

The PR Report

July 2011

1. **Dan Kaufman** (pic, right) former SMH Editor launches **"Editors Manifesto" for PRs**
2. **Domino's** forecast 50% of revenue will come from digital sales in 3 years: Amy Smith and Sarah Broad, Domino's PR team, at launch of their Android app (below, right)
3. **Keep Left PR** launch huge health campaign
4. **Advertising agency wins Cannes PR award**; a wake-up call for the PR industry, says Cannes judge Paul Taaffe
5. Ogilvy Chairman questions **"vitriolic" ad industry blogs**
6. US oil giant **Chevron** seeks to change perceptions



Photo: above left: Keep Left PR

Current issue of The Economist: 14 page special report on the **future of the media**

Denton to launch new TV series on PR industry

Denton to shine spotlight on PR industry: Following the success of ABC TV show, The Gruen Transfer (insights into the advertising industry), Andrew Denton's production company, Zaprupe's Other Films, is creating a new show about the PR industry, to be called Gruen Planet.

Former Fairfax editor launches “Editor’s Manifesto” for PRs

“Dealing with Grumpy Editors” is a “no-bullsh*t” e-book by Dan Kaufman, himself a former journalist and Editor for over 17 years. Dan describes his many painful, and occasionally pleasant, experiences with PR people during his time in the media (both agency and in-house PRs get a mention).

Although Dan is critical of some PRs, especially inexperienced and uniformed PRs, the complaints appear justified, with numerous accounts of how stories, products and clients are poorly pitched into the media. Having said that, beyond the complaints about poor PR people, this book is a gold mine of useful tips and suggestions.

As Dan says: “I decided to write a no-bullsh*t guide for PR and marketing that gives an honest view on what editors like and what drives us nuts. I can imagine it offending a few people (actually, I can imagine it offending a LOT of people - including journos and bloggers) but I just had to do it,”

Dan kindly offered 5 readers of The PR Report a free copy of his e-book; we selected 5 people at random from our database:

Name	Organisation
Kasha Tabaka	Icon Film
Melissa Comtesse	The Perth Mint
Samantha Gavin	Sustainability Victoria
Kristen Grimley	Liquid Ideas
Jessica Warne	ExxonMobil

If you’re interested in buying Dan’s e-book, details are: \$4.99 via mediasurvival.com Dan now teaches at UTS and is a freelance for *The Sydney Morning Herald* and *The Age*, in addition to publishing *Bar Zine* (barzine.com.au - a website that reviews Sydney bars). dan@mediasurvival.com

Chevron campaign: seeking to change perceptions

Background: US oil giant Chevron is running a high profile PR and advertising campaign to change perceptions of the company in Australia, and indeed around the world. Chevron is using a very powerful phrase (“We Agree”) as it’s theme in a number of different situations; situations where oil companies have been accused (primarily by NGOs) of neglecting their environmental responsibilities and whose ownership of Australian assets is alleged to be detrimental to Australia’s national interest.

The issues that NGOs have criticized oil companies for include neglecting the environment, neglecting local businesses, foreign ownership of assets with repatriation of profits to America, and not developing the next generation of energy sources in preference for a dependence on oil.

The PR Report has covered various NGO campaigns in the past (eg Greenpeace campaigns against Nestle and BP), and, as the issues addressed in the Chevron campaign have the potential to impact elections and the long term profitability of many industry sectors, we feel coverage of the Chevron campaign is both necessary and worthwhile. Chevron gets full marks for addressing the criticisms head-on.

The PR Report asked Nicole Hodgson, Communications Manager at Chevron Australia (pic, right) to discuss the campaign.



Question: What is intention of the campaign?

Answer: The “We Agree” campaign highlights the common ground Chevron shares with people in Australia and indeed around the world - on key energy issues. It also describes the actions the company takes in producing energy responsibly and in supporting the communities where it operates. Through this campaign, we hope to identify and correct some of the misconceptions people have about energy and indeed global companies.

Q: Duration of campaign

A: The actual “We Agree” campaign will run for as long as it continues to resonate with our external audiences and remains effective in communicating our key messages. The first “We Agree” advertising campaign commenced on Sunday, 29 May, and will run across Australia for six weeks on TV and in newspapers and magazines. All the adverts can be found in the advertising section of www.chevroustralia.com

Q: Regarding the line “Global companies should support local companies”: Are you worried about being seen as “foreigners” taking money out of Australia?

A: Australia has huge natural resources and sometimes the required capital to unleash that potential needs to be imported. We believe our investment in Australia is a win-win for all involved – as it should be with any true partnership. Chevron has been a part of Australia since the early 1950s via its subsidiary Caltex. And, on Barrow Island – offshore Western Australia - we have been involved with energy production since 1967.

Our local business advert highlights our commitment to providing opportunities to Australian suppliers. In fact, as the advert explains, local suppliers are helping us develop the iconic Gorgon Project - one of the largest natural gas projects in the world. Already, we have done more than \$10 billion in business with local companies - creating thousands of jobs.

Q: Which PR and/or ad agencies created or helped with this campaign?

Chevron is a global company and the “We Agree” advertising campaign was developed to be shown across the world as a global campaign. The over-all campaign was tailored to the specific audience of each country where Chevron operates with pertinent local messaging and supplier content.

Chevron Corporation commissioned the acclaimed New York based advertising agency mcgarrybowen - which was named 2010 Agency of the Year by AdWeek - to create the We Agree campaign which was first launched in the US in 2010. The television adverts being shown in Australia were shot in Perth, Western Australia, utilizing a large contingent of Australian film crew and a local casting agency. Chevron Australia’s in-house public affairs team developed the strategy, messaging and communications to support the campaign.

Q: What PR is involved with this campaign?

A: Chevron is a firm believer in the value of integrated campaigns and believes maximum impact is achieved when PR and advertising works hand-in-hand.

PR components of the campaign included internal and external communications and this incorporated such elements as media statements, a designated web sitelet, a key stakeholder launch event, intranet and website materials and development of promotional materials.

Q: Using ambassadors as co-signatories is an interesting strategy; are they paid/unpaid? Are they consultants/advisors to Chevron? Other comments welcome on this issue.

A: The campaign incorporates both employees as ambassadors and 3rd party co-signatories. These two groups did not receive any financial reward. The co-signatories featured in the campaign are valuable business partners to Chevron or well recognised Australians we have been associated with or shared commitment to a particular company value. We hold all of them in high esteem and are honoured that they chose to participate.

Q: Any Government relations activity? (briefing politicians etc)

A: We partnered with the Australian Institute of Company Directors for a stakeholder event to launch the campaign in Perth and a number of politicians attended this event.

