviewed prior to their details being published on the site.

The directory is free for consultants to list and for companies to browse. Businesses looking for freelance support can also post details of the role or project on the site and request applications from freelancers. Again, this is a free service.

Karen hopes that as well as attracting potential clients the site will become a hub of information, ideas sharing and communication for freelancers across the country.

“Working alone can be hard. As a group we have a vast amount of experience, so I’m hoping that Re:Public will give freelancers the chance to work together, work smarter and have more fun in the process.”

Re:Public already has a growing membership of consultants from all areas of PR. To join, just go to www.republic-PR.com.

Hackett Films and Skii Harvey appoint Tsuki

Production house Hackett Films and smooth jazz diva Skii Harvey, have appointed PR and marketing agency Tsuki to manage their PR activity, expanding the agency’s portfolio across creative, arts and entertainment.

Hackett Films appointed Tsuki ahead of the return of the critically acclaimed animated kids TV series, dirtgirlworld, which airs back on ABC1 and ABC2 this week. The visual style and innovative technique for the series was developed by James Hackett and Jean Camden of Hackett Films, along with the series creator/producer Cate McQuillen of mememe productions.

The agency has also been appointed by Skii Harvey to manage the launch of her upcoming album “Foolish Girl” on 16 March, her first performance since wowing audiences at the 2008 ‘Make Poverty History’ event alongside artists such as Missy Higgins and Lior.

Tsuki will handle consumer, trade and grassroots PR activity for both Hackett Films and Skii Harvey. Tsuki also manages mainstream media relations, trade and grassroots communication campaigns for clients including Volvo Car Australia, PumpTV, Creative Instore Solutions and Macquarie Health Corporation.

Tsuki delivers PR and marketing solutions which increase sales, brand awareness and market share for our clients. Japanese for the “moon”, Tsuki is set on a course of ‘Making Serious Waves’. We drive business-to-business and mainstream consumer campaigns for clients across arts, entertainment, tourism, consumer lifestyle, FMCG and health.

Established in 2003 by Edweana Wenkart (photo, right), Tsuki’s client portfolio includes global and Australian brands such as Volvo Car Australia, Macquarie Health Corporation and Twentieth Century Fox. For more about Tsuki, visit www.tsuki.com.au.



Hargreaves launches Linchpin

Sydney community consultation specialist Faye Hargreaves has launched a new communications agency, Linchpin Communications

Based in Sydney, Linchpin will offer services in community consultation and facilitation on major infrastructure projects. Faye has recently completed an assignment with Sydney Metro, and with a background working on major road, rail and water supply projects.

www.linchpincommunications.com.au

Email: faye@linchpincommunications.com.au



Horizon Communication hires new staff

Horizon Communication Group has made three hires following business wins of Tourism Australia, Konica Minolta and the Department of Education, Employment and Workplace Relations.

Stakeholder specialist Charlotte Juhasz joins the Corporate & Government team as a Senior Account Manager, having recently returned from Edelman Singapore where she led public awareness campaigns, corporate brand positioning and reputation programs across the Asia Pacific region.

All rounder Sarah-Ann Brittain joins as Account Manager bringing deep experience in both brand PR and b2b communication from three years spent at the UK’s largest independent marketing consultancy Golley Slater. Account Coordinator Andrew Hamilton joins from Charles Sturt University having recently completed a Bachelor of Communications (Public Relations).

The appointments follow the recent arrival of Associate Director Janine Hoffman (née Davis), former Head of Consumer Marketing at multinational agency Porter Novelli, who is spearheading the growth of Horizon’s innovative Brands & Communities offering.

Picture:

L - R: Charlotte Juhasz, Andrew Hamilton, Sarah-Ann Brittain, Janine Hoffman (née Davis)



How Blackmores built a social media network

There is much discussion in pharma these days about the role of social media and Web 2.0 applications but one complementary medicines maker has already stolen a march on the rest of the sector

Speaking at the (Frocomm) Health Communication Marketing and Media Conference (photo below), Blackmores' Strategic Business Communications Manager, Simon Marks, and Jason Davey, Managing Director Digital Marketing of digital agency Bullseye, revealed how the web strategy has become a social networking application of its own.



According to Marks, the project has taken seven years to grow from a typical marketing driven push out strategy to its latest incarnation as a growing network of interactive communities centered on health issues through the life stages. And from his presentation, it's clear that resources have been available in quantity.

"One thing I did at the beginning in partnership with Bullseye was take this concept to my board. For me it was about putting out the business case at the start rather than trying to justify it halfway through," he says. "Fortunately I was able to get the board onside and the board was passionate about what we were doing.

Our Chairman, Marcus Blackmore, was our biggest advocate for this program and having that on your side is really big when it comes to budgets and logistics and working with your peers.

We've had to resource up. We've had to get genuine content and adopt a different mindset from a traditional marketing or PR model. We involved everyone in the business from regulations people to sales people marketing teams to my digital team as well."

Content

From the start, content was king.

"The site is based around content so it's about services, it's about much more than just product reviews. We have an editorial team and an editorial content manager and we have a network of contributors and we try and give wherever possible, content that is pretty much objective and credible and isn't overtly commercial."

The journey has taken the team from a "one to many content mindset where we've been basically putting up content based on marketing plans and what we're doing in the marketplace and then pushing it out" to "something that gets higher engagement".

Jason Davey takes up the story. "About five years ago, when Simon and I were thinking we've got a newsletter database, we really want to build a far better relationship with people, we needed to work out how we were going to achieve that. "The first thing we did was create a concept of membership and I guess the big question was why would people have a relationship with a vitamins and supplements company? So we said, we need to shift from product related information and become much more meaningful to people's lives."

On this basis they developed the membership concept initially "around taking a naturopathic service and putting that on-line so you could get a free naturopathic diagnosis via the website".

"We created some physical materials around getting people to provide some details to us allowing us to do some geographic data mining. So for that we created an A-Z health book that was made available to people who registered as well as a environmentally sensitive shopping bag - that was a bit of a freebie - and then there was a fortnightly newsletter which became quite important in the strategy over a longer time," says Davey.

The next step was to "become the lifetime health coach for individuals" by targeting particular life stages.

"We knew people were planning pregnancy so we had a pre-conception website. We developed a pregnancy website with a community of expectant mothers with a tools and interactive services that were relevant to this particular life stage," Davey explains. "We then developed a weight loss or shape website as well to help people get back in shape." These interactive content and features were integrated with traditional off-line marketing and advertising. Once the initial membership objective of 100,000 was reached, research for developing a useful segmentation model began.

Segmentation

Members were asked to participate in a 10 to 15 minute survey that, despite minimal incentives, attracted a 36% response. Says Davey, "That, I guess indicated that the first people we attracted were advocates. Members on this relationship marketing program spent 34% more than non-members compared to a control group."

This led the team to focus on advocacy as well as loyalty and, in particular, to personalise newsletter content and design towards four customer segments. "That resulted in a 50% uplift in open rates of communications... and four times the click-through rate. That's proved that this personalisation effort really has worked in engaging people."

But, says Marks, the effect did not last. "Engagement drops off with time. The longer people had been on the database, the less they tended to open their emails. We were disengaging because we weren't keeping up the relevancy.

"We thought we've got two ways to go here. We can either try to engage this base a little bit more... or we can actually just listen to them, profile them and find out how their health needs were changing over time and that's what we did." Says Davey, "Now we have individual profiles and people tell us their particular interests and we monitor their interactions and behaviour so we can get very specific about refining the specific targets of our communications."

