

The PR Report

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Sam North on pandemics and the media

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Weber Shandwick survey shows importance of expertise
in social media and crisis comms for PR people

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GolinHarris win Garmin account

(Pic right: Sophie Halls Anning, Director Consumer Lifestyle for Hill & Knowlton)



People in this issue of The PR Report:

Emma-Jane Granlesse, GolinHarris

Sam North, Ogilvy PR Worldwide

Gemma Hudson, Haystac

Online leaders set steps to social media success

“Help people make the news” say the digital experts.

Frocomm’s recent presentation and networking event in Melbourne (pic, right) hosted two digital experts discussing the opportunities and challenges presented to PR practitioners by social media.

Join the network here: <http://thepublicinterest.ning.com>

Below is a summary of the “foundations for social media success”.

The event hosted Brian Giesen from Ogilvy PR Worldwide and Lily McCombs from Make Believe discussing their ideas and suggestions for how to approach creating a social media strategy for your organisation.



The key issues to consider when formulating your social media strategy are as follows:

1. The first step is to formulate an initial social media strategy; to do this you need to be online and (1) **listen** to the online conversations, (2) **find the bloggers and commentators** than have influence in your community/area/sector, and (3) **engage**; use the findings to help you understand what the community wants to know and how you can help, engage and then lead a discussion.
2. Be able to verbally define your new media strategy in one sentence
3. **Create a Ladder of Engagement**: start off with an “easy” involvement (ie free, not too much time required) and progress up the “ladder” offering your “committed fans and advocates” a more emotional involvement (eg asking them to hold networking events and meetings)
4. **Create a hub for your social media network**. For organisations with multiple departments and bloggers this will require some organisation/discussion, however a “one central site” policy that directs people to other sub-sites is suggested
5. **Use the talent in your organisation**; they are often the experts in the respective field. However, they’ll need training and advice on how to engage, comment and blog as this is a PR activity which they may not be used to.
6. Keep it personable and authentic
7. Find multiple ways to connect
8. **Use email as the foundation tool (to connect with people)**
9. **Help people make the news, rather than just consume news**
10. Respond quickly and smartly; don’t let a small minority of “extremists” distract you from your strategy
11. **Empower your social network** with news, information, training, suggestions, contacts and the ability for them to be advocates and ambassadors. [Editor’s note: for those familiar with religious group outreach programs, this is exactly the same principle).
12. **Link online with offline events**. Get people together for stunts, meetings, presentations etc

13. Language. A final note on the language you use; keep it simple, conversational, no bureaucratic phrases. For example, the Obama campaign used three (3) phrases for the whole campaign: Yes we can, Change and Hope.

Haystac appoints Director of Healthcare

Haystac has appointed Gemma Hudson (pic, right) as Director of Haystac Healthcare. Based in Sydney, Gemma strengthens Haystac's existing pharmaceutical and health communications practice.

Hudson has 10 years specialist experience in health communications in Australia and the United Kingdom. She has worked across a host of products and disease areas including both prescription and over-the-counter medicines and holds experience in PR and medical education.

Hudson's experience in the UK was with Red Door Communication, one of the leading healthcare companies in the region. Her role encompassed a mix of traditional PR activity and medical education, working across different areas of health including cardiovascular, oncology, women's health and men's health. In Australia she has worked with Edelman and Burson-Marsteller.

About Haystac: with a healthcare team in Sydney and Melbourne, Haystac holds accounts with major pharmaceutical companies including GlaxoSmithKline and Novartis, as well as government, non-for-profit and patient advocacy groups. Haystac has a staff of 60+ and is part of the Mitchells Communications Group, offering integrated marketing and communications services to a blue chip client base.



Swine flu: a great media beat-up?

By Sam North, Media Director, Ogilvy PR Worldwide (pic, right).

The Australian Pork Industry appears undamaged from the current media frenzy, mainly because the industry leaders followed the rules of crisis communications says Sam North, Media Director, Ogilvy PR Worldwide.