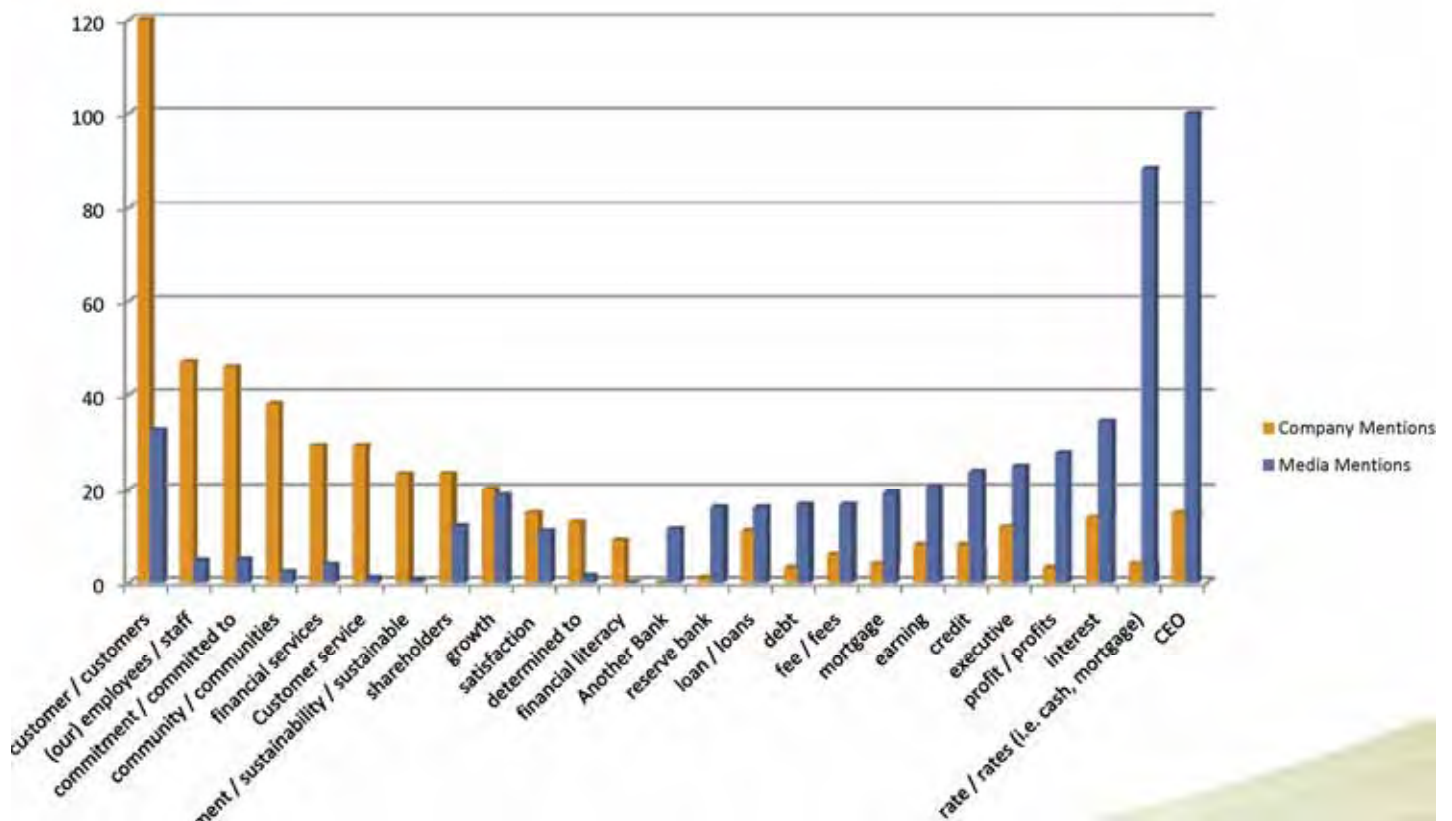


Media ignoring Corporate PR says BM study

According to a Burson-Marsteller study, there is a 74 percent “gap” between the key messages that Australian companies want to convey about themselves (via official media releases) and the messages that are ultimately run in the media.

The BM study examined 137 corporate PR media releases/messages from six Australian companies, selected from the Financial Times 500 and the ASX. The key messages included in each company’s external communications (media releases) were compared against related coverage in mainstream media over a three month period.

“This study highlights how difficult it is for companies to get their message across via media,” said BM Australia Managing Director Brian West.



The graph (above) shows the gap for an Australian bank between what the company PR mentions versus what the media mention – in this case an un-named bank.

“Australian firms need to take a strategic approach to their communication. For the media component of the strategy, that means having a clear understanding of the changing media landscape, how messages are reported, and a commitment to adapt to what’s required to ensure their desired messages get through.” **What do the media want? The top 4 suggestions** from BM to increase your chances of the media running with your key messages are:

1. **Use the CEO.** Companies that align their CEO’s interviews, quotes and actions with the firm’s key messages stand a better chance of getting them into the media.
2. **Get the CEO to talk about values, backed up by facts.** “Aspirational” language needs to be backed up by facts, or is ignored. Messages that relate to a company’s core values and identity get more media pick-up.
3. **No jargon.** Mainstream media change or ignore jargon. Leave out corporate speak.
4. **Talk about what makes you different.** Australian media regularly talks about companies in relation to their competition. Incorporating differentiators into key messages can help firms stand out.

Ogilvy Chairman questions “vitriolic” ad industry blogs

Tom Moulton, Chairman of Ogilvy Australia, wrote a tribute advert to David Ogilvy, the founder of the ad agency that bears his name, in the traditional “long form” style that made Ogilvy famous (and famously wealthy). Anniversary celebrations to mark Ogilvy’s 100th birthday (if he was alive) were held in Ogilvy offices with parties, competitions and events; offices were transformed to resemble the Madison Avenue of 1961 (big US ad agencies had their HQ’s on Madison Avenue in New York).

Photo, right: Ogilvy staff (l-to-r): Peter Zakrzewski, Elizabeth Clerke, Natashaka Miernik, Georgia Mclean, Taylor Harris, Wayne O’Brien

The image, below right, shows the advert written by Moulton that was published in the Australian Financial Review; and on the bottom left of the same picture, examples of Ogilvy “house adverts” from Ogilvy’s top selling book “Ogilvy on Advertising”.

A full page advert was also run in The Australian. Based on current advertising rate cards for one-off campaigns, these full page adverts would cost approx \$20k each, a total of \$40k.

In the advert, Moulton questions what Ogilvy would have thought about the “vitriolic and anonymous contributors to today’s ad industry blogs?” – a blunt reference to the challenges the advertising industry faces with unedited two way conversations.

Ogilvy was often photographed smoking a pipe, although given current knowledge on the health impact of smoking tobacco, it’s not clear why Moulton chose this older image when plenty of others are available (and it’s not clear why Moulton manipulated the photo by adding in the laptop). Perhaps there are lessons about image building some admen haven’t learnt?

Tobacco companies have proved valuable clients for many advertising and PR agencies over the years, and feature extensively in the TV series Mad Men. Global agencies Leo Burnett, Hill & Knowlton and Burson-Marsteller have helped spread the tobacco company message over the years; campaigns documented at length in the book, The Cigarette Century, by Allan M Brandt.

According to Brandt, Ogilvy called cigarette advertising “villainy” (page 261), and refused tobacco clients as early as 1964, and Ogilvy & Mather does not have any tobacco clients in Australia. On page 15 of Ogilvy’s book, Ogilvy on Advertising, he features Leo Burnett’s ad for Marlboro tobacco; an ad that ran virtually unchanged for 25 years.

Ogilvy in Australia is co-owned by WPP and STW Group. WPP is the owner of two PR agencies, Hill & Knowlton and Burson-Marsteller, who have generated significant revenues from tobacco in the past, although both now have no tobacco clients. BM resigned the Philip Morris account in Australia in 2005, and BM globally does not do any work for tobacco companies. Hill & Knowlton also confirmed to The PR Report that they do not have any tobacco clients in Australia, or globally.

Ogilvy was inspired by fellow adman Raymond Rubicam’s belief that “advertising has a responsibility to behave properly” – maybe this is the most important message for advertising today?



Tobacco companies launch broadsides at Govt

British American Tobacco is currently campaigning against the Government's move to introduce plain packaging and is using Sydney based using integrated agency G2, who helped BAT with the campaign.

Example of BAT's advert (right): image from Plainpack.com website

John Wells from PR/Lobbying firm Jackson Wells confirmed to The PR Report that his firm worked with Imperial Tobacco on the Nanny State campaign as well as BAT on its campaign against the plain packs.

An example of the "Stop This Nanny State" campaign run by Imperial Tobacco.

For those PR practitioners seeking more info on who's who in the tobacco world: <http://www.ashaust.org.au/lv4/WhoAreTheTI.htm>

WHAT COMPANY
WOULD STAND FOR THIS?



The Tobacco Plain Packaging Bill could destroy brands that are worth billions, if not trillions, of dollars.

The company must stand for something to survive such laws and not be too soft-hearted, who's only ever (through marketing) business and financial interests.

Who's the most powerful and influential company in the world?

Don't let the taxpayer foot the bill for a food bill
PlainPack.com



Appetite Communications wins Go Grains Health & Nutrition account

Appetite Communications, a food, health and wellbeing PR/comms consultancy, has won the PR and communications account for Go Grains Health & Nutrition following a three-way pitch.

Andrea Mortensen, Director said: "Working in-house for many years, I know first hand that most agencies lack thorough knowledge of the complex world of food and health."

"As the industry body representing grains and legumes in Australia, Go Grains Health & Nutrition wanted to partner with a consultancy that understands nutrition science, the regulatory framework and offers strategic insights as well as creativity."

Appetite started in 2010 and is based in Sydney, and provides specialist nutrition communication services to the FMCG, agri-business and bio-tech industries as well as health organisations and government. The market has already been receptive to Appetite's offer; Sugar Australia, Australian Macadamia Society and the Australian Beverage Council Limited are some of the organisations on the consultancy's client list.

Sophie Halls Anning, Director, said: "Our team has deep experience in communications combined with accredited practicing dietitian qualifications, as well as the connections required to deliver effective campaigns."

Prior to Appetite, Halls-Anning was formerly with Hill & Knowlton and PPR. Andrea Mortensen had over 10 years with Meat & Livestock Australia.

BlueChip scores three new clients

Financial services communication consultancy BlueChip Communication has picked up three new accounts in the past quarter: Centuria, Sharesight and QIC.

They join a client base which includes AustralianSuper, RaboDirect, the Financial Planning Association, Lloyds International, Vanguard and other household names.

The specialist consultancy manages the reputations of local and offshore financial, property and professional services firms operating in Australia. Founders Carden Calder and Bruce Madden launched the firm in 2004.

Keep Left PR launch huge Vic Gov health initiative

Keep Left has launched a new 80s themed online video and a modifiable e-card , designed to help employees talk to their bosses about signing up for free health checks available through WorkSafe Victoria's WorkHealth program.