The latest development takes the strategy one step further by introducing online communities and creating a home page that is always fresh for each individual who engages with the Blackmores system.

Each member sees the communities they've joined, the activity that's occurring in those communities, favourite saved content and bookmarked products. According to Marks "that sort of realtime engagement is quite compelling". "When I come back to this site on the home page, straight away, we're focusing on getting me involved in a conversation."

Promotion for the new site exhorts people to "personalise your on-line experience" and "write a well-being goal to inspire yourself and others" and "Remember to follow us on Twitter and Facebook for the latest updates and natural health news".

All in all, it looks very like Web 2.0 in action.

How small niche articles can become big

Article in full by Stephen Mayne from Crikey 28/3/10

Mike Mangan vs Kerry Stokes

Mike Mangan is the former Deutsche Bank media analyst who famously took on Rupert Murdoch and then lost his job. These days he's a boutique fund manager who writes occasionally for [Business Spectator](#) and has been front and centre in the debate over Kerry Stokes's Seven-Westrac deal over the past week.

It all started last Monday when Mangan wrote a story for *Business Spectator* expressing concern about the pricing of the \$2 billion related party deal.

What started out as a short 1000 word report in a niche publication by a small fund manager somehow crossed over to the mainstream media 48 hours later courtesy of [this story](#) by Fairfax's Michael Evans.

Alan Kohler admitted the Mangan story was taken down five hours after publishing on "legal advice" and Mangan himself told Fairfax he felt "intimidated" when served with a tracing notice to establish the size of his fund's small holding in Seven.

Mangan continues to believe the transaction needs to be re-priced in favour of the minorities and you'll find his latest 2000 word piece on *Business Spectator* [here](#).

The latest column repeats the points made in Monday's pulled piece, together with Mangan's understanding of Seven's views. The valuation section in particular is quite detailed but fascinating, especially the elements dealing with ASIC's valuation regulatory guidelines.

I too had a fairly robust exchange with a Seven director after this [recent Crikey story](#) complaining about the deal and Kerry Stokes remains the only chairman in more than 300 public company AGMs who has called security to force your correspondent to stop asking questions.

Camp Stokes sure do know how to play rough but I still think the minorities will show some spine and vote the deal down. As Mangan says, it is a simple question of price and an enterprise valuation of \$2 billion for Westrac is just too great given the risk profile.

Fankoo PR win Scribblepics account

New boutique PR agency Fankoo PR, founded by Alexandra Cousins, has won a number of clients including international luxury watch brands IWC Schaffhausen and Vacheron Constantin (Richemont Group), lifestyle clients such as 5 star villas in Bali and tourism online businesses. New client Scribblepics is a new online business which allows people to upload their own photos and create real postcards. These are then distributed anywhere in the world within 24 hours.

Jetstar to direct 40 per cent of marketing budget into social media and online channels

Australian low cost airline Jetstar has announced a move to increase its social media budget for the next financial year to up to 40 per cent of its total marketing budget.

(Photo: David May, Head of Marketing and PR is in the middle at the back. Jetstar Marketing comprises all marketing for Australia, NZ, Japan, Vietnam and Singapore markets, PR domestically and internationally, and designers who create all the artwork for the entire Jetstar network)

The significant shift in marketing spend shows Jetstar's increased focus on social media and acknowledges the significance of social and digital media as a marketing tool.

Jetstar Head of Marketing and PR, David May, said they had 'tested the waters' of social media during 2009 with huge success, and with other traditional media becoming more expensive and fragmented, social media was the next obvious medium for marketing.



"We've conducted some very successful marketing and PR campaigns via social media in the past 18 months, including YouTube and Twitter, and the response has been phenomenal," Mr May said.

"The increase in costs of traditional media compared with the audience reach is significantly higher than with social media, where you can potentially reach hundreds of thousands of consumers with the one simple online message – and digital TV isn't filling the gap.

"It's clear our customers are comfortable in the online space and as Jetstar is essentially an online retailer, it makes sense for us to embrace social media outlets. Online media channels gives us immediate access to our consumers and is just another way Jetstar is utilising digital technology in an innovative way," he said.

"Social media offers more value for money and is a smarter way to reach our customers – which is what Jetstar is all about," Mr May said.

Jetstar uses social media for new route launches, special offers and announcements, responding to customer queries and posting sale and news updates daily.

In May last year, Jetstar conducted a sale exclusively on Twitter as part of its 5th Birthday celebrations. The campaign offered 1,000 seats for two cents – selling them all in a matter of hours. Jetstar has more than 6,000 followers on Twitter in Australia.

Jetstar also announced a new route launch using Twitter with a "free seats" sale offering 10,000 free seats on its new Sydney-Melbourne services in August last year.

More recently Jetstar launched the Customer Charter on their YouTube channel www.youtube.com/jetstarairways.

Richard Smith, Managing Director of Maxus, Jetstar's media buying agency, said he was supportive of Jetstar's increased focus on social and digital media.

“In line with the increasing need to talk to smaller, interconnected communities; communities that when aggregated deliver large numbers of engaged and involved brand advocates, we are likely to shift a large percentage of Jetstar's above the line media spend into digital areas, with an increased focus on social media, Mr Smith said.

Follow Jetstar on Twitter at www.twitter.com/jetstarairways

Is social media becoming more or less sociable?

by Sam North, Ogilvy PR (photo, right)

The murder of a Queensland schoolgirl, a video of a group of teenage boys in Italy taunting an autistic boy, a \$30,000 defamation verdict and Lara Bingle have all combined in the last week or so to show that the world may at last be starting to catch up with social media.

The growth of social media over the past decade has been exponential, so much so that the legal and ethical restrictions that society has for virtually all other activities have struggled to seem relevant.

“The internet is different”, people cried, “Its very basis is the free exchange of information.”

Well, maybe.

A Victorian man posted an anonymous comment on HotCopper, a stock market discussion forum. The comment, about a WA technology security company and its managing director, was defamatory. The managing director tried to get HotCopper to identify the poster. HotCopper refused, but was forced to by a court order. The registered name ended up being false but the poster was eventually tracked down and taken to court for defamation – the result being the \$30,000 verdict against him. Two other supposedly anonymous posters on the same site have court action pending against them.

The moral: a court has shown that anonymous is no longer anonymous, and the normal rules of law will apply to anything you say.

In Queensland an outpouring of grief over the murder of a young girl led to a tribute page being set up on Facebook. That page was defaced, with people posting insulting and derogatory remarks and links to porn sites. The call was for Facebook to “do something”, with the general tenor being that Facebook and other sites should be responsible for the material they contain. But, as University of NSW Cyberspace Law and Policy Centre executive director David Vaile was quoted as saying on smh.com.au, making website owners or internet providers more accountable for online content would lead to their demise and see the end of free social networking sites.

The moral: administrators of Facebook pages need to be aware of their responsibilities. If you set up an open site then you should be able to moderate it – around the clock if necessary. If you can't then either don't set up the site or bring in reinforcements.

In Italy, the six month suspended jail sentences given to three Google executives has led to a further outcry. The executives were on trial for defamation and for violating Italy's privacy laws. The trio were found guilty of the privacy charges in that they were held responsible for Google having hosted the offensive video. The video was online for around two months but was taken down as soon as Google was informed of its contents.



Google announced it would appeal, saying the ruling “attacks the very principles of freedom on which the Internet is built.”

