

The PR Report

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PLUS appointments, jobs, account wins...

Pic right: **Trina Phelan, LapePhelan**



People in this issue of The PR Report:

Daniel Young, Burson-Marsteller

Alexandra Kelly, Weber Shandwick

Kelly Drew, Haystac

BENCH PR win Synnex account

Australian PR agency BENCH PR has won the account of IT distributor Synnex Australia. Synnex Australia is a significant division of Synnex Technology International Corporation, the largest IT distribution company in the Asia Pacific region and ranked the third largest worldwide.

The PR program will involve raising the profile of Synnex and its Chief Executive Kee Ong, through customer stories and comment pieces on the trends in the IT distribution industry.

“The PR campaign will focus not only on the strength of the Synnex distribution platform but also on the quality of customer service they provide and the additional services they offer to companies wanting to sell their products in Australia,” said Jocelyn Hunter, Director, BENCH PR (pic right).

Synnex Australia services all businesses in the IT industry including SME Resellers, System Integrators, Computer Retailers, Original Equipment Manufacturers, Corporate Retailers and VARs.

Synnex is the third client BENCH PR has won in three months. BENCH PR’s client list includes IFS, Netsolutions Australia, Upstream Print Solutions, Global Graphics and Biarri



Haystac launches Positive Outcomes

PR agency Haystac has launched Haystac Positive Outcomes (HPO), a new business division specialising in social and cause related communications.

A partnership between Haystac’s existing social marketing team and related corporate social advisory firm Positive Outcomes, HPO aims to become the biggest provider of positive-based change within Australia’s corporate, not-for-profit, philanthropic and government sectors.

General Manager of HPO Jen Sharpe (pic, right) believes there is a lack of dedicated mainstream expertise relating to positive behaviour change in the Australian market.

“While it is true that broad marketing principles can work across all sectors, what has been lacking is a company of dedicated professionals that are truly committed to creating positive social change”.

“While it is common for consumer-based campaigns to be splashed all over the papers, many social-based campaigns are marginalised through a lack of media and industry savvy. HPO intends to rectify this balance on behalf of our clients.”

With a team of 12 staff, HPO specialises in social marketing; media relations; cause-related program development; specialist writing and editing; and corporate and community investment consulting.

HPO also manages the Australian and New Zealand arm of the London Benchmarking Group (LBG), a business membership organisation whose members commit to measuring and benchmarking their corporate community investment contributions using the LBG methodology.

The HPO team has experience working across government, not-for-profit and the corporate sectors.



Haystac comprises over 60 consultants based in Melbourne and Sydney, offering additional support and resourcing if required. HPO is also supported by Haystac's in-house design and digital agency, Rodeo. HPO is owned by the Mitchells Communication Group, Australia's largest independent communications group.

Further information, please contact:

Jane Crowe (03) 8689 2237 / 0413 011 743 / j.crowe@haystac.com.au

Haystac win eBay account

The account was won in a competitive pitch from previous agency was Hill & Knowlton. Haystac's Sydney office has added to its portfolio of leading consumer brands with its appointment to manage national media relations activity for eBay Australia & New Zealand, Australia's leading online marketplace.

Haystac's Sydney General Manager, Kelly Drew, said the win comes on the back of continuous growth for Haystac's Sydney team. "We've seen extraordinary growth in the past 12 months, expanding our client base and adding new talent to our team. Our Sydney office now delivers campaigns for some of the most renowned brands in Australia, such as Telstra, Harley-Davidson, BigPond, Toyota, Coleman, GlaxoSmithKline, Girl Guides Australia, and Whereis.

Haystac Sydney will implement proactive media relations campaigns as well as managing reactive media relations for eBay. The appointment comes after Haystac delivered a project campaign for eBay earlier this year to highlight the potential online sale value of unused goods in an ordinary Australian home.



Blogger outreach for PR; a practical guide

Following the Food Bloggers event in Sydney, Renee Creer, New Media Director at Stellar* Concepts Australia offers her tips on blogger relations for PR people. This is an edited version of Renee's blog post here:

<http://blog.stellar.net.au/?p=455>

1. **Question if blogger relations is appropriate.** It might seem like a good idea at the time (you know, tag blogger outreach onto the back of your traditional publicity efforts to increase exposure - after all it's a cheap way to generate some online buzz and impress your clients on how PR 2.0 savvy you are), however blogger

outreach shouldn't just be done because it looks like it can be done quickly, cheaply and easily. Any PR activity must help to achieve overall objectives.