The retro themed online and digital activities, complete with leg warmers, Farrah Fawcett hairstyles and ghetto blasters, have been developed as part of an integrated PR and communications program to assist WorkSafe Victoria in reaching as many Victorian workers as possible with the WorkHealth checks by March 2012, and to make workers aware of the importance of preventative health.

The WorkHealth 'Choose Health' video and modifiable e-card can be viewed at <http://ow.ly/5jzD>

The 'Choose Health' video can also be viewed on YouTube at <http://www.youtube.com/watch?v=G3vgxaw6XMU>

Photo below: Keep Left PR team



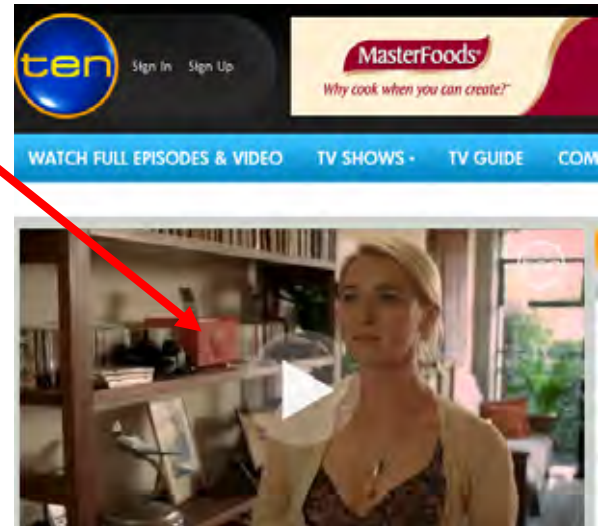
Dawn Til Dusk PR secures product placement in TV show Offspring

Dawn Til Dusk PR (Founded by Sarah Findlay) has placed her clients mini hi-fi product, Geneva Model S DAB+, in a recent episode of Offspring that aired 29 June. The product was featured extensively, and includes a scene after an advert break with a close up of an actor pressing play on an iPhone inserted the Geneva product.

Having the actor/talent use a product on the show (or in the film) is the “holy grail” of the product placement business.

The product was featured in Episode 10 of TV Show Offspring Season 2, which is a prime time Australian TV show. Findlay says: “I communicate with TV stylists on a regular basis for product placement just like I do with other media including magazines, newspapers and online.”

According to Findlay, the product placement sector uses an informally agreed formula to determine the “value” clients receive in media exposure: “To date this client has received over \$900,000 worth of publicity this year in a 6 month period using the industry formula of tripling the advertising rate. This client has also being featured in Small Time Gangster (Movie Extra, Foxtel), Rake (ABC), 20 to 1 (Channel Nine), 30 Seconds (Comedy Channel, Foxtel), and Satisfaction (Foxtel). We will also have product on upcoming episodes of Neighbours (Channel Ten) and Rush (Channel Ten).”



PR and investor relations implications of the new ‘two strikes’ law

By Alice Cope (B. Fin, LLB), Account Executive and David Van, Managing Director, The De Wintern Group

On 20 June 2011, the ‘two strikes’ rule, which will allow shareholders to spill a company’s board if the company’s remuneration report receives a strong ‘no’ vote at two consecutive annual general meetings, passed into law.¹ Companies, and their public relations advisers, need to be aware of the rule’s investor relations implications, which include the following:

- A ‘no’ vote of just 25% or more in two consecutive years will trigger a spill vote. Accordingly, companies will have a greater imperative to engage with and understand the concerns of *all* shareholders, not just institutional or large shareholders.
- There is nothing to stop shareholders using the remuneration vote to send a message to the board in relation to non-remuneration issues. Therefore, companies will need to consider and address all material issues raised (not just remuneration related issues) by all shareholders.
- In the event of a strong remuneration ‘no’ vote at one AGM, companies will need to develop and implement a robust investor engagement process to identify and address all significant issues or potential issues (remuneration related and not), well ahead of its next AGM, to avoid a consecutive strong ‘no’ vote triggering a spill vote.

De Wintern recommends that listed companies assess these matters not just in their investor relations strategy, but also as part of their reputational risk assessment. See [The De Wintern Group’s blog](#) and follow on [Twitter](#).

¹ The *Corporations Act 2001* (Cth) currently requires companies to put their remuneration report to a non-binding shareholder vote. The ‘two strikes’ rule will be introduced by the *Corporations Amendment (Improving Accountability on Director and Executive Remuneration) Act 2011* (Cth), and will apply to annual general meetings on or after 1 July 2011. Under the new rule, if the shareholder vote on a company’s remuneration report receives 25% or more votes against it in each of two successive years, the company will be required to put a board spill motion to shareholders. If 50% of shareholders vote in favour of that motion, the company will be required to call a further general meeting at which all of the company’s directors (other than the managing director) will face re-election.

Top 10 Factors for Effective Investor Relations

“The price of a company’s stock depends not on the value of a company but on the market’s perception of that value, which is often easier to change than value itself.”

- John Kay, Financial Times

Investor relations (IR) adds value to a company by insuring that the strategy and value proposition is clearly articulated to external target audiences. Effective investor relations is complex, but these top 10 factors lay out the most important aspects of a good communication plan for your company.

1. Study the requirements and structure of your existing shareholders and prospective investors before launching any new investor relations strategy.
2. Make sure any investor relations strategy supports corporate capital markets requirements and objectives – e.g. timing of regulatory releases, acquisitions, shares issues, etc.
3. Key messages should be the basis of all written and verbal communications and ensure consistency. Keep them clear and simple.
4. During all communication efforts including investor presentations, be truthful and transparent, and work to enhance management credibility.
5. Set milestones – give your investors a peace of mind and provide them with a possible outline of the future. Having said that, make sure you don’t make any promises you can’t keep.
6. Ensure board support for the investor relations strategy, as in many jurisdictions they are ultimately responsible for disclosure.
7. Obtain commitment from management to spend the required time with existing and prospective investors. Most studies show meetings with management are necessary to get investor buy-in.
8. Develop an in-house culture of disclosure with clear policies, procedures and training. It helps your executives, protects the company and makes investor relations easier.
9. Don’t forget about bankers and debt holders! Make sure they always get filings and press releases, and offer them access to road shows – or even create events specific for them.
10. A website is the first point of call for many investors and other target audiences to find out about a company. Update regularly and make investor information easily accessible.

Glenister Lamont is the Investor Relations Director at Melbourne-based communications agency Pesel & Carr and Chairman of ASX-listed company Strategic Energy Resources. Past roles include IR for Woodside Petroleum and a top 200 healthcare company, and executive director with a major investment bank.

Mamamia hires Marketing Director to monetize Freedman’s “social media army”

Online publisher Mamamia.com.au has appointed Simon Marmot as Marketing Director to commercialise (or “monetize”) the website’s audience. Founder Mia Freedman has also been appointed as spokesperson for toy company Fisher-Price.

Marmot will manage the site’s advertising and social media and develop a new social commerce offering. Marmot didn’t confirm if this will include a “deal of the day” type of offering, instead suggesting that “the social media offering has been designed to provide companies with a platform to promote their brands and create conversations with an engaged audience in a unique editorial environment, while accessing Mamamia’s “social media army” of 55,000-plus women.”

Prior to joining Mamamia, Marmot was Marketing Manager at Cudo.com.au and was responsible for the successful creation and launch of the Cudo brand in Australia and NZ. Prior to Cudo, Marmot was at Global Forex Trading (GFT), and previously Time Inc Magazines Sydney, ad agency Whybin/TBWA Sydney, and Bell Direct.

Hale launches new agency BlueOrb Consulting

Stephen Hale, formerly MD of Impact Employee Communications (owned by Ogilvy PR) is the new MD at BlueOrb Consulting

A new marketing and communications consultancy part of the one the regions leading market research groups CoreData. Based in Sydney, BlueOrb aims to assist organisations with the challenges of managing their corporate brand reputation, opening two way communication with stakeholders and developing the action plans that help them achieve solid business outcomes. BlueOrb will use CoreData methodology and technology and will also be expanding the current Financial sector experience into new market segments both locally and in the region.

Former Pfizer lobbyist launches Corpwrite Public Affairs

Ex-Pfizer lobbyist and corporate communications manager, Matt Moran, has launched public affairs agency, Corpwrite Public Affairs, with leading real estate brand Raine & Horne and non-bank lender Resi among his first clients.

Corpwrite Public Affairs will be providing government relations, media communication, corporate communication, issues management, corporate and social responsibility and social media strategies.

Director Matt Moran, with more than 17 years corporate and agency experience, has a track record of successfully working at executive levels across a variety of industries such as healthcare, financial services, property and professional services, as well as government and non government organisations in Australia and the United Kingdom.

Corpwrite Public Affairs is an affiliate of Corpwrite Australia (www.corpwrite.com.au), which has a commercial writing division, established by freelance Money magazine writers Chris Walker and Anthony O'Brien in 2008. The three directors, Matt Moran, Chris Walker and Anthony O'Brien, have extensive experience in public affairs, public relations and journalism/freelance writing between them. Corpwrite Public Affairs will be drawing upon the services of Corpwrite's writing division to enhance its client offering and output.