Google said the European Union law gave hosting providers “a safe harbor from liability so long as they remove illegal content once they are notified of its existence... If that principle is swept aside and sites like Blogger, YouTube and indeed every social network and any community bulletin board, are held responsible for vetting every single piece of content that is uploaded to them — every piece of text, every photo, every file, every video — then the Web as we know it will cease to exist, and many of the economic, social, political and technological benefits it brings could disappear.”

Well, again maybe.

It would certainly create havoc with the Google business model, but perhaps that’s what the judge was getting at. The reasons for the decision have yet to be published but Marc Rotenberg, writing in the Huffington Post, says that there seem to be similarities between this case and cases in the early 1900s which established a person’s right to privacy in the US. Those cases established that a person’s image could not be used for commercial purposes without their permission. Rotenberg says that the Italian case hinged on the prosecutor’s claim that Google was making profit out of the video, which was driving people to the site and its advertisers.

The moral: not certain yet, but it may well be that if you are making money by hosting advertisements on site then you may end up being viewed as a commercial operation rather than just a host.

And to finish with Lara Bingle, the social page habitué who announced that she was taking legal action against AFL player Brendan Fevola after a nude image of her was made public on a website and in a magazine. The picture shows Bingle naked in a shower trying to cover herself.

Bingle is taking action “for breach of privacy, defamation and misuse of her image.” Just what that will result in is anyone’s guess, but it could end up a cautionary tale about mobile phone cameras, ease of downloading and the relentless spread of the web.

The moral: be careful of the company you keep

Is your Twitter account a crisis waiting to happen?

As the following article demonstrates, the use of Twitter by corporate and Government spokespeople has huge potential risks for an organisation if hacked by a malicious person; all PR practitioners should consider evaluating the use of Twitter with their CIO and Managing Director.

Article in full By Celine Castella in Beaumont, France: AFP March 26, 2010

'Hacker Croll' says Obama, Britney Twitter hacks were a warning

A FRENCHMAN who broke into Barack Obama and Britney Spears' Twitter feeds insists he is no hacker but a "kind pirate" seeking to expose security weaknesses. “I did not act with a destructive aim... I wanted to warn them, to show up the faults in the system,” said the 23-year-old, who was arrested this week after an operation by French police and FBI agents.



The curly-haired unemployed computer technician wore a pair of slippers adorned with smiley faces as he sat in his parents' home in central France and told of how he broke into the popular micro-blogging site.

Francois C., who spoke on condition that his full surname not be used, is accused of breaking into Twitter and Google accounts, including ones used by US president Obama and pop star Spears.

He has been bailed and is due to appear in court on June 24 and faces up to two years in jail if convicted of hacking into a database. Francois took the name "Hacker Croll" from a figure in the Pacman video game he loved as a child and used it as an online pseudonym to brag about attacks on Twitter, which lets users send out messages of up to 140 characters.

Guessing passwords

In order to break into Twitter he said got access to the mailboxes of the company's employees by "guessing their passwords" or figuring them out by studying their Facebook pages, blogs or other websites. In April last year he finally cracked the site's administrator codes and then got into the accounts of people like Obama and make screen captures which he posted on chat forums, he said.

"Everyone thought it was a joke until Twitter complained," he said. Francois, the eldest of six children, lives with his parents in their modest home in Beaumont, a small town of 12,000 people near Clermont-Ferrand, the city where he will go on trial in June.

His mother said that her son had "always been very introverted." "I don't know anything about computers," she said. "I knew he spent a lot of time on his computer but I never thought it would end like this." Francois said he does not go out much and spends up to 10 hours a day surfing the web. "It's my only passion," he said.

His father gave him his first computer when he was eight. He got into video games and then started exploring the Internet when he was 14, he said.

'Warning, not hacking'

He attacked Twitter simply to show "that big companies are no more secure than any internet user. That's the message I wanted to get across."

"I am not a hacker. I am a kind pirate," said Francois, who did a computer technician course last year but has been unable to find a job. Local prosecutor Jean-Yves Coquillat agreed. "He is not a hacker in the classic sense. He entered a house whose door had been left open."

This is not the first time Francois has been in trouble with the law. Last year he was given a suspended eight-month prison sentence and a small fine for gambling online with money that did not belong to him, police said.

San Francisco-based Twitter did not immediately reply to an enquiry about his arrest while the FBI said it was looking into the report.

In July, leading US technology blog TechCrunch.com reported it had received a file containing 310 confidential corporate and personal documents from "Hacker Croll" about Twitter and the firm's employees. TechCrunch said the documents included minutes of executive meetings, partnership agreements, financial projections, calendars, phone logs, office plans and other information. The blog published some of the documents.

Twitter founder Evan Williams confirmed to TechCrunch at the time that documents had been obtained, but insisted the hacker did not gain access to any Twitter user accounts.

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

***** see page 39 *****

Interns use YouTube video to show lifestyles of top law firm

It's not just employee's of Domino's who are uploading videos to YouTube, even interns at prestigious Australian law firms are getting in on the act. Interns used a "Gangsta Rap" take to highlight work experience at Malleson Stephen Jacques, a Tier 1 law firm in Australia.

Being good aspiring lawyers, the young interns run a disclaimer at the beginning of the video! Watch the fun here: <http://www.youtube.com/watch?v=UNLmF51s3iA>



Undertow Media win 3 new clients, recruit staff

Undertow Media has recruited two new staff, Daniel Stewart and Cara Calandra (pics, right), to help with new client wins following the bouncing back of the property sector.

Undertow Media has won new clients including ID Project, ISPT and Unitised Building, who join development clients including Fridcorp, Stockland, Mirvac, ING Real Estate, Salta, First Light and Michael Yates & Co.



Magnum PR win Nudie project

Fresh from managing the national media program with the world's best surfers on the Gold Coast for the **Quiksilver Pro** and **Roxy Pro**, Sydney based consumer agency, **Magnum PR**, is already getting straight into some other big brands after several hot new wins.

Healthy beverage brand, **Nudie**, has just appointed Magnum PR to head up a hefty six month PR campaign for an exciting new product launch happening in April.

Following a very successful Christmas campaign project for one of Australia's leading online department stores, **oo.com.au**, the brand has now signed on with Magnum PR for 12 months. The PR program will be focused around building their business during non-peak periods and raising awareness of the brand in general.

In addition to ongoing retainer work with **Colgate-Palmolive**, Magnum PR is also now heading up a number of extra projects for the global brand. PR activity includes a re-launch for **Ajax Spray n' Wipe** (which sees a return to the original TVC concept with actress Paula Duncan), new toothpastes **Colgate WISP** and **Colgate Total Advanced Clean**, an exciting new product launch for detergent brand **Dynamo**, and a humorous campaign for **Palmolive** focused on encouraging Aussies to ditch the soap and switch to shower gel!

Magnum PR has also taken on the PR for family-owned brand **Sandhurst Fine Foods** who specialise in a range of authentic Italian delights suited to Australian tastes such as antipasto, olives, oils, vinegars, spreads and pastes.

Note: Magnum PR is on the lookout for experienced PR staff to join their team www.magnumpr.com.au

New client wins for Dash PR

Dash PR has been appointed by Xiomara Australia and NAST International to manage its public relations.

Xiomara Australia, a high-end footwear label established by designer Eileen Chua is a recognised brand in the bridal industry. Comprising of exclusive designs, Xiomara is now looking to enhance the brand and go beyond bridal into high fashion within its three key collections – Pearl representing ivory purity, Ebony personifying evening elegance, and Fleur symbolising a rich coloured bouquet.