At the time of writing, the swine flu pandemic has created as much publicity and had as much impact on Australians as the Millennium bug, the famous "Y2K meltdown" which was supposed to see the world's computers grind to a halt on December 31, 1999 as the international timing mechanisms failed to cope with the change to January 1, 2000.

Nothing happened that night, nor has swine flu yet infected anyone in Australia.

The temptation is to view it all as some sort of media beat-up, to look back on the front pages full of crisis and fear and wonder whether it was all an over-reaction.



However, hindsight can be anything from a fleeting backward glance in order to confirm already ingrained prejudices to a measured historical investigation. I'm not claiming to be making either assessment, but I strongly suspect that history will show that the media didn't over-egg the pudding too much on this one.

Last Monday's Media Watch highlighted a couple of over-the-top tabloid headlines but those and the odd breathless TV report aside, it is hard to see just where the media have gone wrong.

Like the old gag - "just because you're paranoid doesn't mean you're not being followed" – just because nothing has happened doesn't mean swine flu wasn't, and doesn't remain, a huge story.

What is the media to do when faced with the following:

1. This is a new and unusual virus with four genetic elements (two of swine flu, one of bird flu and one of human flu genes). Most flu viruses have just two genetic elements.
2. Deaths in fit middle-aged and young people, not the old, unwell or infants. The median age of those who have contracted the virus is 17;
3. Virus spreading to 21 countries;
4. Canadian health officials last weekend reporting the world's first known case of swine flu jumping to pigs from a human, with a farm worker who had been holidaying in Mexico believed to have infected hundreds of the farm's pigs on his return to Canada. The fear is that further genetic mingling will lead to even more mutant strains of the virus;
5. The World Health Organisation says the world is closer to an influenza pandemic than at any time since 1968;
6. When the worst flu pandemic in history (1918 Spanish flu) hit, it came in waves. The first wave, in the spring and early summer, was relatively mild. Then came a big and very fatal wave in the autumn and winter, followed by a third wave in the late winter and spring. The death toll was said to be as many as 50 million people.

Government spokespeople have appeared measured, although Queensland's Chief Health Officer Dr Jeannette Young was quickly pulled back into line after she seemed to be advising people to stock up on frozen and tinned food. "Queenslanders do not need to stockpile food at the present time," she said the next day. "I would just like to clarify that."

The Australian pork industry wanted people to stock up on their product so they launched a campaign aimed at pointing out to consumers that the virus could not be contracted by eating pork, so they could buy without fear.

It must have been a difficult decision deciding whether or not to go with the campaign. No doubt more than a few people were telling them that it was better not to draw any sort of connection between swine flu and pork. Wiser counsel prevailed.

Ogilvy Public Relations Worldwide's crisis management expert Albert Tortorella – who handled the famous Tylenol recall in the US in the last 1980s – says the first thing organisations should do in a crisis is work out what their customers want to know and then try to provide it.

There's no doubt a sizeable number of potential pork consumers would have been wondering whether or not the meat was safe to purchase, so the Australian industry provided that advice, both directly and through third parties to give greater credence to the message.

Text 100 wins Epsilon for Asia Pacific brief

Global PR agency, Text 100 has been appointed by Epsilon International to help the marketing services firm raise its corporate profile and strengthen the company's reputation across Asia Pacific. Text 100 will represent Epsilon in its key markets in the region including Hong Kong, China, Singapore and Australia.

"Text 100's experience in positioning and building thought leadership programs for multi-national brands in Asia Pacific was a key factor in our decision to partner with them," said Dominic Powers, Senior Vice President, Asia Pacific, Epsilon International. "We plan to leverage Text 100's industry knowledge and media relations expertise to communicate with key audiences about the benefits of our integrated solutions and services."