Moran said, "Our aim is to influence public policy, build and maintain strong corporate reputations and find common ground between clients and their key stakeholders."

Moran believes his public affairs experience with leading healthcare group Pfizer Inc in Australia and the UK, coupled with his previous position for four years as a group director with one of Australia's largest public relations companies, will be a major asset for Corpwrite Public Affairs.

"... as a political lobbyist, I was heavily involved in public policy for healthcare, which is a highly charged area in Australia and the UK. In addition, I was involved in high level issues and crisis management in both countries."

Petrelis joins Businesswriters & Design as GM

Evan Petrelis has joined corporate publishing and creative services company Businesswriters & Design in the position of General Manager. His appointment to Businesswriters & Design follows a 15-year career in public relations consulting and corporate communications in Australia, the UK and South Africa.

Before joining Businesswriters & Design, he spent the past seven years at one of Australia's leading independent public relations consultancies, Sefiani Communications Group, and was a director there for the last three years. He led Sefiani's Professional Services and Travel & Tourism practices, running major accounts including PKF Chartered Accountants and global online travel company Expedia.

He has worked in organisations including PricewaterhouseCoopers, Airbus, McKinsey & Co. and the Law Society of England and Wales.



Director-level appointments bolster Rowland's ranks

Rowland PR has announced two Director-level appointments. Brad Burke has joined Rowland's Government Relations team, while Nadeena Whitby has been appointed to the Stakeholder Engagement practice.

Rowland Chairman, Geoff Rodgers, described both appointments as experienced industry practitioners. He said Brad had an extensive background in government, media and public affairs. "Brad has previously worked for various Federal Cabinet Ministers, including the Hon. Malcolm Turnbull MP, for whom he served as Chief-of-Staff. He has also held the position of Manager of Media and Public Relations at Brisbane City Council, with responsibility for communications strategies across a range of portfolios," Mr Rodgers said.

Whitby returns to Rowland following an 18-month engagement with Brisbane City Council's Major Infrastructure Projects Office. At Brisbane City Council, Nadeena led community and stakeholder relations on the final construction and successful opening of the Go Between Bridge, and managed Council's Legacy Way communication team.

Whitby was also appointed to the Board of Infrastructure Association of Queensland.

icon.pr wins Europcar account

Car rental company Europcar has appointed icon.pr as its PR and communications agency in Australia and New Zealand, following a competitive pitch process. icon.pr will work on an integrated public relations campaign, consumer engagement and corporate communication strategies to boost the Europcar brand.

Maverick PR hires four

As a result of some recent business wins, independent PR agency Maverick PR continues to grow its team announcing four new hires.

Hollie Felstead joins Maverick PR as account director and has nine years in the PR and event management arena. Hollie has worked on an array of clients, including Christian Dior, Henkel (Schwarzkopf), Motorola, MTV, Myer, Nespresso, Samsung and Xbox.

Lisa Hollinshead joins as an account manager from Ogilvy PR's Pulse Communications. Hollinshead is a consumer PR specialist with five years' experience across Australian and European markets. Along with Pulse Communications, her time in the United Kingdom included stints at renowned London entertainment PR agency Taylor Herring and boutique PR agency, Mere PR.

Sasha Tsubulya also joins the Maverick PR crew from Hausmann Communications as an account executive. Rebecca Cressman recently joined the team on a six month contract. She brings more than ten years of experience working across brands such as McDonald's (McHappy Day), Wrigley's, Sydney Wildlife World and Sanitarium.

(L-R) – *Hollie Felstead, Sasha Tsubulya, Lisa Hollinshead and Rebecca Cressman*



Maverick wins Weight Watchers experiential business

Maverick has been awarded the Weight Watchers brand experience business after a competitive pitch. The campaign will launch in Spring 2011 and is designed to bring the Weight Watchers 'Approved by Life' brand platform to life.

It is the first time Weight Watchers has used experiential on this scale and as a long term strategic weapon. Maverick will be working on this campaign with Weight Watchers agency partners Naked and BMF.

Snippets

One Green Bean is looking after the consumer, technology and marketing PR for online publisher ninemsn.

Eggleton launches Lunch Magazine for premium travel market

After launching in the UK, Huffington Post is investigating launching a news/entertainment website in Australia

Luxury magazine for kid's family holidays launches

<http://www.mediabiznet.com.au/news/home.do?newsId=4617>

No Sydney newspapers in 10 years? Crikey published a stockbroker analyst's unapproved/draft review of Fairfax (without permission of the author) stating that "The Sydney Morning Herald and The Age will cease to physically exist within the next decade and two-thirds of metropolitan journos will need to be sacked to keep their employer alive" - the author, Roger Coleman from CCZ Statton Equities, was a touch unhappy with Crikey when The PR Report called to verify the article.

Google+ (Google Plus) offers online social networking. Google+ intends to offer users smaller groups of people to share information with; via 'circles' as opposed to Facebook's 'pages' or 'groups'

The Greens hold the balance of power in the Senate from July

Champ creates TEDx Parramatta; Jonathan Champ, founder of Meaning Business, has secured the franchise for TEDx in Parramatta. Check out twitter account @tedxparramatta and Facebook Page

Online video and PR: The Million Dollar Memo, created by Tourism Queensland, asks companies to upload a one minute video on why their company is a great place to work; \$1m of travel prizes up for grabs.

News Corp Chairman Rupert Murdoch has **closed top selling tabloid paper News of The World** over phone hacking allegations surrounding murdered teenager and a boycott by advertisers. UK PM Cameron pledges investigation.



PPR hires Lewis for consumer practice

Professional Public Relations (PPR) has appointed Lisa Lewis to head up the agency's Sydney consumer practice. Lisa joins PPR as Consumer Group Director, leading a team of 15, which counts McDonald's, Bunnings, Microsoft Xbox 360 and Emirates as some of its key consumer accounts.

Lewis joins PPR with more than 15 years' experience in marketing and communications in both Australia and the UK. During this time Lisa has worked on brands including Disney Channel, Expedia.com, MTV Europe, Unilever, Activision and countless others. Lisa takes over from Peter O'Sullivan who moves to be PPR National Consumer Director.

Ad agency wins top PR award in Cannes: PR industry on notice says Cannes judge, Paul Taaffe

<http://www.canneslions.com/work/pr/?award=99>

An Australian Advertising agency, Clemenger BBDO Melbourne, has won the PR award at Cannes (actually called a Grand Prix as the awards are French).

Only two other Australian companies entered into the PR category; The Hallway and Leo Burnett (both from Sydney). The award caused confusion amongst some Australian PR practitioners, with others saying it is a wake-up call for the Australian PR sector.

Paul Taaffe (ex Head of Hill & Knowlton worldwide) said: "Second year running that PR has been put on notice that while they may have gotten to the point of marketing first, they face being relegated. Look at the number of non PR company winners this year in the PR category. The PR industry has been put on notice. For purely partisan reasons, am delighted Australia continues to lead the way."

Tristan Everett, formerly with NAB, now Communications Manager with Mercer, said: "It's the coordination across different teams that made the difference so that what the public saw was a seamless integration. Clemenger would have just been the ones to coordinate an entry for Cannes. But there were several internal communications, media relations and brand teams as well as an additional PR agency involved along with Clemenger in bringing it all to life."

We'd been saying the same thing for two years - that NAB is different from the other big banks and we'd led the industry with our 'fair value' agenda. The "Break Up" campaign was just another way to package it in a coordinated way without the marketing, corporate affairs and brand teams thinking in silos.

Comment from Richard Muller, Managing Director, Porter Novelli

"Firstly, well done to BBDO and the corporate affairs team at NAB who worked together to deliver a simply brilliant PR-lead campaign. The issue at Cannes for Australian PR firms is twofold, one of process and one of measurement. I do not for a second believe that creativity is the issue.

"While advertising agencies have honed the art of creating jury-friendly submissions for Cannes, it is a relatively new task for PR firms who may not have the scale or experience in terms of AV production for the all important show reel. Investing time in learning best practice for entries is critical as is initiating the process for collecting content through the course of a campaign for submission to the jury.

"The other issue is measurement. For large scale (and with accompanying budgets) campaigns with a significant above the line component at play, existing business objective focused metrics are readily at hand such as customer inquiry or acquisition, net promoter scores, brand preference and trust measures and the like. Where the task is issue mitigation or improving the quality of stakeholder relationships, the challenge of measuring effectiveness becomes more complex. The challenge therefore is for clients to share their business success measurements with their PR consultancies, for us to not be afraid of claiming credit for our legitimate influence over the outcomes of integrated or other campaigns and for juries to dig deeper into what objectives a PR campaign sought to deliver and what are the appropriate metrics to measure its success."