NAST International, creators of Halo Headphones, is an innovative company headed by designer and Anthill Magazine 30under30 entrepreneur Kirsten Black. Pioneering the original 'headphones in a headband' which are high fidelity speakers that are inserted into a paired headband, NAST International is developing new varieties of Halo Headphones to introduce to the Australian and international markets.

Dash PR will work with both clients to increase awareness and positioning through creative and interactive strategies, promotions and product placement. In addition to traditional PR tactics, Dash PR will focus on building the brands' social media presence, as well as introducing the brands at industry-specific events including Xiomara at Rosemount Australian Fashion Week and Halo Headphones at the Australian Fitness & Health Expo.

Dash PR is in its second year of business in April 2010 and headed by director Christine Kardashian.

ZING recruits Routledge

Zing has appointed account director, Trisha Routledge, to work on some of the agency's most significant accounts as well as new business.

Trisha brings over seven years experience from UK agencies including Lexis Public Relations where she headed up accounts for Nokia UK, leading energy provider EDF Energy and Ebay owned Gumtree.com where she was seconded in-house and acted as the brand's spokesperson. Her experience spans a wide range of sectors including travel, government bodies, sports sponsorship, and entertainment.



PRVille launch virtual newsroom: iPublicist.com.au

Melbourne based PR agency PRVille launched what they describe as “Australia’s first virtual PR showroom and newsroom” saying that “ iPublicist.com.au (brands and media just click) will connect journalists, editors, stylists and bloggers seeking hi res images and press releases, with brands seeking exposure.”

According to PRVille’s founder Becx Long: “Media can save time phoning PR/publicity agencies in the hope of finding a red dress for Thursday’s shoot, for instance – each hi res image is accompanied by details of product sample availability. And of course brands can track what’s been downloaded, by whom, to help them capture their coverage.”



Additional features include an online message facility, iPublicist Postie, which lets media send their ‘briefs’ to a database of brands by category, potentially broadening the scope of their requests.

“We’re launching with brands in the ‘marketable’ categories of fashion and beauty, before launching to Sydney media at the end of May, and progressing with technology, travel and home categories.”

“Similar sites have proven extremely successful in the UK and US, where brands such as The Body Shop, Accessorize and Debenhams use the sites in the stead of their own web press areas,” Becx added.

Pulse MD Sam Allen off to New York

Samantha Allen has been appointed Managing Director of Ogilvy PR Worldwide Global Consumer Marketing practice, effective July 1. With nearly 20 years of experience, Allen brings strong expertise in building effective and award-winning consumer marketing campaigns for her clients and leading multi-national teams. (Photo: left: John Studdert, MD, Ogilvy PR; right, Samantha Allen)

Allen founded Pulse Communications as a consumer PR agency in Australia, which is part of the Ogilvy PR network. It’s one of Asia Pacific’s most awarded and successful consumer PR agencies with a client base that includes LG Electronics, Tourism Australia, Fosters CUB, Rolls Royce, Ford, Unilever and more. Pulse was awarded the Best New Consultancy in 2004 (Asia Pacific PR Awards), Campaign of the Year (2008 Asia Pacific PR Awards), and has gone on to win over 50 Australian and global awards including the top honour for all WPP-owned PR agencies worldwide.

Prior to joining Pulse, Allen worked in various agency roles in London and San Francisco. She also founded Chocolate Communications, a full-service consultancy offering consumer, corporate and business-to-business public relations, attracting companies such as Ben & Jerry’s and Diageo. While in the UK, Allen led campaigns for a variety of consumer brands including Nokia, Packard Bell, Dualit Homewares and Nescafe. She earned a bachelor’s degree in business from RMIT (Melbourne) and a post-graduate diploma in accounting and finance from Guildhall University (London).



Science media prizes on offer

Entries for the 2010 Australian Museum Eureka Prizes are open with dedicated Eureka Prizes for science communication and journalism worth \$30,000:

- Australian Government Peter Hunt Eureka Prize for Environmental Journalism
- Australian Government Eureka Prize for Science Journalism
- New Scientist Eureka Prize for Science Photography

For further information go to www.australianmuseum.net.au/eureka or contact eureka@austrmus.gov.au entries close Friday 7 May.

VIVA recruits new GM

Independent specialist healthcare PR agency VIVA! Communications has appointed Paul Jans to the position of General Manager.

Paul brings a wealth of management experience to the growing team at VIVA!, with a sales and management background spanning two decades across Australia, New Zealand and Asia. He most recently worked with IBM Global Services as the Cisco Alliance Executive and prior to this role, held senior management, sales and marketing positions in Singapore.



Victorian Government embraces digital democracy, campaigns

Vic State ad campaign takes aim at social media

Article in full from Marketing Magazine 25/3/10

The Victorian Government will launch an advertising campaign warning young people of the penalties of carrying knives.

According to police minister Bob Cameron, the campaign entitled 'Knives scar lives', was just one aspect of the Government's approach to tackling weapons-related crime and would support recent measures to strengthen Victoria's anti-weapons stance.

"We are taking strong action to drive down stabbings and tackle knife crimes head on. This campaign carries a strong but simple message: If you carry a weapon unlawfully, you're in trouble."

It will include out of home and print execution, however Cameron indicates that it will heavily push the campaign on social media and digital platforms such as Facebook and MySpace.



‘Seeing what you mean’ in PR planning

By Guy Downes, visual communications specialist, www.guydownes.com.au

Are you responsible for running high-level PR planning sessions and client meetings? Would you like a unique and memorable way to capture the vital ‘thinking’ generated in these types of sessions?

If the answer to either of these questions is ‘yes’, read on.

High-level PR meetings can cover a vast area such as strategy and planning meetings, thought-leadership and campaign brainstorms, preparing for a major product launch or devising how to run a great event to name but a few.

With your client and team attending, time always at a premium and a large amount of discussion, opinions and information being generated, the pressure on the facilitating PR consultant to make sure that the meeting is successful, effective and enjoyable can be high.

One crucial ingredient in making sure that there is return on investment (ROI) for the meeting is making certain that the main ideas, thoughts and actions are recorded. This helps everyone remember and share what was said and agreed upon, so that the next stages of planning and execution can begin smoothly.

A unique and innovative method to chronicle the discussion and flow of ideas is **graphic recording**, which focuses on capturing meeting conversations as they unfold in ‘real time’. Graphic recording is a visual technique performed by a ‘graphic recorder’ who pulls out the main ideas, thinking and even ‘prickly’ issues as they are brought to light and transfers them onto large wall-size posters in the meeting room.

The graphic recorder works silently on a wall beside or close to the meeting participants. This allows the PR team to run their session as normal but safe in the knowledge that the main themes and ideas are being conveyed onto large posters. The graphic recorder listens closely and draws the conversation ‘live’ onto the posters using images (icons, sketches, drawings) and the actual words used by attendees. The graphic recorder uses bright marker pens resulting in a colourful and eye-catching visual journey of what was said.



Traditional recording methods in meetings (such as a scribe ‘bullet pointing’ and listing linear information on multiple sheets of butcher’s paper) can also be effective but they do not always match the output or impact of graphic recording.

The difference that a graphic recorder can deliver lies in his/her ability to:

- Visually interpret the conversation flow in ‘real-time’ so that participants can stand back and ‘see the bigger picture of what is said as it is being said’; and

- Deliver a large-scale poster that visually and creatively shares all the critical information as well as provides a sense of the dynamics, energy and tone in the room.