As part of the agreement, Text 100 will also manage Epsilon's monthly Asia Pacific Insight Newsletter which provides clients and the business community with views and opinions on current marketing trends and challenges, as well as practical tips on how to increase the efficiency and performance of response-driven direct marketing.

GolinHarris wins Garmin sat-nav account

Garmin, a provider of satellite navigation systems, has appointed GolinHarris as its public relations agency. The appointment follows a competitive pitch for the company's full range of marine, outdoor, automobile and fitness navigation devices.

GolinHarris was chosen after demonstrating extensive knowledge and experience in the consumer electronics, consumer lifestyle and technology space. This combined with initial recommendations from a current client and the team's enthusiasm and drive, played a key role in the selection.

As the current global leader in the in-car portable GPS market as reported by Canalys, Garmin currently stands at number three in Australia according to Matthew DeMoss, sales and marketing Manager of Garmin Australasia.

Garmin and GolinHarris will be undertaking a consumer PR campaign to increase media share of voice and awareness of Garmin across the entire range to its target audiences.

Emma-Jane Granleese, managing director at GolinHarris (pic, above) in Australia added, "While Garmin is recognised as a leading, in-car GPS brand, promoting its other product categories including the fitness range for measuring vital statistics to maximise workouts, hand held range for when you hit the outdoors and marine range that among many features can plot your course to find your favorite fishing spot—will be key to local success.

Garmin joins GolinHarris' high-profile clients in Australia including Olympus, Uncle Toby's and Nestle.



Splendid win J&J account

Johnson & Johnson Pacific has hired Splendid Communications as its PR agency for the 50th Anniversary of the Johnson's Baby No More Tears brand. Splendid Communications was successful in a three-way pitch against Weber Shandwick and Edelman.

Article in full from B&T 23/4/09

People moves

Angela Gibson, Brand Communication Manager for Bayer has taken a post with Bayer in Germany.

Suzanna White leaves City of Sydney for a new role at Roads & Traffic Authority NSW

Andrea Sophocleous, who recently left AdNews magazine, is managing the PR on a freelance basis for Sydney based agencies Three Drunk Monkeys and Dynamix

Write Away appoints Megan McKay as Account Director

Write Away Communication + Events has appointed Megan McKay (pic, right) to the position of Account Director. McKay comes to the role with more than 14 years experience, most recently as PR Director Asia Pacific for Getty Images.

In addition to overseeing new business development, McKay will also draw on her vast in-house experience for her client servicing responsibilities.



New PR for Park Hyatt Sydney

Lisa Phillips has been appointed Marketing Communications Manager for the prestigious hotel, The Park Hyatt Sydney. Phillips was previously Communications Manager at Toga Hospitality. Phillips is replaced by Emma Kearns at Toga.

Write Away wins Optometry Giving Sight

Optometry Giving Sight, a not for profit fundraising organisation which addresses the needs of the 300 million blind or vision impaired people around the world, has appointed Write Away Communication + Events for the third consecutive year.

Write Away will manage the public relations for World Sight Day Challenge on Thursday 8th October this year. The campaign encourages optometrists to donate their eye examination proceeds on World Sight Day to raise funds for projects that provide vision care, local training and infrastructure support in countries that lack basic eye care services.

Social media the biggest new challenge for PR says research

The Rising CCO, an annual survey conducted by global executive search firm Spencer Stuart and global public relations firm **Weber Shandwick** with KRC Research found two key trends for PR practitioners:



1. Crisis expertise grows 45% as requirement for success
2. Blogging/Social Media increases as a communications function

“When organizations endure critical times, CEOs are increasingly looking to the CCO for their strategic crisis communications and ability to quickly react to a variety of scenarios,” said George Jamison, who leads Spencer Stuart’s Corporate Communications and Investor Relations Practice.

The survey also found that experience in crisis communications and issues management is critical to a CCO’s success. According to CCOs surveyed, the need for crisis/issues management experience has increased 45% since 2007.