Comment from Alan Smith, Associate Director Corporate Communications at Altium:

Clemenger BBDO is confusing the orchestrated dumping of a message into social media channels as public relations, assuming that this adjunct to their mainstream media spend on advertising passes the PR test. What is missing is engagement from the audiences they seek to influence. There's no conversation that I can see. Their premise and rationale remain rooted in classic ad-speak: buy the space and shout. That they haven't actually had to buy the social media space hasn't stopped them from shouting.

There's no doubt that the advertising has cut through, and I happen to think that it's a well-thought through strategy that hooks everything together. But the editorial coverage has been about the campaign, not the actual benefits to the bank's customers.

Away from media relations to a broader public relations comment, this is more difficult to measure from where I'm sitting. Maybe lots of NAB customers have contacted NAB to congratulate them on the new bank account structures and fees. If so, that would be a justifiable PR measurement and a credible claim for success.

But in that Clemenger BBDO claims \$5 million of earned media on one day, I doubt it. They have clearly not realized that public relations measurements are no longer couched in some sort of advertising spend equivalent, as this is. Their measure of success stops here. How are they calculating such a figure, if social media channels are free?

What's more credible is the increase in new business from people opening NAB accounts, but of course no-one can quantify which bit of the integrated communications had the most effect.

This is a great example of an integrated communications program. Some of the other entrants might be regarded as PR programs, and certainly seem to be devoid of any advertising (shouting) effects.

Online video revolution inspires MUD News

Sydney based video production company, MUD Media, is calling for PR agencies to join the video revolution.

"Video is not a new thing," says Steve Iliffe, producer at MUD, "but with broadband, particularly on mobiles, the market's consumption of media is changing dramatically." MUD Media has been delivering engaging video communication to the market for more than six years and in that time, they have seen the changes. Video and social media are now working hand-in-hand.

"YouTube is now the second most used search engine on the web," says, Kylie Fleming, MUD producer, "People love consuming their media as video. It's more engaging and therefore more likely to be absorbed."

But MUD recognized a need in the market for high quality, informative video clips, delivered fast, so MUD News was born.

"We can have a crew to almost any location within hours," says Steve, "and then we package the content into a neat little 'news story' or whatever suits our client, and deliver it overnight, if necessary... And that's important for fast breaking events but it's also critical these days because of the speed at which the content is expected on-line."

MUD creates regular vodcasts for one of NSW's largest electricity retailers; these video clips are designed to empower frontline staff with information about changes to the electricity market and pricing, so they can keep their customers up-to-date. The vodcasts feature interviews with people across the organisation, and tips about how customers can reduce their electricity consumption.

When **Sydney Airport** has an announcement, they call on MUD Media to produce a news clip of the event, pointing out the key messages they feel are important for the public. This service provides an alternative to the mainstream media, who often prefer to follow the popular angle or the day's political story. T1 Departure Terminal:

<http://www.youtube.com/watch?v=heX8n-7VDOg>

Both Kylie and Steve are quick to point out that larger campaigns require a considered approach to assure success. **Snowy Hydro** needed to communicate to the NSW alpine community, the facts about the failed IPO of the company. It was crucial to Snowy Hydro that the community understand the difference between the company and the Scheme's infrastructure. MUD was engaged to create an informative video that spoke to the locals. Respected journalist, Steve Liebmann (pic, right) grew up in Cooma and started his career there, so MUD engaged him to present a documentary about the Snowy Mountains Scheme and Snowy Hydro. He explained



how the electricity is generated, traded and delivered, but also how Snowy Hydro contributes to such a changing market. The DVD was delivered to every home in the mountain region as it has been considered a success in crystallising the views of moderate community members.

View the 10min condensed version: <http://www.youtube.com/mudmedia#p/u/36/7gXjOn2hTPY>

Campaigns targeted specifically for social media include the RTA's *Slow Down Pledge*, where sporting stars take a pledge to slow down on our roads. The hope is that this will encourage young people to consider driving safer and perhaps taking the pledge themselves. MUD was engaged to produce Hazem Elmasri's segment and also a segment featuring Neurosurgeon Dr. Brian Owler, where he takes the pledge himself. These clips are found on Facebook.

Hazem El Masri: <http://www.youtube.com/mudmedia#p/u/2/ltjkZDpxLy4>

Dr. Brian Owler: <http://www.youtube.com/mudmedia#p/u/19/mvNoYJg4ybc>

Visit www.mudmedia.com.au or contact kylie@mudmedia.com.au

QANTAS put Chief Pilot on YouTube

As an example of companies using video and their own YouTube channels to put news and key corporate messages in the public domain, the QANTAS use of their YouTube channel (following flight cancellations from the volcanic ash cloud) is a great example of the effective use of corporate video news.



PPR wins Vail Resorts Australia account

Professional Public Relations' (PPR) travel and tourism division has won the Vail Resorts account.

Vail Resorts is a mountain resort operator in the United States. The Company's subsidiaries operate the mountain resort properties at the Vail, Beaver Creek, Breckenridge and Keystone mountain resorts in Colorado, the Heavenly Ski Resort and Northstar-at-Tahoe in the Lake Tahoe area of California and Nevada, and the Grand Teton Lodge Company in Jackson Hole, Wyoming.

The Vail Resorts PPR account team includes travel and tourism Account Director and ASTW member Annike Morgan and Senior Consultant Christine Nguyen with strategic support from Group Director Lisa Lewis, National Director Peter O'Sullivan and Managing Director Richard Lazar.

Vail Resorts joins PPR's list of current travel and tourism clients; Emirates, Wolgan Valley Resort & Spa, South African Tourism, NRMA Tourism and Leisure, Auckland International Airport, Adelaide Hills Wine Region and Broome and The Kimberley Holidays.



Photo, right: PPR Vail Resorts team – Lisa Lewis, Annike Morgan and Christine Nguyen.

Weber Shandwick appoints Abbott as Strategic Counsel

Weber Shandwick has appointed James Abbott to the position of “Strategic Counsel” of its operations in Australia.

Abbott will work across the firm’s corporate, lifestyle, healthcare, digital and technology practices and lay the foundation for future business services. Reporting directly to Ian Rumsby, Chairman, Weber Shandwick in Australia. Abbott will be based in Sydney, with countrywide responsibility.

Abbott is a recognized issues and crisis management PR practitioner with an extensive background in regulatory affairs. He joins Weber Shandwick from Melbourne-based agency, Royce Communications, where he led client relationships in government, industry and the not-for-profit sector.



The move follows recent appointments of Simon Schweigert as GM, Melbourne and Heidi Noble as Head of Lifestyle. Weber Shandwick has a number of staff on maternity leave at the present time, including Managing Director, Emma-Jane Granleese. Abbott’s appointment is a newly created position, and is an addition to the current org chart.

Ogilvy PR Melbourne hires Cameron

Ogilvy PR has appointed James Cameron as a Senior Account Manager in the Melbourne office.

Cameron has corporate, B2B and financial services PR experience across both Australian and European markets. Prior to joining Ogilvy PR Melbourne, Cameron was with N2N in Sydney, and in UK, Cameron worked for Consolidated PR supporting the PR activity for companies including HSBC and American Express.

Cameron will work across Ogilvy PR Melbourne’s government, B2B and financial services clients.

Tourism Australia lists PR agency roster

Tourism Australia has selected 11 public relations agencies who it can call upon to support its consumer and business events marketing and promotional activities.

Agencies have been selected through a competitive tendering process and will provide Tourism Australia access to their services over the next three years, if needed, on a project-by-project basis.

The 11 agencies are: Avviso, Burson-Marsteller, Crossman Communications, Fleishman-Hillard, Haystack Public Affairs, Horizon, Mango Communications, Morris Walker, Ogilvy Public Relations, PEPR Publicity and Porter Novelli.

TA has an annual budget of \$133m (down from \$174m in 2009 and \$143 in 2010); the budget for external PR agencies is not published; industry insiders suggest a figure of \$6m-\$8m p.a. (TA’s domestic tourism PR budget for external PR agencies is estimated at between \$1m-\$2m p.a.)

Undertow Media generate excitement for Tupperware's 50th

Tupperware Australia turns 50 this year. To celebrate, Undertow Media managed the World's Biggest Tupperware Party, with two live events in Sydney's Martin Place, featuring performances from 'House of Gaga', cooking demonstrations by Tupperware ambassador Fast Ed and cooking challenges attracted an audience of over 3,000 people (a further 20,000 people took part in additional parties running concurrently across Australia).

The events delivered an impressive 116 editorial hits across TV, radio, print and online - including a Nine News piece that ran nationally - reaching an accumulative audience of over 7 million.

The Tupperware team at the event (back row from left to right – Sarah Clarkin, Amanda Mathews, Merilla Colovic and Johanna Murray) pictured with Tupperware MD Rosemary Robertson and Ben and Dave from Hard Hat, Undertow Media's digital partner



VIVA! appoints two new staff

Health and wellness PR agency VIVA! Communications has appointed Kirsty Noffke and Mahsa Lotfizadeh as Account Executive and Account Associate, respectively. Kirsty was health reporter and an Acting-Chief of Staff at the Tweed Daily News for the past four years.