2. **Understand the medium.** A blog is essentially an online diary of someone's experiences. Blogging is a very personal endeavour, mostly undertaken in personal time. The point of blogging is to have an opinion about something, share it and engage in two-way dialogue with other bloggers and readers. Bloggers are driven by their own instincts and interests, they are not necessarily into the PR or media agenda and they are not mouthpieces for PR messages who can be easily bought.
3. **Realise that bloggers don't need PR people.** Text100's report highlighted that most bloggers get information from other bloggers or RSS feeds. In addition, bloggers usually have a backlog of content they'd like to post so they don't need PR people to provide content or news; they have done well enough without us for the last few years.
4. **Do your research.** Take time to thoroughly look at and learn about the bloggers you wish to contact because they are not homogenous; they all have different interests, motivations and approaches. Read the blogger's 'about' page, read the 'archives' and use the 'search' function. Learn what their interests are, how often and when they post - really get to know them and what they're about.
5. **Realise you can't control bloggers. Realise you can't control the message.** In an industry built on managing or moulding messages, relinquishing control is often uncomfortable.
6. **Take a personal approach.** Do not send blanket 'dear blogger' or <insert name> emails and expect to get a reply. When approaching bloggers, make a personal introduction - you're trying to build a relationship after all.
7. **Always explain and disclose.** Saying "I do the PR for so and so" doesn't mean much to someone who doesn't know what PR is in the first place. Go to the effort to explain who you are, what you're doing, who the client is, how you see bloggers fitting into the picture; whatever you think will help the blogger understand why you have contacted them. Always disclose and expect that if you provide something to a blogger, they will publicly disclose too.
8. **Be careful who you offer freebies or payment to.** Some bloggers will not accept any freebies because they feel it compromises their credibility. It comes down to a personal choice so be mindful of this when approaching people.
9. **Follow up with manners not expectations. Understand that bloggers talk.** Food bloggers in particular are a large, tight knit community of people who regularly socialise together, link to each other's blogs and talk all day (and night) on Twitter. Know that if you spam them, are rude or inappropriate, or make unreasonable demands, they will all talk about you and your PR agency (within a matter of minutes) and it's likely that your email will be circulated and possibly even published online. Public naming and shaming has happened before.

Correction

An article in the previous edition of The PR Report stated that Weber Shandwick VP Mary Smiddy was working with clients including Eli Lilly, Aventis, Novartis or SmartCells, the UK's largest Cord Stem Cell storage company. Whilst Mary has worked with these clients in the past, she and Weber Shandwick are not currently engaged in providing PR services. This error was the fault of the Editor, not Weber Shandwick's; my apologies for the mistake. Glen Frost, Editor, The PR Report

Crikey to launch policy focused website for Government, Pollies and Lobbyists

Eric Beecher, co-owner of political news media website Crikey, is expanding activities with a soon to be launched website focused on political and private sector policy and lobbying. There's no website available yet, more news to follow...

Policy Pages

Crocmedia win Betstar and Devotion accounts

Melbourne based PR agency Crocmedia has been appointed to manage PR campaigns for Australian companies Betstar and Devotion activewear.

Betstar is a licensed bookmaker based in the Northern Territory and Victoria. Owned by father-and-son team Michael and Alan Eskander, Betstar is quickly gaining a reputation as a vibrant, innovative betting firm.

www.betstar.com.au

Devotion is an Australian-designed range of innovative women's activewear targeting a wide variety of sports, athletic and lifestyle pursuits. The unique fabric of Devotion is durable, colorfast and retains its shape to provide a comfortable stretch for the life of the garment. www.devotionactivewear.com

For further information contact Chris Grant chris@crocmedia.com

Access Public Relations win Sydney Comedy Festival account

Access Public Relations has been appointed by Sydney Comedy Festival Pty Ltd to handle PR for the inaugural comedy event World's Funniest Island, to be held in October 2009 on Cockatoo Island.

The two-day event is a world-first in comedy festival formats and will feature 250 local and international acts as well as rides, 60 market stalls, 20 food outlets, 15 bars, and even tours of Cockatoo Island's secret tunnels.