Additionally, CCOs cite social media/blogging as the most frequently added function to their corporate communications departments in 2008, and they believe that social media/blogging will be their most important tool in 2009.

“It goes without saying that CEOs and boards are under tremendous pressure to navigate through the stormy seas of the current economic tsunami. Like never before, CEOs are depending on CCOs for crisis and issues counsel to steady their company reputations and calm stakeholders,” said Weber Shandwick’s Chief Reputation Strategist Dr. Leslie Gaines-Ross (pic, above right).

“CEOs who do not communicate using traditional and social media do so at their own peril.”

As corporate reputation—anticipated to be the number one communications priority in 2009—endures extreme stress and the Internet provides unanticipated opportunities and risks, skills often “owned” by the CCO are in greater demand: crisis and issues management, social media monitoring and online engagement, reputation management, and management of a complex portfolio of stakeholders such as employees, investors, nongovernmental organizations and trade media. As one CCO said, “Crisis communication work, leading in a rapidly changing environment, and understanding new business/financial challenges” will be among the most challenging communications issues in the year ahead.

RISING CCO VALUE			
	2007	2008	Change
Tenure as CCO in organization	54 months	65 months	+11 months
Report to CEO	48%	58%	+21%
Crisis/issues management experience needed for corporate communications professionals	33%	48%	+45%
Fastest growing communications resource for next year	Company Web site	Social media/blogging	NA
Top function/responsibility added to department in past 12 months	Not asked	Social media/blogging	NA

Other key findings:

- In Asia Pacific, CCOs pinpoint competitive intelligence and risk management tools along with the company Web site as communications resources that will increase most dramatically in importance.
- In 2008, Asia Pacific organizations added several new functions to their stakeholder engagement portfolio. Social media, corporate social responsibility, NGO relations and responsibility for the internal and external Web sites were added to more CCOs' remits than any other function.

Notes

1. Corporate Communications Officers included individuals with titles such as Chief Communications Officer, Head of Corporate Communications, Senior VP Communications, Head of Corporate Marketing, and Global Chief Public Affairs Officer.

About the Survey

The Rising CCO, now in its second year, examined the roles, responsibilities and opinions of CCOs in the world's largest companies. The 159 survey participants come from companies based in North America, Europe and Asia Pacific. Eighty-four percent of respondents work in global Fortune 500 companies.

Republicans in Demand

Source: PR Watch article crediting Wall Street Journal, April 14, 2009

Former White House Press Secretary for President [George W. Bush Dana Perino](#) has been appointed as Chief Issues Counselor in the U.S. for the PR firm [Burson-Marsteller](#). A *Wall Street Journal* report on her appointment stated that she would work on "[climate change](#) and health care" and that "she may also develop business among newer defense and technology firms." Another former Republican staffer, [Marc Morano](#), has been hired by the [Committee for a Constructive Tomorrow](#) to edit a website, [Climate Depot](#), to promote the views of [climate change skeptics](#).



Cancer Council picks Hill & Knowlton

Hill & Knowlton Australia (H&K) has been appointed to manage the PR campaign for this year's Girls Night In (GNI), an annual Cancer Council initiative to raise funds for women's cancers. The account is managed by Sophie Halls Anning, Director Consumer Lifestyle for Hill & Knowlton (pic right).

H&K will be working with GNI to implement an integrated communication campaign, including media relations, celebrity acquisition, event management, promotions, social media, digital and sponsorship. The goals of the campaign are to communicate important health messages as well as motivate women to register for GNI.

"We needed a PR partner who not only had the right expertise and skills but also the passion and understanding that GNI is a fun event for a serious cause," said Jodie Wainwright, National Event Manager for Girls Night In. "The H&K team demonstrated a high level of strategic thinking, creativity and enthusiasm as well as complementing our vision for GNI."