With studies showing that 65 per cent of people are visual learners¹ (people who need to see what they are learning), the benefits of using graphic recording in a high-level communications setting can be several:

- Graphic recording can help to increase ROI for participants as people can physically see that their thoughts have been heard and they can see where their ideas are going;
- Seeing a 'visual dialogue' unfold on the posters can help increase the level of engagement and can spark new ideas as the participants respond and refer to what the graphic recorder is capturing;
- The large-scale poster provides a 'big picture' overview that participants can take-away and review to help plan future direction, messaging and/or communication priorities. (These priorities can even be distilled into an illustrated 'journey map'.)
- After the event, the final visual poster acts as a compelling summary to those who attended (and to those that could not); and
- Graphic recording uses creativity (colour, images, words, icons and sketches) to share vital ideas and in doing so brings energy and fun to meetings.

In PR and communications, getting people to see the 'bigger picture' and be on 'the same page' is important. During meetings and thereafter, graphic recording can help achieve this by ensuring everyone can picture, understand and reflect on the emerging ideas, thoughts and issues in their discussion. Put simply, it helps people 'see what they mean'.

About Guy Downes

Guy Downes is a graphic recorder and illustrator who runs his own visual communications venture www.guydownes.com.au. Previously, he spent six years at Howorth (an Ogilvy PR Worldwide company) in Sydney and four years in London working for Banner and Weber Shandwick Technologies.

Stephanie Aye to lead B-M Technology practice

Burson-Marsteller (B-M) has appointed Stephanie Aye as team leader of the B-M Australia Technology practice, succeeding long-serving Daniel Young, who becomes Head of Digital.

“We will soon be announcing a new career move and business initiative for Dan but his move has afforded us the opportunity to recognise and reward one of the up-and-coming stars of the consultancy world, Stephanie Aye,” said Brian West, Market Leader for Burson-Marsteller Australia.

“Stephanie’s skills in client, financial and team management hold us in good stead for continuing the success of our Technology practice.”

“This is a fantastic opportunity, and I’m really excited to be leading the team, having been immersed in the world of tech PR for some time now,” said Stephanie. “I’m looking forward to continuing to develop the long-standing, strong relationships we have with our core clients, Hewlett-Packard (HP) and SAP, and to growing the business – backed by my extremely talented, dedicated and passionate team.”

Stephanie has over 10 years’ experience in public relations, public affairs, corporate communications and journalism. She joined B-M in 2007, initially working on a range of client accounts, including Accenture Australia, and went on to lead the HP account. Previously, she was Public Affairs Officer for the Australian Industry Group (Ai Group) – Australia’s leading industry organisation and business lobby group – reporting to the Director of Public Affairs and Government Relations.

Stephanie worked as a journalist and producer in radio news for ABC Radio National and local radio, before joining Ai Group. She was also previously an intern with ABC TV’s Four Corners and Australian Story, as well as Channel Ten News. She has a Bachelor of Arts in Communications (Broadcast Journalism) from Charles Sturt University and a Diploma of Business (Marketing) from APM Training Institute.



Recognition PR wins LiTMUS Group account

The LiTMUS Group (LiTMUS) has appointed Recognition PR to provide public relations services in Australia. Recognition will also provide LiTMUS with marketing support activities via its sister company Outsource as required.

The LiTMUS Group is an Australian management consulting firm with offices in Brisbane, Melbourne, Sydney and Singapore. The account will be headed by Traci St. Lawrence, senior account manager at Recognition, and will be supported by account executive Lauren Sharkey.

Recognition is an Australian-owned media relations and marketing communication consultancy with more than 25 years experience, specialising in the IT and business-to-business markets. Recognition’s clients include Atdec, the Business Software Alliance, Fluke, Happen Business, Hostworks, Kelly Services, RSM Bird Cameron, Symantec Hosted Services, Quest Software and Wavelink Communications.

The PR Shop opens in Australia

New Zealand public relations agency the pr shop will open its Sydney office due to demand generated by clients across the Tasman Sea.

Directors Pippa Lekner and Sally Frewin say their straight shooting, results focused approach to public relations is what has driven the demand for the pr shop to expand into Sydney.

Lekner and Frewin opened the pr shop in Auckland in 2005. Specialising in consumer PR, the pr shop has since gone from strength to strength, today boasting a happy shopper list that includes the likes of Lion Nathan, Bell Tea & Coffee, Make a Wish, The Food Show, Pumpkin Patch and Kohu Road. A team of six in Auckland, the Australian team consists of two senior consultants, Jane Stabler and Dana Edwards.

DIAC issue staff social media policy

A social media policy for Department of Immigration staff provides a handy list of dos and don'ts around the use of blogs, wikis and sites such as Facebook or My Space.

The Department of Immigration and Citizenship (DIAC) produced the new instruction which has been incorporated into its revised code of conduct guidelines.

"DIAC is at the forefront of government agencies in using new media to deliver news and information to the community," DIAC secretary Andrew Metcalfe said.

"For example, the department's online newsroom offers fully searchable broadcast quality video and audio, while its YouTube channel, ImmiTV, showcases stories about its activities and programs.

"The new social media policy recognises the widespread influence that blogs and wikis have within the community, and that of course includes our staff whom we want be alert to the potential risks of identity fraud and other threats.

The Australian Public Service (APS) Commission encourages employees to embrace the opportunity to contribute to the mix of opinions on social media.

Working with online media in an official capacity is subject to the same standards that apply in a physical work environment under the Public Service Act 1999 .

"This new instruction is designed to protect the identity, safety and privacy of individual employees and their colleagues, and advises them to understand how to use privacy settings and preferences for restricting access and protecting content," the secretary said. "Among other things, it also reminds staff to seek permission from colleagues and friends when posting photos and other information online."

Key points to note include advice on the following aspects of social media.

Potentially, all content posted to social networking sites becomes:

- public information freely available to those who access it
 - information that can be used as source material for journalists and
 - other interested parties, and
 - the property of the networking host
-
- Employees who engage in social networking from work can be identified by their email address

Advice on the personal use of social networking sites suggests the following:



Employees who blog in their own time using their own resources should not record any information regarding their employment, including work email address, contact lists, work duties or any photographs of DIAC employees at work-related functions and activities after hours or while away from home.

Visit DIAC's media centre at: www.newsroom.immi.gov.au

Porter Novelli launches first job via Twitter for V Raw

V energy drink called on Porter Novelli to drive mass awareness of V Raw; a program which gives young Australians a foot in the door to creative industries across the country.

PN drew attention to the internship program by launching Australia's first job recruited via Twitter.

Applicants had just 140 characters to score themselves an in-demand digital role with Modular Records, the label who are behind popular bands like Wolfmother, Ladyhawke and Cut Copy.

To conserve characters and give the social media masterminds a head start, all Tweets had to complete the phrase 'I should be the V RAW/Modular digital ninja because ...' and be hash tagged #v_raw_modja. Tweets were judged on creativity, reference to other information sources and being damn clever.

Kelly Hill, account manager for the project said, "By coming up with an Aussie first in the digital space we created a strong news angle. We also got Modular's Angus Truskett on board. He was a former V Raw intern who went on to secure a paid position at Modular, so he was the perfect case study to demonstrate the real potential of the V Raw placements. The announcement was rounded out by some imagery of the guys from Modular expressing the digital ninja role in a very tongue in cheek way."