"It's like the Big Day Out for comedy, only over two days, and will feature local and international acts. There's never been anything like it before anywhere," said Festival Director John Pinder. "It's a festival of funny and people can enjoy an amazing variety with everything from circus comedy to burlesque to stand up to sketch comedy."

World's Funniest Island, www.worldsfunniestisland.com is also one of NSW Event's official Crave Festival events and will be officially launched early next month.

Andrea Kerekes: Access Public Relations. T: 02 9279 4011 E: andrea@accesspr.com.au

YouTube creates Reporters' Centre

Video sharing website YouTube has created an online journalism channel featuring tips from famous journalists, including Bob Woodward of Watergate fame, on how to be a good reporter. See <http://www.youtube.com/reporterscenter>

Klick win Aqueo account

Sydney based PR agency Klick Communications has won the PR business of Aqueo Pty Ltd (Havaianas, Dupe, Pininhos) with a 12 month deal.

Klick Communications worked with Havaianas on this year's Australia Day Thong Challenge and the opportunity to pitch for the full brief arose out of that relationship.

Kim McKay, Director of Klick Communications (pic, right): "We are really excited to be partnering with Aqueo across their stable of brands. After joining forces on the Australia Day project, we quickly discovered that our core values align perfectly. Aqueo is not only a market leader in Australia but a creative and dynamic innovator. We're really proud to be joining their team."



New MD for LapePhelan

Brisbane agency LapePhelan Marketing Communications has undergone a change of guard with founder Dan Lape standing down as managing director, handing the reins to Trina Phelan.

Trina joined LapePhelan in 2001, and following a stint with George Patterson Y&R, returned to the business working in the position of group account director, which she has held for the past three years. Dan Lape will remain in the agency as creative director.



Lewis leaves Slice Media

Kylie Lewis leaves Slice Media (owned by Media Monitors) to set up Blue Window
Contact Kylie on: kylie@bluewindow.com.au

DEC win DELTA Airlines and DARRELL LEA

DEC Communications (DEC) has been appointed by the world's largest air line - Delta Air Lines and confectionery company Darrell Lea. For Delta, DEC is charged with launching the airline's first service between Australia and the Americas, the nonstop Sydney-to-Los Angeles flight. For Darrell Lea, DEC will help grow the company's share of the Father's Day retail season with the Darrell Lea Dad's Bag.

DEC is a full service PR consultancy specialising in both corporate and consumer communications. The agency, founded in early 2008, is partnered with some of Australia's leading brands including Electronic Arts, Mirvac, Macquarie Group, Westfield, the Macquarie Group Foundation, and Whybin TBWA Tequila.

For more information www.deccommunications.com.au or contact Liberty Lee on 02 8014 5032

*** also see DEC job advert in the JOBS section ***

Fairfax exposes climate coverage at The Australian

Putting the issue on the agenda, or cash for comment?

Last month The PR Report covered the news of animal rights charity/lobbyists Voicelless offering a cash prize for the best journalism covering "the debate on the treatment of animals" – the issue of funding cash prizes to journalists occurs in other sectors, as discussed by Fairfax journalist Paddy Manning in this article (below) from The Sydney Morning Herald on 6/6/09.

Article in full from The Sydney Morning Herald, Date: June 6, 2009 - Byline: Paddy Manning

Title: No neutrality: how the carbon lobby blackens media coverage

The resource industry's spin on global warming is pervasive. Through lobby groups - the Minerals Council, the Australian Petroleum Production and Exploration Association (APPEA) and the cleverly titled Australian Industry Greenhouse Network, which hopes to accelerate the greenhouse effect - the likes of Rio Tinto and BHP Billiton stop real action on climate change.

Former Liberal staffer-turned-author and Greens candidate Guy Pearse has shown how the self-titled "greenhouse mafia" - the carbon lobby - has dominated climate change policy under prime ministers from Bob Hawke to Kevin Rudd (and especially John Howard).

Less well documented so far has been the industry's influence on the media. Take the powerful News Corporation, which publishes two-thirds of our remaining newspapers. Despite a spectacular about-face on climate change in 2007 by News Corp's chairman Rupert Murdoch, no media group can match the Murdoch press for consistently fomenting global warming scepticism and arguing against climate change mitigation measures.