GNI was launched nationally by the Cancer Council in 2005 to raise funds for women's cancers, including breast and gynaecological cancers. In 2008 approximately 10,000 events were held nationally, equating to around 150,000 women participating, raising over \$4.9M. The target for 2009 is a 20% growth on funds raised from 2008.



Stellar* Concepts wins Singha beer account

Public relations agency, Stellar* Concepts, has won the business for Singha – the original, premium Thai beer – in a competitive pitch.

Stellar* will be growing brand awareness for Singha in Australia throughout 2009 through a strategic campaign which will include trade and consumer publicity, sponsorship alignments, ambassador programs, key influencer seeding, sampling and experiential activity.

Stellar* was chosen for the account due to its proven experience in the beverage industry which includes current clients Brown Brothers Wines, The Wine Society and the Good Food and Wine Shows, as well as previous clients Red Bull, Chambord and Mumm.

Tannous launches Relativity PR

Former AdNews editor Samantha Tannous has launched PR agency Relativity Communications.

Tannous previously worked in PR roles within the Mitchell Communication Group including heading the Sydney office of Sparkimpact and Drive Communications. Prior to agency roles, Tannous edited AdNews for four years.

Relativity has recently won search and affiliate marketing firm DGM, Optare Systems, a risk management consultancy; Bravo, a brand and customer experience measurement company and VMS Retail Solutions, a visual merchandising consultancy for specialist retailers.

Write Away wins Guide Dogs brief

Guide Dogs NSW/ACT has appointed Write Away Communication + Events to manage the public relations campaign for its launch of the Centre for Eye Health in July 2009.

A joint initiative of Guide Dogs NSW/ACT and the University of New South Wales (UNSW), the Centre for Eye Health will offer free diagnosis and management services to the general community in the fight against preventable blindness. Once established it is anticipated the Centre will see up to 40,000 patients per year.

“Guide Dogs has long promoted its mobility and orientation services, however this is the first time we have worked at the prevention end of vision impairment,” said Charles Ulm, Marketing and Communications Manager, Guide Dogs NSW/ACT.

Write Away has previously worked with a range of community-based organisations including Optometry Giving Sight and the RSPCA, in addition to handling a number of community-based projects for their corporate clients such as Wormald and their involvement with the launch of the Brisbane Burns, Trauma and Critical Care Research Centre. Write Away has also previously worked with contact lens manufacturer CIBA VISION.

“Make it known” says new site for PR practitioners

News makers have access to a free new media and PR website, The Full Story.

The Full Story is a media and information release portal where individuals and organisations can post breaking news, publicity, information or their side of the story on issues of local or national importance – in full and unedited.

According to Mario Hannah, Editor (pic, right) of The Full Story, “the site breaks news quickly and provides alternate views on pertinent issues via the popular They Say, We Say section of the website.”

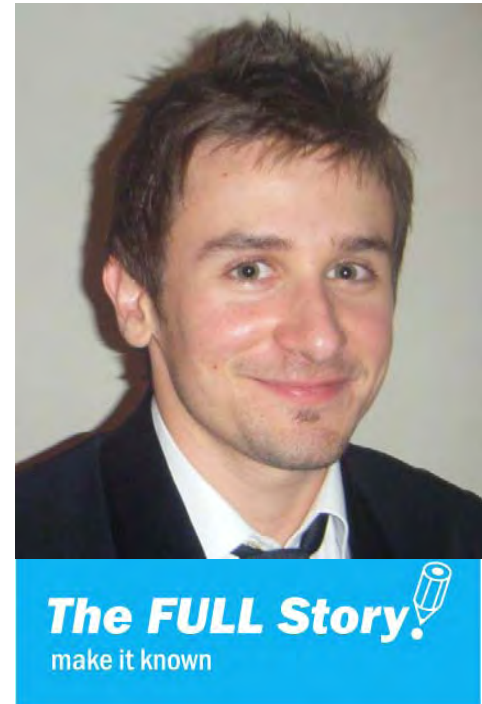
Hannah continues: “Hundreds of journalists, opinion leaders, newsmakers and consumers of news across the globe already subscribe to the daily email of the most viewed media releases, while thousands receive regular updates each day via twitter.com/fullstory or directly through the website which is constantly updated and ‘live’ throughout the day.”