Mahsa has local and international experience in health communication. In 2010 she completed a research project on maternal health at the World Health Organisation (WHO) in Geneva, where she also worked closely with health clinicians and policy advisors to develop communication strategies for promoting women's health.

Mahsa has successfully implemented health awareness and fundraising campaigns for not-for-profit and government organisations, and has experience researching and communicating health topics, using traditional and new media.



Three Plus appoints Coomber

Corporate communications consultancy Three Plus has strengthened its Corporate Affairs team with the appointment of Justin Coomber as principal consultant and team leader.

Justin brings to Three Plus valuable experience across journalism, government and consulting. His senior journalism roles include chief of staff on The Telegraph-Mirror in Sydney, sports producer with Worldwide Television News in London, and chief of staff at Ten News Brisbane.

Justin also has an in-depth knowledge of government from his time as a senior media advisor for the Queensland Beattie Government. He was later General Peter Cosgrove's media advisor for the Cyclone Larry Operation Recovery Task Force in 2006.



The Marshall Plan: WA Govt media strategy to focus on women and TV?

The news: WA Government picks female TV newsreader as media advisor

Dixie Marshall (pic, right) is the new head of WA Premier Colin Barnett's media team; Marshall was previously the newsreader for Channel 9 in WA (based in Perth). Marshall's partner is in PR; he is the Communications Manager for the Fremantle Dockers (the local Australian Rules Football team).



News of her appointment focused on her (alleged) salary (see link below), however, there's a deeper story here.

<http://www.news.com.au/dixie-marshall-earns-175000-in-new-role/story-e6frg2rc-1226079479541>

What it means: women's opinions matter (this is news for WA politicians)

Political leaders always pick journalists as their media advisors. Politicians communications focus is today's talkback radio, today's TV news and tomorrow's tabloid headlines. There are advisors within the political parties who are responsible for long term strategic communication, often referred to as "creating a narrative" (Keating et al), but these initiatives often get sidelined in the daily battle that is the 24/7 media cycle. A week is a long time in politics.

Here's the change; Political leaders often pick print media journalists as their media advisors; ex-political journalists or senior editor types (men of influence!). The selection of the Dixie Marshall is an indication that newspapers aren't as important as TV in winning the hearts and minds of the people on the key issues, and that pollies should win over the 51% of the population that isn't male. Gender issues are big issues in WA; witness the behaviour of Liberal MP Troy Buswell over the years (and he was the State's Treasurer).

Historically, female newsreaders on commercial television stations tend to have a limited career in front of the camera, although the attitude of commercial TV bosses (all male club there) is changing too (The PR Report has written about this trend; see the article about The 7PM Project in the "Top 20 Trends" publication). Channel 9 Perth is owned by Bruce Gordon, a multi-millionaire businessman who lives in Bermuda.

Networking

Digital Mums, the organization formerly known as Aussie Mummy Bloggers, put on a networking and karaoke evening; thanks to Danielle Melnychenko at DanniMezza.com for the photo (right)



Frocomm organized a networking and presentation event at NSW Parliament House for Chris Quigley, co-founder of Delib (pic right, below)

Chris' presentation covered Delib projects undertaken for the US Obama administration, such as "Recovery.gov", and the UK Conservative Government's "Your Freedom.gov.uk" – Chris offered suggestions on the best approaches to crowd-sourcing, citizen engagement and e-democracy, as well as observations on public/private sector collaboration.



Some of the presentations from Frocomm's Gov 2.0 Conference are here:

<http://www.slideshare.net/GlenFrostFrocomm>

Dear St George PR: how you can help improve your reputation

As a customer of St George, indeed as a customer of any company, I don't mind the odd promotional message on your correspondence about how you're bending over backwards to service me. However, I feel the quote on the front of your envelopes; "Because you come first, we came first" is not really the right phrase for a bank (or any company for that matter). What exactly does this mean?



Turning to the back of the envelope, please permit me to continue. It's great news that you've won a customer service award (congratulations!), but why broadcast that it's from Las Vegas? Las Vegas is the mafia owned home of the gambling and p*rn industries, two industries you should stay away from unless you want to see your reputation radically deteriorate in the minds of your customers.

Going to Vegas on a business trip (yeah, right) to collect an award is, well, bizarre. The banking industry had to be supported by the Australian Federal Government (and bailed out from near bankruptcy in the US and UK) because of what is politely referred to as your collective addiction to "casino banking" Associating banking with Las Vegas? Seriously?

In-house PR can't be expected to control the message on every item of communication, especially when PR and marketing are in separate departments; however, part of the role of PR is to watch for these mistakes and correct them.

Emails to the Editor

What is the definition of a PR agency?

Editor's note: The PR Report referred to the new Media Monitors owned business, 360m, as a "PR Agency" in the June issue. Media Monitors weren't happy with that description, and so The PR Report offered to publish an email from Media Monitors explaining their side of the story. Hopefully this email enables PR practitioners to think over this question: what is a PR agency these days?

Dear Glen,

Thanks so much for your interest in 360^m in the last PR Report. It's actually not a PR agency in the widely understood sense of what PR agencies do, it's a media analysis and issues management consultancy.

Our Media Monitors analysis division, which has been in business for over ten years, with more than 50 analysts across Australia and New Zealand providing quantitative and qualitative media analysis for over 200 clients, has been placed under this new brand with the addition of high-level recommendation and strategic counsel from Ian Kortlang, following a clear demand from some of our clients for analysis plus recommendation. 360^m won't be running PR campaigns, events etc. for clients.

Yours sincerely

Patrick Baume

Group Communications Manager – Media Monitors Group www.360m.com.au

Editor's note: Correction

In the same article about the Media Monitors new agency 360m, in The PR Report's June issue, we stated that Ian Kortlang has had three wives; this is incorrect; he has had four wives. Our apologies.

Internship articles

This month's intern articles are by **Anne-Louise Kitt**, who has been at various companies working on a variety of projects, events and campaigns; and **Georgia Aish**, who interned at Adelaide Football Club, with a mission to build engagement with AFC fans, and where her work was published on the club's website.

How interning got me a job!

By Anne-Louise Kitt (pic, right), final year, Bachelor of Arts (Public Relations) degree at Charles Sturt University.

"Interning can be a very challenging commitment for university students; social lives are interrupted, workload is increased and the idea of working for nothing sounds unappealing and absurd. However, I found the experience extremely rewarding, and although I struggled week-to-week with early wake up calls and six hours of travelling I would not have changed a thing.

All of my industry experience was focused around the fashion industry, with the exception of one. I was drawn to fashion, not because of the glitz and glamour, but because of the ever changing and fast paced atmosphere that the industry presents.



I gained industry experience with the following companies:

- Miro House
- Kirrily Johnstone
- IMG Fashion
- Sweaty Betty PR
- V8 Supercars Australia

I cannot stress to students how important industry experience is. It should not be left to the last semester of a three year course, put yourself out there early and gain as much experience as possible. I found that each internship acted as a platform for another internship, which eventually lead to a full time job. The contacts I have made through interning are priceless and I must admit that my resume has the potential to impress.

My most recent internship was with IMG Fashion. I assisted the team one day a week for three months in the Sydney based office and continued helping the company during Rosemount Australian Fashion Week (RAFW), which is held at the Overseas Passenger Terminal (OPT). My role with IMG involved working on the International Delegate Program for RAFW, I was host to over 45 delegates from the Asia Pacific Region during the event and was in charge of their day-to-day schedules. I was required to be highly organised and confident. On the final day of RAFW I was approached by OPT management to speak about a potential full time position with the company, after being recommended by IMG. I accepted the position as Venue Manager in the days following RAFW, and will begin next month.

A final note for students - keep in mind that the Public Relations industry is built on contact networks. The company you intern with may not be in the position to offer a job, however, if you prove yourself enough to them, they may recommend you to another company who is looking to hire."