The Twitter announcement was just one part of a ten month program for V Raw. The program launch coincided with the announcement of rising unemployment and wrapped up with inviting budding young fashion designers to submit their portfolios for the V Raw LiveStyle Design Search. This new design competition was created to leverage V's sponsorship of the 2010 LiveStyle Fashion Festival and Porter Novelli was enlisted to drive entries.

Mainstream media relations activity was complemented by blogger outreach, resulting in influential fashion bloggers spreading the word and encouraging entries among the most fashionable circles. Fashion schools across Australia were engaged to drive entries from those who need an industry break most. The combination of traditional media, a twitter first and blogger outreach resulted in a reach of over 15.8 million impressions and a very dynamic campaign.

PR Jobs

Salt & Shein

PR Agency Jobs:

Please call Ike Levick on 0405 218 626 in confidence or email your application to ilevick@saltshein.com.au.

1. Practice Head, B2B Tech

- Leverage business and enterprise tech experience
- Manage and grow a team

Impressive global PR agency is seeking a Practice Head to take its B2B practice to the next level. Ideally the successful candidate has experience of being a Practice Head within another agency. Experience in business and enterprise technology brands is a must. Telco experience also highly desirable. Focus is on corporate/B2B communications. Must have track record in winning and driving new business. *Immediate start.*

2. Practice Head, Digital

- Develop a fledgling practice
- Work across the agency providing digital insights

Multi-national PR agency is seeking a digital guru who can establish a strong digital practice area, work across the agency to provide digital insights and refine the agency's approach to digital communication. The shape of the role will depend on the person. *Immediate start.*

3. Account Director, Healthcare – 12 month contract

- Work with industry experts
- Join a growing team
- Strong chance that the role will be made perm

Healthcare specialist communications team is seeking an Account Director-level PR consultant who can hit the ground running. Clients from nutrition, consumer and FMCG sectors. Successful candidate will need to be a product PR expert and able to juggle different therapeutic areas at once - from sleep apnoea and cholesterol spreads to IVF clinics and heart medication. *May start.*

4. Account Director, Healthcare

- Join a close knit team
- Win new business
- Manage and implement award-winning campaigns

Multi-national PR agency is seeking a highly motivated and experienced AD to join its healthcare team. Scope to becoming the 2iC. Successful candidate will need at least six years' PR agency or in-house experience. Media relations, in-depth understanding of healthcare PR and the regulatory codes is essential. *Immediate start.*

5. Account Director, Wine and Travel

- Work on leading alcohol brands
- Devise and drive innovative PR campaigns
- Enjoy the benefits of a global network

Seeking experienced wine and travel PR consultants, at Account Director level, who can focus on a large and leading Australian alcohol and wine brand and help grow the travel and tourism division. *Immediate start.*

6. Senior Account Manager, Consumer

- Assist with strategic development
- Manage client accounts
- Building and delivering social media programs

Join a growing consumer boutique while enjoying the safety net of a large global communications network. Enjoy working on a range of established consumer clients. *Immediate start.*

7. Senior Consultant, Consumer/Health, PR Agency

- Well established healthcare team
- Large consumer health brands
- Great City location

This award-winning global PR agency is seeking a strong consumer/health Account Manager with over five years' experience. The initial focus of the role will include working on accounts in weight management, food and nutrition and some consumer health. *Immediate start. Applicants from overseas may apply.*

WELLINGTON'S



Wellington's Recruitment

Wellington's Recruitment Pty Ltd was established in July 2004 by Amanda Wellington (pictured), an experienced recruiter with over 12 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.

Contact: Amanda Wellington
Phone: 02 9959 2488
Fax: 02 9959 2244
Website: <http://www.wellingtons.net.au>
Email: careers@wellingtons.net.au

In-House Corporate Comms. Team Leader - 6 Month Contract! | Circa \$170K Package Pro Rata

Location: NSW

Top in-house opportunity for experienced Corporate Comms. practitioner looking to secure a six month contract starting August!

Depth and variety is on offer and you will enjoy being hands-on whilst managing a team of three experienced Corporate Comms Managers. This is a blue chip global corporate with a supportive and rewarding culture. You will be degree qualified with 12+ years of experience in corporate comms/PR some of which will have been gained in a corporate environment. Experience in Food & Bev./Retail/FMCG/Health/Nutrition preferred. You would also need to drive but it's free parking!

In-House Consumer PR Manager | \$140K

Location: NSW

Top opportunity to go client side if you're currently a consumer PR SAD/

GAD working in an agency on blue chip consumer accounts. Or if you are currently in-house looking for a more dynamic and fast paced environment then look no further! Food & Bev./Retail/FMCG experience preferred. You would also need to drive but it's free parking! 9+ years of PR experience required.

PR AD/Senior Account Director - Consumer - Travel/Wine! | \$120K-\$130K

Location: NSW

Funky consumer agency has a need for a consumer AD/SAD who is at the top of their game! You will drive some key agency accounts with large budgets and a breadth of projects so variety is a given here!

Prestigious and exciting accounts to drive in the popular sectors of travel and wine! 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! 7/8+ 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.

PR SAD - Consumer/Sport - Top Melb. Agency | \$130K

Location: NSW

Ideas led PR agency in Melbourne needs entrepreneurial & creative SAD to join their established consumer team. Variety of fun and challenging accounts on offer whether sport, FMCG or health & wellness with highly visible projects/events! Creative agency with buzz! Make the move to Magic Melbourne!

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.



Staffing | **Professionals** | Executive | HR Solutions | Inhouse Services

Sydney

senior account manager / account director

- **Very competitive salary package**
- **Award winning boutique agency**
- **Loyal & established clients**

An award-winning strategic communications agency that works with international and national brands is looking for a Senior PR Account Manager / Junior Account Director who is ready to take their career to the next level.

Brooke Pointer on 02 8248 1879, quoting Ref No. 65-708036.

media officer

- **Inner west location**
- **close to public transport**
- **lovely team environment**

This busy government department is looking for a switched on experienced Media Officer for a short term contract. Starting with an initial 2 months contract there is the possibility to continue for a further 6 months for the right candidate.

Thomas Walker on 02 8248 1853, quoting Ref No. 65-703562.

senior PR consultant – technology

- **PR agency**
- **Technology**
- **Dynamic and vibrant culture**

The ideal candidate will have minimum 4 years PR agency experience and be working on and be passionate about B2B/B2C technology PR.

Your experience will also cover in-depth knowledge of the Sydney media from a B2B/B2C tech perspective. You will have the charisma and experience to generate and pitch where relationships don't exist.

Brooke Pointer on 02 8248 1879, quoting Ref No. 65-465789.

senior healthcare advisor

- **senior corporate affairs position**
- **CBD location**
- **reputable company**

Our client, a reputable and established company, is looking to expand their healthcare expertise with a new Senior Consultant to join their team. Working closely with Senior Management you will be heavily involved in issues management and strategic communications helping to drive business for the team.

Brooke Pointer on +61 2 82481879, quoting Ref No. 65-708107.