“We’ve also had very positive feedback about one of the website’s primary points of difference - the “They Say, We Say’ section - which allows media releases on breaking news or major issues to go ‘head to head’ - presenting consumers with more detailed and alternative views on the story.

“Rather than becoming a meaningless haven for PR releases, we think the site can become a major contributor to public debate on the relevant issues of the day. One reader described us as ‘YouTube with words’, which I think is quite accurate. We believe the public is smart enough to sift through the information on the site and make their own mind up on an issue or what is said. If someone uploads a media release that considered spin or inaccurate, then there is the opportunity for the other side of the issue to counter that argument.”

“The ‘Most Viewed Releases’ are based on visitor page stats meaning that potential PR fluff or irrelevant media releases won’t attract interest from visitors to the site. We also email the most viewed and popular media releases to the media and our email list each day to show what the public and our audience is interested in.”

www.fullstory.com.au



Voiceless offers cash prize for Journalists articles on animal treatment

Voiceless, the animal protection lobby group, has launched the Voiceless Media Prize. The \$5,000 prize will recognise “the most valuable contribution toward debate on the treatment of animals” according to the Judging Panel appointed by Voiceless.

The judging panel will include J M Coetzee, winner of Nobel Prize for Literature, the Honourable Bob Carr, former Premier of New South Wales, and Emeritus Professor David Weisbrot AM, President of the Australian Law Reform Commission.

Brian Sherman AM, Managing Director and co-founder of Voiceless said, “Ordinary Australians are becoming increasingly aware of the institutionalised suffering of animals in factory farms as well as the legalised cruelty associated with the mass slaughter of kangaroos.”

The prize is open to all journalists for a story published between 1 November 2008 and 1 November 2009, in newspapers, magazines, television, radio or online.

The work would need to address at least one of the following subjects: factory farming; live exports; kangaroo culling; animal hunting and poisoning; animal experimentation; animals in entertainment (zoos, circuses and rodeos) and animals killed for fur and skin. Eligibility criteria and entry details can be obtained on the Voiceless website.

PRIA “mis-steps” with first episode of PRTV

By Trevor Young, PR Warrior.

The [Public Relations Institute of Australia](#) (PRIA) has gotten off to a flat-footed start with its new PRTV online video initiative.

Firstly, the idea is a good one. Any professional representative organisation needs to be leading from the front, promoting its industry and sparking debate. Video, along with blogging and podcasts, are the perfect tools for this.

Unfortunately for the PRIA, its debut episode focusing on online engagement came quickly unstuck.

According to the media and marketing blog [Mumbrella](#), one of the PR professionals interviewed for the video - [Anthony Tregoning, managing director of FCR](#) - was asked whether he would recommend to any of his clients that they engage in social media "such as blogs, LinkedIn and Facebook".

Tregoning replied: *"Basically no. Because they tend to be used by people who are trying to undermine the company."*

Not that you'll be able to see the quote in question because the original video featuring Tregoning was quickly removed from YouTube by the PRIA after Tregoning's negative comment was highlighted by Mumbrella's Tim Burrowes.

I saw the Tregoning piece and his comment certainly came across as pretty naive and 'old school'. The story was posted yesterday at 12.33 pm - within half an hour, the comments started rolling in.

Anti-Social Media Stance

Some chided Mumbrella for taking a negative slant and highlighting Tregoning's seemingly anti-social media stance.

Others, however, were critical of Tregoning:

[John Le Fevre](#) wrote that Tregoning's comments showed "a total lack of understanding of the value of social media and the returns that can be gained from engaging with both supporters and detractors".