Internship article #2

AFL internship offers rewarding challenge

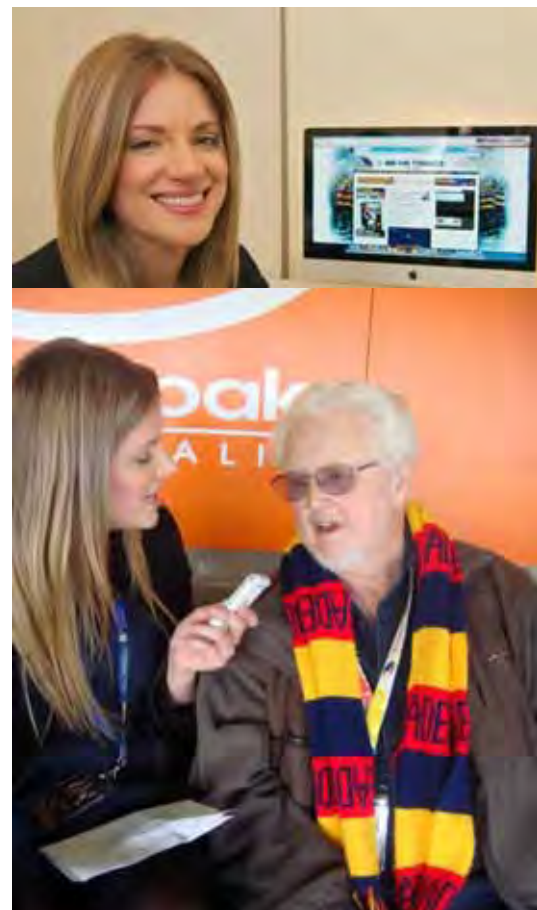
Georgia Aish spent time with Adelaide Football Club and discovered her placement was both exciting and her work was published on the club's website, thus enabling Georgia to add valuable examples to her portfolio.

Photos: top; Georgia's articles on the AFC's website. Below; Georgia interviewing a supporter for the "fan of the moment" segment

In the final stages of completing a Bachelor of Public Relations degree at the University of South Australia, students partake in an internship program for three full time weeks or the equivalent part time. We apply for the intern positions and go through an interview process, much like applying for a normal position. I was lucky enough to complete my internship at Adelaide Football Club.

The internship has developed my professionalism beyond the classroom and facilitated experiences important to my future career. I have completed media releases, feature articles and worked closely with staff members and players conducting interviews and participating in strategic brainstorming and planning. The objective of my work there was to develop and improve relationships between the football club and their community while giving supporters a personal insight into the world of elite football.

Most of my work was published on the Club's website, which I am able to include in my portfolio.



Working one day per week in the office as well as at (home) game days allowed me to go behind the scenes in the professional sporting club environment and in some way gain an all access pass. Positions such as this are exciting and an amazing opportunity for a third year university student.

My position as public relations intern saw me working directly under the communication manager as well as with the public relations coordinator. Their knowledge and experience meant that I was able to be given constant feedback and constructive criticism and therefore improve my communication and writing skills.

I believe there was great value in participating in this program in the final stages of my degree as I could apply everything I was learning in the classroom, to my time in the workplace. I feel I now have a good platform for entering the work force (when my studies are completed at the end of this year) as well as a great reference.

I encourage organisations to explore taking on a public relations intern as they can assist in busy periods, bring fresh ideas and enthusiasm and contribute to the industry.

Editor's note: Thank you Anne-Louise and Georgia for sharing your intern experiences, best wishes for your future careers!

We welcome enquiries and submissions from companies, PR agencies and Universities wanting to discuss or nominate their intern programs.

Please email glen@theprreport.com



Job of the Month

PR: 2IC/Account Director – Leadership Opportunity - STEP INTO THE BIG CHAIR!! – SYDNEY - \$100-\$120k

If you are currently an Account Director or above contemplating your progression into general management, this most certainly is the best opportunity to become available in the Sydney market in the past 12 months.

Our client is globally renowned consultancy, requiring an outstanding future business leader to join their Sydney office. Under the guidance of an inspiring and highly supportive CEO providing director mentorship, you will be fast tracked into an office leadership role.

Contact Jeremy Wrench

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



Capstone Careers provides specialist permanent recruitment services to the Public Relations, Corporate Affairs and Marketing Communications industry. Capstone is led by Jeremy Wrench, MPRIA, and guided by his 16 years of experience in international PR consulting and senior management

MELBOURNE ROLES

PR: Account Manager & Account Director - Consumer / Lifestyle - Melbourne. \$60k-90k (pro rata)

Two exciting contract roles available at this very well known, well regarded consumer/lifestyle consultancy. A very close knit, supportive & friendly team, gorgeous office (and location) and to-die-for client list await the successful candidates for these two roles. Genuine potential to grow to permanent. You should have demonstrable FMCG, Lifestyle and major brand consulting experience at comparable levels.

PR: Senior Account Executive - Melbourne - \$60-\$80k

This is an ***outstanding opportunity*** to join a very highly regarded multinational strategic consultancy and learn from some of the best practitioners in the business. You must have at least 18 months b2b/corporate consulting experience, and very good grasp of current affairs and general business acumen. This role will be filled VERY quickly so move fast.

PR: Account Manager - MELBOURNE \$60k-75k

Recent new client wins and organic growth require this rapidly growing independent consultancy to welcome an Account manager to its close knit, very friendly team. 4+ years experience, corporate/b2b background and strategic mindset required. You have strong relationship skills are a proficient writer and are highly organised.

PR: Senior Consultant / Account Director - \$100-\$130k – Melbourne

A very rare opportunity to join one of Melbourne's most revered and established strategic consultancies. If successful you will join a highly supportive and down to earth team with an enviable reputation for results and strategic insights/counsel. You are a proven performer with 7+ years consulting experience, solid network and pride yourself of your ability to balance strategic thinking and tactical delivery.

SYDNEY ROLES

PR: Part-time Comms/Marketing Manager (NFP) – SYDNEY (24hrs P/W).

A bright and experienced Marketing Manager is required for this very well known and highly respected not-for-profit organisation. Proven broad based marketing skills, empathetic nature, understanding and appreciation of aged care issues are all prerequisites to this role. This is a 3 month part time contract – 24 hours per week.

PR: Account Manager (Consumer) – SYDNEY - \$55k-\$70k+

Our client, a boutique and highly accomplished Sydney based independent consultancy requires a gun Account Manager to join their very supportive and close knit team as a result of ongoing business growth. The successful applicant will benefit from entering a happy, fun working environment and brilliant client list. Client experience within the retail, food, general lifestyle, events and travel and tourism industries will be highly regarded. 3+ years consultancy experience preferred.

PR: Senior Account Manager (Consumer) – SYDNEY \$80K+

This exciting, young, vibrant consultancy requires a new SAM to join their highly regarded team with an impressive record of managing VERY high profile client campaigns. 4+ years consulting experience and proven track record with major brands required, new business experience would also be beneficial. A truly amazing client portfolio (we mean amazing!), supportive, stable and friendly working environment await the successful applicant.

Enquiries and applications should be directed to Jeremy Wrench, MPRIA:

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



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

PR GAD - Consumer/Experiential!

Circa \$130K-\$140K

A brilliant opportunity to join a thriving cutting edge PR agency as the 2ic with scope to progress to GM! You will report to a "go-getter" MD and will have the support of an experienced team! You will be tertiary qualified ideally with around 9+ years' agency PR experience. Expertise in Youth Markets, Beverages, FMCG, Social Media and Experiential would be well viewed. You will enjoy working with a team of like-minded practitioners who are good fun, talented and inspiring!

PR GAD/Team Leader - Corporate/B2B

Circa \$150K

If you're looking to run a corporate team and make your mark in a well-known, reputable PR firm that is recognized globally for the work it produces, then look no further. Degree and 10+ years of PR exp. req. including team management.

PR AM/SAM - Ethical/OTC Healthcare Mix

\$70K-\$90K

You will be degree qualified and ideally should have at least four years of PR agency experience, some knowledge of healthcare PR and a genuine desire to work in a fast paced and cutting edge PR agency!

PR AM/SAM - B2B/Corporate

\$70K-\$90K

To apply for this role you should be degree qualified and have at least four years of PR agency experience in B2B, strong business acumen, local media contacts and the ability to operate with limited supervision managing clients effectively.

PR AM - Consumer Lifestyle/Experiential

\$65K-\$70K

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

PR Consumer AE/SAE - Top Brands!

\$50K-\$55K

Are you a top notch AE with local media contacts? This professional and structured agency offers training & development and plenty of scope to progress up the ranks in the short term once your ability is proven! Degree and min. 18 mths of exp. req.

PR AM & SAM - Consumer L'Style - Melbourne Based!

\$65K-\$85K

This agency are creative & cutting-edge giving you the chance to work on some of the best brands in the world! Ideally you will be tertiary qualified with 3+ years' consumer PR agency experience and an ability to work in a high energy and fun environment!



Contact Ike Levick
on 0405 218 626 or email
ilevick@saltshein.com.au



Contact Claire Radcliffe
on 0415 835 266 or email
cradcliffe@saltshein.com.au

"I was impressed with the help I received from Salt & Shein. I felt positive that my best interests were at heart ... I had someone friendly to advise me through the daunting process of job hunting ... and secured an ideal job through them ..."

"Their service is honest, fast, and on-brief every time ... They know our company culture well and take the time to fully understand our requirements ... Plus, they're just straight up nice people to work with."

Account Executive/Senior AE, Consumer , Sydney

- Highly respected agency and MD
- Lots of growth and ongoing new business wins
- Great brands, good consumer lifestyle cross section
- Noisy office, personality required!
- Would suit someone with solid basic skills looking to be developed

Account Manager, Consumer, Sydney

- Mid-size Sydney arm of large regional consumer agency
- Excellent in-house resources
- Initially working on leading automotive client
- Strong client management skills
- Sponsorship leverage and consumer brand retail experience would be ideal
- Good media contacts, writing skills, understanding of strategy, the usual!