Melbourne

media buyers

- **Exciting Opportunities**
- **Excellent Salaries**
- **Boutique and Innovative Global Leaders**

Calling out to all Media Buyers! We have a variety of exciting opportunities within both dynamic boutiques and innovative global agencies. Excellent opportunities to work on a range of prestigious clients across media planning and buying, strategy, digital media and marketing, branded entertainment, PR and CSR

Leanne McLoughney on 03 8319 1144, quoting Ref No. 65-708096.

media -account executives/ account managers/ account directors

- **Exciting Opportunities**
- **Excellent Salaries**
- **Boutique and Innovative Global Leaders**

Calling out to all Media Professionals! We have a variety of exciting opportunities within both dynamic boutiques and innovative global agencies. Excellent opportunities to work on a range of prestigious clients across media planning and buying, strategy, digital media and marketing, branded entertainment, PR and CSR

Leanne McLoughney on 03 8319 1144, quoting Ref No. 65-708096.

account director

- **Global Agency**
- **Corporate Communications- Issue Management**
- **\$90000-\$120 000 (doe) +Super + Benefits**

This is an exciting opportunity for an experienced Corporate Communications Specialist with extensive issue management experience to move into agency! Leanne McLoughney on 03 8319 1144, quoting Ref No. 65-717716.

Canberra

APS4 communications officer

- **ASAP Start**
- **Non-Ongoing to June 30, 2010**
- **\$55,522 to \$60,954 + 15.4% super**

Our Federal Government Department is currently seeking an experienced Communications Officer to join their highly supported and fast-paced communications and media team as soon as possible.

Megan Edwards on (02) 6245 2932 quoting Ref No. 65-707313

Brisbane

graphic designer

- **Mount gravatt location**
- **Free parking**
- **7 week contract**

Our client, a key government department, based on Brisbane's south side, is seeking the expertise of an AO4 Level print graphic designer. This is a 7-week contract covering a period of leave and so the successful applicant will be required to hit-the-ground running.

Kelly Boles on 3243 3997, quoting Ref No. 65-87544.

part-time graphic designer

- **toowong location**
- **11 week contract - part-time**
- **\$26 per hr**

Our client, a not-for-profit organisation based in Toowoong, are seeking the experience of a Graphic Designer for a period of approximately 11 weeks and to start asap.

Kelly Boles on 3243 3997, quoting Ref No. 65-45451.

If you like to discuss career options or if you would like to register your details with randstad for any upcoming roles please contact Caroline De Kimpe (executive manager, Sydney) on 02 8248 1874 or mail me caroline.dekimpe@randstad.com.au

More jobs.... Read on

Jobs at The Cancer Council

Communications professionals



Sydney based

As the nation's leading independent not-for-profit cancer organisation, Cancer Council Australia is dedicated to preventing and controlling cancer and providing support for people affected by cancer and their families.

We are looking for two switched-on, media savvy communications professionals to support our expanding portfolio of activities.

Communications Officer - Events and Merchandise

An innovative approach along with high level planning and project management skills are prerequisites for this role, which is responsible for creating mass media PR to generate awareness of and community involvement in our key fundraising activities.

This is a unique opportunity to drive publicity for some of the country's most recognised events, including Daffodil Day and Australia's Biggest Morning Tea, as well as our corporate partnerships and high profile range of sun protection products.

For more information call Samantha Brown on 02 8063 4100.

Communications Assistant (maternity leave contract)

This is a fast paced, multi-tasking role providing administrative and logistical support for our media, website and publications activities.

The role would suit an experienced administrator or recent graduate with media exposure, solid website CMS skills and a communications or related qualification.

For more information call Nicole Cherrie on 02 8063 4100.

Applications close **Monday, 26 April**.

To successfully apply for either of these roles, you must respond to the selection criteria. Follow the instructions at www.cancer.org.au/employment

Email your application with a cover letter and resume to hr@cancer.org.au

Corporate Communications Consultant

- **Financial communications consultancy**
- **Diverse range of clients**
- **Salary negotiable**

Our consultancy provides specialist media advice to leading Australian companies, with a focus on mergers and acquisitions, IPOs, financial communications, issues management, and corporate profile building.

You will assist our busy firm in the development of effective communication strategies and client campaigns, and engage professionally with media, senior executives and other stakeholders.

We are a collegial team and require a person with initiative and intellect who can work with a range of clients in often demanding situations.

Ideal candidates will have:

- At least three years experience in media relations or journalism
- A flair for written communications
- Strong client relationship skills
- Keen interest in business, financial media and current affairs
- Ability to understand complex issues and develop communications materials
- Be flexible, highly professional, a good team player and hardworking.

Please send your resume to David Lording, Principal, P&L Corporate Communications, at david.lording@plcorporate.com.au



Senior Account Manager: n2n communications

n2n is expanding and seeks a talented PR professional to join our dynamic team in Sydney.

As one of Australia's most recommended PR consultancies, our success depends on consultants who are clever, committed and can work with autonomy. n2n consultants have a sense of humour, a passion for people and a life beyond the office.

In this role, you will lead clients working across accounts spanning sectors that include IT, telecommunications, government, corporate and consumer tech performing PR, marketing communication, social media, digital marketing and media.

The new role at n2n offers:

- clients that are market leaders in their sectors and are instrumental in shaping our future
- a structured training program that creates the leaders of tomorrow
- a vibrant and supportive culture that accelerates your development through "stretch" assignments
- an open environment where we share information and experiences across traditional, new and emerging communications disciplines
- a non-hierarchical structure and fun group of work colleagues

Applicants can send their CV to vliell@n2n.com.au or call on +612 9213 2309.

For more information, including case studies on some of our award winning campaigns, see: www.n2n.com.au

Job advert

Senior Account Manager (Healthcare)

CUBE

Growing independent communications agency based in Sydney's inner south-eastern suburbs requires a dynamic, experienced senior public relations consultant to manage a number of clients across a range of interesting therapeutic areas, working with some of the world's leading pharmaceutical and healthcare companies.

This role will allow the successful candidate an opportunity to work with great clients on an array of challenging and interesting campaigns and be an integral member of a strong, senior team.

To be successful in this role, you will need to have the ability to interpret client communications challenges in order to develop and lead strategic communications programs that deliver successful outcomes. You will also be expected to help drive business development and mentor junior staff.

Exceptional writing and presentation skills are required as well as a strong background in marketing communications, media relations, issues management, stakeholder management and business development. The ability to write effectively for a diverse range of audiences is a must, as is the energy and initiative to get the job done.

The ideal candidate should have at least seven years healthcare/pharmaceutical PR experience gained primarily through consultancy, a proven track-record of planning, leading and executing integrated communications campaigns and the ability to think strategically and creatively.

This energetic, growing company offers excellent salary and conditions including flexibility as well as a real opportunity to expand your creativity.

Please forward a detailed resume to admin@cube.com.au by Monday 26 April.

Only successful applicants will be notified of interview opportunities. www.cube.com.au



Capstone Careers provides specialist permanent recruitment services to the Public Relations, Corporate Affairs and Marketing Communications industry. Capstone utilises decades of practical experience working within, and an in-depth understanding of, this industry to successfully search for, select, and appoint high quality practitioners with first class clients. Below is a small selection of the roles we are currently seeking to fill:

PR – Corporate Group Director, SYDNEY

Leading global PR consultancy looking to appoint a new Corporate GD to its growing Sydney office. Taking on an already impressive and issues-rich client list you will be tasked with building upon a solid legacy of excellence in corporate and financial communications to further grow this practice division. If successful you will benefit from world class resources and insights and an established and high performing team.

You should be a proven corporate & financial communications professional, with significant team leadership and client management skills and business development experience. You will have outstanding relationship skills, a sharp strategic mindset, extensive issues and crisis management skills, and clearly demonstrable track record of first class results for major brands and/or institutions. You will consider yourself a rainmaker and builder of business.