[Con Franzeskos](#) advised Tregoning to read [The Cluetrain Manifesto](#).

By 5.30 pm that day, Tregoning had felt the need to defend himself, which is fair enough. He intimated the comments he made in the video had been taken out of context (his [reply](#) is comment #18, about two-thirds down the page).



The PR Warrior's View?

There is a definite need for the PRIA to be producing a regular online video blog (vlog) highlighting the issues facing the public relations industry. *Putting aside the Tregoning incident for a minute...*

The PRIA's PRTV program is very current affairs-ish - a bit too 'polished' for my liking, featuring the obligatory overly-dramatic news-style music; its production could be a lot more energetic and imaginative.

As it stands, the video cements the industry's close ties to traditional 'broadcast' media and, in my humble opinion, it needs a massive shot of creativity.

The PRIA had a fantastic opportunity to bring in a team of talented contemporary producers to give the show a bit of vigour and edge. Alas, by falling back on 'old school' production techniques, the association has simply reinforced the long-held view within some quarters of the industry that it's old-fashioned and out of touch.

Jobs



Account manager – B2B/Tech

Location : Sydney, New South Wales - Salary : \$70000 - \$85000

Boutique technology / corporate PR agency

Exciting boutique technology / corporate PR agency seeks a bright, ambitious and highly motivated Senior Account Manager to join their thriving team. The ideal candidate will have solid agency experience and be working on and be passionate about B2B technology PR. Your experience will also cover in-depth knowledge of the Sydney media from a B2B tech perspective. You will have the charisma and confidence to generate and pitch where relationships don't exist. The role requires creativity and strategic thinking: The ability to lead brainstorming and regularly contribute to strategic thinking. This role would suit a creative individual looking to take the next step in technology PR and work with interesting clients in a friendly Sydney Office. Great opportunity to really make a difference within a young agency that has an exciting future.

Account manager - pharma

Location : Sydney, New South Wales - Salary : \$80000 - \$90000

Top pharmaceutical PR agency - Big-brand pharma / healthcare accounts

Contract or Permanent! Top pharmaceutical PR agency based in Sydney CBD seeks a talented AM to work on a range of big-brand pharma / healthcare accounts. The successful candidate will have a solid background in pharma PR and also ideally have some experience or interest in ethical health. You will boast impressive knowledge/experience across a variety of therapeutic areas (as well as current regulations/codes of practice) and have excellent strategy and core PR skills - strong writing and media relations are vital, with a strong contacts base being a real bonus. You should be very capable at building relationships and be able to manage, motivate and mentor junior team members. This highly successful agency offers a very competitive salary and benefits package, as well as fantastic working environment and great portfolio of accounts.

If you are interested in these excellent positions, please call Caroline De Kimpe for a confidential conversation.

Tel: 02/ 8248 1874

Do you need a communications executive? Project / Communications Executive with over five years experience working for both agency and in-house media and marketing teams. She has also worked as a freelance journalist and project manager on various marketing and events roles. She is an excellent project manager and has essential experience: producing marketing materials, writing press releases, writing and subbing articles, brochures, newsletters and reports, working with project sponsors, internal and external project communications, regular report writing, presentations and status updates. An enthusiastic candidate, who is adaptable, committed and would make a great asset to your team.