Account Manager, Consumer, Sydney

- Successful city-based agency
- Highly experienced, inspirational MD
- Fantastic training and development program
- Opportunity to build practice areas that interest you
- Stunning offices with a great view!

Account Manager, Corporate, Sydney

- Top independent corporate agency
- Fantastic team – bright, friendly and experienced
- CV building clients in finance and travel
- Corporate and Consumer blend in this role

SAM/AD/SAD, Consumer, Melbourne

- Top global consumer agency
- Portfolio includes gaming (of the virtual variety), automotive and toys!
- Flexible on level
- Strong consumer agency background required



suite 5 level 6, 100 walker street, north sydney nsw 2060
po box 309, north sydney nsw 2059 • ABN 84 127 682 937
T 02 9956 4200 • F 02 9460 4114 • W www.soldham.com

GROUP ACCOUNT DIRECTOR Consumer/Lifestyle

\$150K incl. (neg) Fantastic opportunity to

head up the PR Team in this high profile integrated global comms co. Work with a talented team of creatives and strategists in running a portfolio of iconic brands. At least 10 years comms experience is required along with a natural flair in nurturing clients at a senior level, an entrepreneurial outlook, extensive social media knowledge and global brand management skills.

Contact: lynette@soldham.com

GROUP ACCOUNT DIRECTOR Experiential/PR

\$150K incl. (neg)

Fantastic opportunity to take on a leadership role in the experiential space for an award winning, global PR agency (within an integrated comms agency) working on some of the world's biggest brands. Must be a creative & dynamic leader with several years' experiential campaign management at senior level as well as in-depth knowledge of social media (and an understanding of PR is ideal).

Contact: lynette@soldham.com

GROUP ACCOUNT DIRECTOR (12 month mat cover) Consumer/brand

\$150K incl. (neg)

Readymade senior role to slide into for 12 months or look to stay on permanently. You can have your choice with this fantastic opportunity to oversee the successful and stable consumer/lifestyle team of this global agency whilst the current GAD takes 12 months mat leave. Work within an integrated environment with industry leaders and enjoy great benefits.

Contact: lynette@soldham.com

ACCOUNT DIRECTOR/SAD Lifestyle/Fashion

\$120K incl. (neg)

Impressive boutique PR agency with coveted collection of lifestyle clients is seeking to appoint an energetic Account Director to fill an immediate need. 6+ years in consumer space with a min 2-3 of these spent specifically on big lifestyle brands, together with outstanding accountability and attention to detail are a must.

Contact: lynette@soldham.com

ACCOUNT DIRECTOR Consumer/online/finance

\$100K incl. (neg)

Fully integrated PR agency in stunning growth cycle is seeking to appoint a strong AD to join their Sydney team to work across a band of high level, inspiring clients in the consumer and b2b space. Ideally have 2 years operating at this level so as to immediately and comfortably assume a position of leadership. Role includes energetic and pro-active team management, strategy development, considered counsel to senior level clients, new business, budgeting and forecasting.

Contact: lynette@soldham.com.au

ACCOUNT DIRECTOR/SENIOR ACCOUNT MANAGER Healthcare

\$80-\$110k incl. (neg)

Leading trans Tasman agency with a determination to mainline new blood into the Sydney team is seeking skilled practitioners with experience in ethical healthcare to take that plunge. 6-8 years agency experience across the full spectrum of healthcare comms, ability to enthusiastically administer & lead a team, whilst managing the day to day needs of some hugely influential clients is required.

Contact: lynette@soldham.com

SENIOR ACCOUNT MANAGER Consumer/FMCG/Lifestyle

\$80K incl. (neg) Focused PR professionals

with 4+ years agency experience urgently required to fill yawning gaps in marketplace. Must be talented and confident practitioners passionate about the consumer space.

Contact: jane@soldham.com

ACCOUNT MANAGER Corp/IT/Finance

65k incl. (neg)

Outstanding individual with corporate focus required for thriving independent PR agency. Must have exposure to, or an elevated interest in and understanding of, IT and Finance comms, 3-4 years agency experience, excellent written and verbal communication skills also required. This agency offers international exchange program.

Contact: jane@soldham.com

ACCOUNT MANAGER Consumer Tech/Electronics

\$65K incl. (neg)

Highly respected independent agency is seeking energetic individual with a passion for the consumer space and a savvy engagement with the techno domain to work with a coveted team on super enviable clients. 3-4 years experience, preferably in an agency environment is a must.

Contact: jane@soldham.com



Community Crew

CONTACTS

London, U.K.; Los Angeles, U.S.A.;
Sydney, Australia

PHONE

+61432684992

EMAIL

contact@communitycrew.com
laurel@laurelpapworth.com

WEB

communitycrew.com
Twitter: @communitycrew
Facebook.com/communitycrew



Online Community Admins for Public Relations

The Community Crew provides online community customer service to public relations agencies and departments. The Applicant will act as the outsourced Community admin, implementing P.R. campaigns according to the Client Agency directive, into Facebook, Twitter, LinkedIn, forums blogs and other social networks.

The Job

Implement the online community moderation strategy, coordinating with stakeholders to ensure *their* client is satisfied and providing superior quality of customer service and support to the community.

Review and moderate all user-generated content and user profiles (either pre-, post- or reactive moderation) within forums, comments, images, videos and audio, liaising with the Legal and Agency team where required. Manage the banned user process and remove spam. Warn and respond to emails/ Facebook questions regarding appropriate content. Follow escalation procedures and document for governance.

Provide engagement topics and responses within the framework of the Agency requirements in the Conversation Diary. Answer and respond to basic customer service requests from members of various online communities.

Produce a report outlining engagement, exposure/reach, velocity and sentiment of conversations on managed social media sites. Highlight issues to Client Agency, for forwarding to *their* clients including members discussing products, brand awareness and education, inquiries from the Press and so on.

The Applicant

This is a work-from-home role, part time, looking after high volume sites (some of our Facebook Pages have 1/2 million fans and 16,000 comments in an Ad break!). You will be fast, conscientious and detail oriented. Please note: this is not a strategy position but a customer service role. Understanding of the principles of public relations and customer service required. Prefer applicants "blue carded" to work with children online. Understanding of online legal issues. May be outside of working hours. Training provided.

About The Community Crew

We are Australia's most experienced online community management service. The CEO, Laurel Papworth, has worked 20 years in massive virtual communities and teaches online community management globally. She was named "Head of Industry, Social Media" by Marketing Magazine and has been working with various Public Relations Agencies in Australia, Asia and Middle East on their social media offering. The Community Crew clients include Hollywood entertainment companies, journalists and authors, Junior Masterchef, and retail outlets. We are 24/7 moderation service, with community admins in L.A., London and around Australia. Most of our admins are cleared by Police to work with children.

Vister

Created by Glen Frost, artwork by Adolfox



The dark side of news



Where the truth lies...

life in a PR agency



Late news:

PR and marketing consultancy **Red Agency** has won a competitive pitch to promote the World AIDS Day Dinner 2011 to be held in Sydney on World AIDS Day, December 1.

Department of Health & Ageing has announced a consortium, led by McKinsey and Company and including **Hill & Knowlton**, has been appointed as the Change and Adoption Partner in the process to introduce Personally Controlled Electronic Health Records (PCEHR) next year. Hill & Knowlton: Tim McPhail has been promoted to lead the Public Affairs practice in Australia, and Derryn Webster has been promoted to Senior Associate Director, Public Affairs

PPR has been appointed as the Australian agency for international brands SOLTA Medical and findmypast.com.au. PPR has also taken on Radio Station 2MBS-FM, and was awarded Carhistory.com.au following a competitive four-way pitch.

PR and marketing communications agency, **Stellar* Concepts**, has re-signed for another 12 months as the agency for Australia's largest independent grocery network, IGA. Stellar* will continue to work with IGA on building meaning and understanding of their "How The Local's Like It" campaign at a national and state level, as well as raising the profile of IGA's Community Chest program.

Liquid Ideas wins Kellogg's PR business

Have you got news for The PR Report?

Who?

Contact glen@theprreport.com Tel: + 612 9476 3333

What?

- Account wins
- New staff
- New campaigns (agency and in-house campaign news welcome)
- Perspectives on PR: media monitoring/analysis, media relations, crisis communications, Government relations, digital communications

When?

- Copy deadline 10th of each month
- Over 6800 PR people read The PR Report
- Subscriber list: <http://www.theprreport.com.au/who-reads-the-pr-report>

Where?

Sign up for the newsletter
<http://www.theprreport.com>

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

The PR Report



Why?

Because The PR Report seeks to help PR practitioners stay informed and connected; we aim to be the industry newsletter for the PR industry in Australia.