This role would suite 10+ years PR (preferably consulting) experience, polished presenter, and capable of building lasting relationships at all levels

PR Account Manager, Public Affairs, MELBOURNE

Continued growth within the Melbourne office of this well established national consultancy requires a public affairs AM to assist with an impressive client list and further consolidate growth.

You will be motivated by working on campaigns that drive significant social improvement, and be a proven communications professional (no less than 4 years industry experience). Ideally this will include some consulting experience, but more important will be your love of media and media management, your ability to strategise and plan media relations, your willingness and ability to be flexible and multitask.

You should have an impressive network of contacts underpinned by extensive knowledge of the general media landscape. You should have a solid awareness of current affairs and major issues, as well as your desire to deliver outstanding and strategically led campaigns.

Key attributes:

- A first class writer, and highly organised
- 4+ years PR experience – some consulting experience preferable
- Strategically sound and motivated by making a difference
- Confident and capable of building lasting relationships at all levels
- Love of media relations

PR Associate Director/ GM, Consumer - MELBORNE

This popular, vibrant young and highly regarded Melbourne based consultancy, is looking for a proven Associate Director / General Manager to help facilitate a exciting period of expansion. Ideally you have proven consumer PR consulting experience, but more importantly you should be a natural leader of people, and commercially astute with outstanding business acumen, highly organised and capable of driving and/or creating administrative improvement.

You should have at least 9 years+ experience, including experience in a similar role within a consulting environment.

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

The PR Report's Lucky draw prize

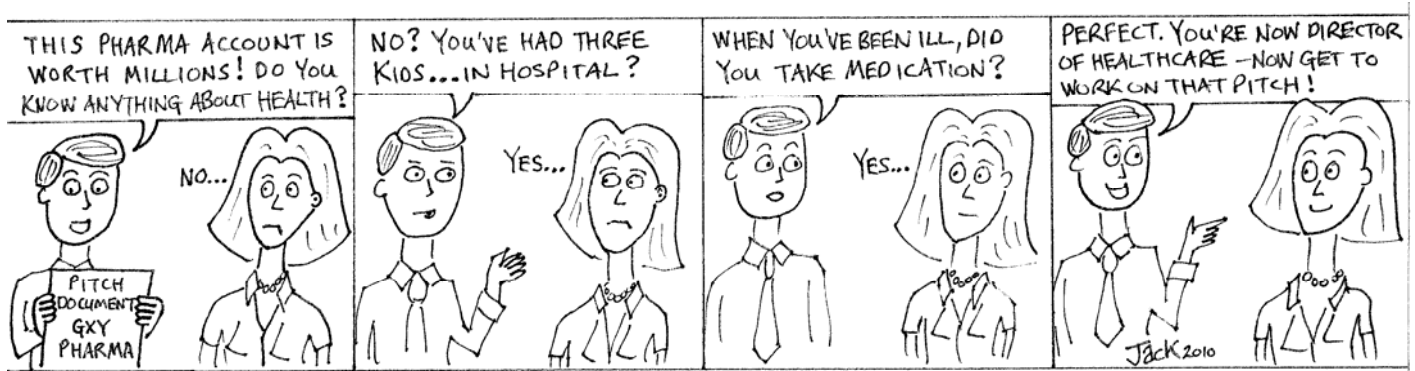
This month, our lucky prize draw goes to:

"Wisdom" by Andrew Zuckerman, goes to Lisa Chalk from the RSPCA

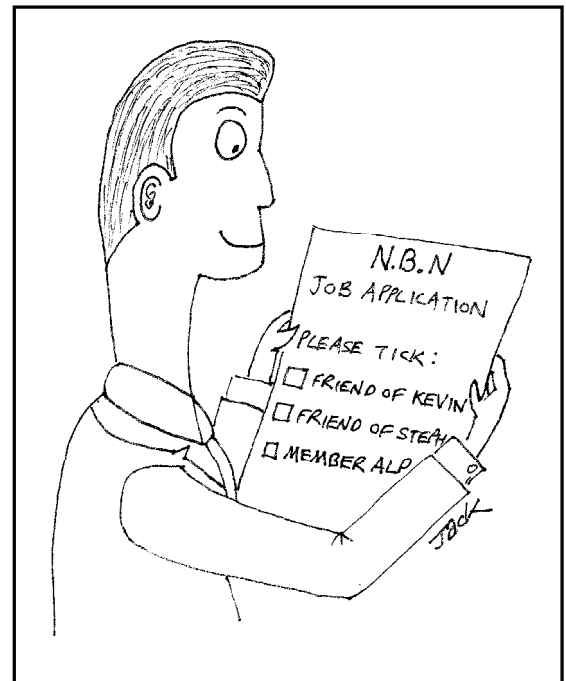
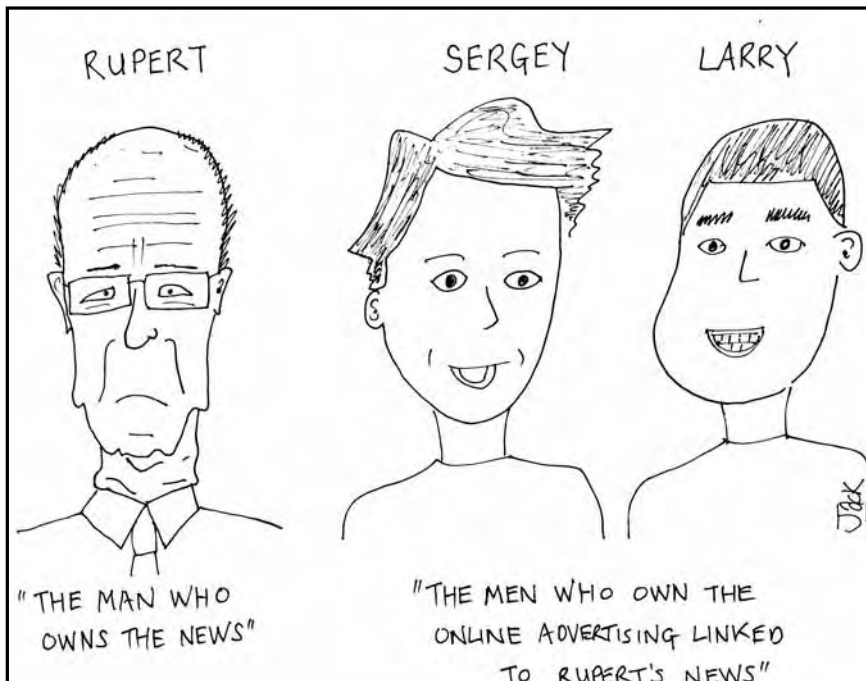
Congratulations!

Where the truth lies

life in a PR agency, by Jack (<http://wherethetruthlies.ning.com>)



Cartoon section:



PRinks: networking dinner and drinks. Contact Roger RChristie@sefiani.com.au or Gemma gemmac@drpr.com.au

Photos below from the March meet up in Sydney



Upcoming conferences:

Web 2.0 in Government 2010

Wednesday 23rd & Thursday 24th June

Watersedge, The Rocks, Sydney

Public Relations & Corporate Communications Conference 2010

Tuesday 10th & Wednesday 11th August

Watersedge, The Rocks, Sydney

Online Advertising & Marketing Summit 2010

Wednesday 8th & Thursday 9th September

Watersedge, The Rocks, Sydney

Contact:

Contact the Editor:

Glen Frost

Tel: 02-9489-9010 or email: glenfrost@frocomm.com.au

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