If you are interested in hiring this PR executive, please call Caroline De Kimpe for a confidential conversation. 02/ 8248 1874

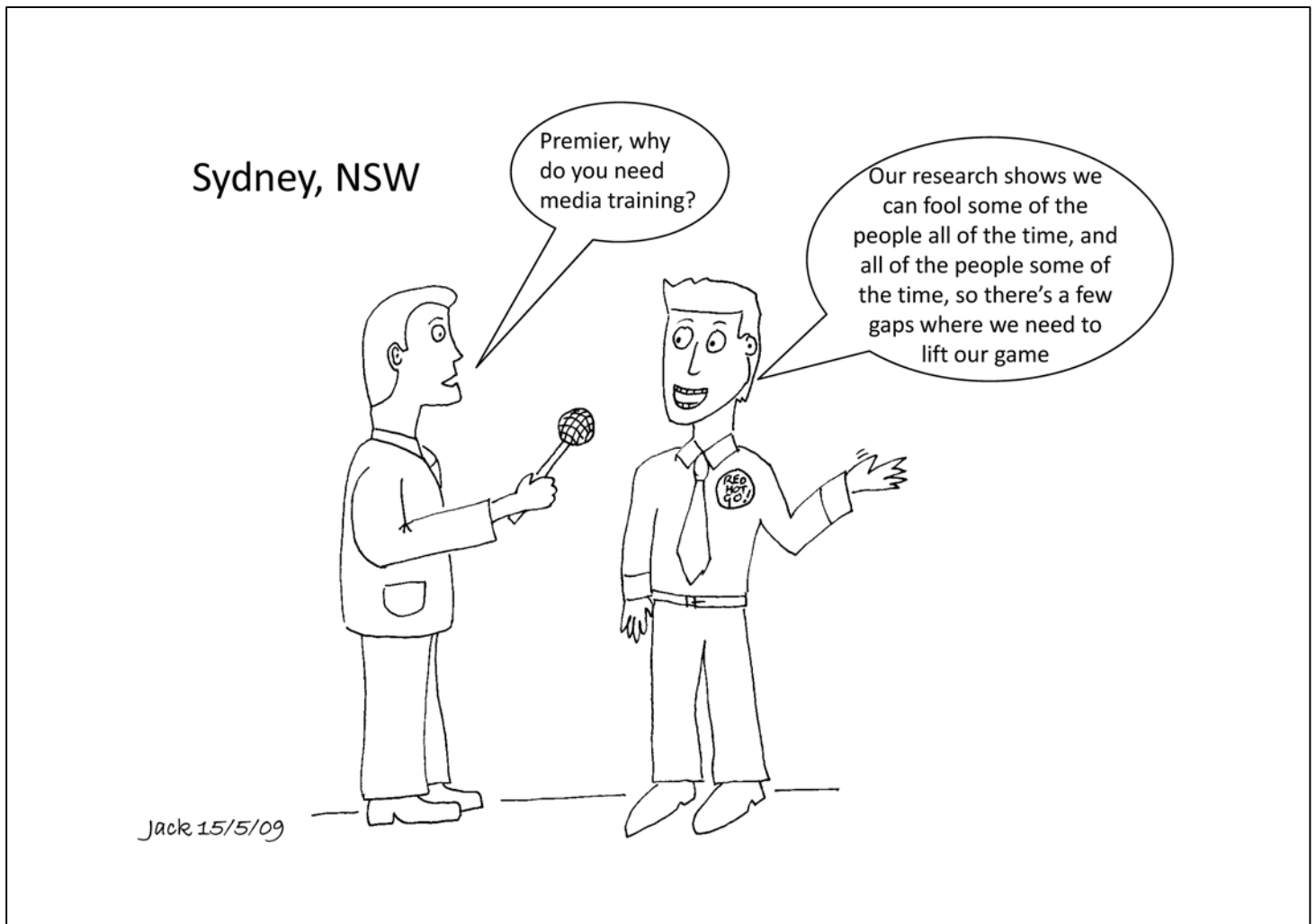
The PR Report's monthly Lucky Draw Prize:

Each issue, The PR Report will draw a subscriber at random from the database and send them a book relating to PR and communications.

This month the luck draw book prize is **Naomi Simson's "I Want What She's Having" PLUS a \$50 gift voucher for RedBalloon products or services** – for more information on RedBalloon please visit www.redballoon.com.au



Congratulations to our winner this month: **Thea McCabe, Centrelink**



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