News Corp's tabloid provocateurs Piers Akerman and Andrew Bolt rail against greenies every other day but don't have the attention to detail to influence national debate on climate change science, emissions trading and reduction targets, and international negotiations on global warming.

The Australian - Rupert's baby and local flagship - does. But nothing you read on climate change in The Australian can be taken at face value. Its coverage of the issue is effectively sponsored by the resources industry.

Confirmation came this week when The Australian had the gall to trumpet a media award given by the oil and gas lobby group, APPEA, to editor-in-chief Chris Mitchell: "... the JN Pierce Award for Media Excellence for leading the newspaper's coverage of climate change policy. For the first time, the judging panel presented the award to an editor rather than a reporter or columnist. APPEA chief executive Belinda Robinson said that over the past 12 months The Australian's 'in-depth coverage of a range of public policy issues affecting Australia's upstream oil and gas industry has been of a consistently high standard'."

Gobsmacking. A disgraceful admission.

Bob Burton, author of the book Inside Spin and editor of Sourcewatch, which tracks the PR industry, says industry media awards are proliferating and are used to identify potentially sympathetic journalists, improve access and shape their coverage. It is unnecessary in this case - News Corp has been trashing the climate change debate forever.

Murdoch, always fervently pro-business, has supported right-wing think tanks such as the Institute of Public Affairs (by donating and at one stage joining its advisory council) and the Cato Institute in the United States.

University of NSW associate professor David McKnight has studied News Corp's climate change coverage and has an essay coming out on the topic. Until 2007, he says, Murdoch papers scorned the idea that burning fossil fuels could affect the climate.

"Climate science was seen as a form of political correctness," McKnight says. "Many people have said if you want to know what Rupert Murdoch really thinks, read the editorial and [opinion] pages of the New York Post. If you do that on climate, you find a virulent platform for climate deniers. There were quite vicious attacks on Al Gore, for example. It gave a platform to Exxon-funded climate sceptics. It supported [former president George] Bush's rejection of Kyoto several times in editorials."

Then on May 9, 2007, apparently at the urging of son James, Murdoch announced News Corp would go carbon neutral by 2010. In a speech to worldwide staff, Murdoch said the planet should be given "the benefit of the doubt". He went further. News Corp, he said, "can do something that's unique, different from just [about] any other company. We can set an example, and we can reach our audiences. Our audience's carbon footprint is 10,000 times bigger than ours. That's the carbon footprint we want to conquer."

"We want to inspire people to change their behaviour ... for too long, the threats of climate change have been presented as doom and gloom - because the consequences are so serious. We need to do what our company does best: make this issue exciting. Tell the story in a new way."

This put The Australian in a quandary. Mitchell's then 2IC, Michael Stutchbury, was still freely describing climate change as "bullshit" and joked after the announcement, "What would the Murdochs know?" (He is now the paper's economics editor.) What did The Australian do? In late 2006 Matthew Warren, former PR for the NSW Minerals Council, was appointed - get this - environment reporter. His standard line was how difficult, how expensive, measures to combat global warming would be. He practically never quoted the environment movement or its representatives. (He now runs business group the Clean Energy Council, which is meant to promote renewable energy but has been taken over by the carbon lobby.)

The Australian had long published advertising-driven special reports on the "oil and gas" and "coal" industries. Regular writers included former APPEA executive director Keith Orchison. In 2008 these were rebranded the "Business & Environment Series". Same writers, same pro-industry stance. (Lately it's the "Climate Series".)

But a leopard can't change its spots. An October 2007 leader worried that a victorious Rudd would "withdraw Australia from the ANZUS alliance, shut down the coalmines, declare Australia a republic, make gay marriage compulsory and transform the nation into a wind-powered, mung-bean-eating Arcadia".

Once the emissions trading debate got serious, The Australian reverted to type. Last year a global group of scientists working on climate issues, publishing at RealClimate.org, gave The Australian their "most consistently wrong media outlet" award.

The back-scratching happens routinely. The Australian was journal of choice for a leak from the Minerals Council, which led to a front-page story on May 22 on the alarming number of jobs that might be lost if the proposed carbon pollution reduction scheme was introduced. Zero scepticism in that story.

Another example: last month, the paper went big on the front page on a story about how recent research showed Antarctic ice was growing, not shrinking. They were forced to back-pedal embarrassingly a fortnight later. Bureau of Meteorology scientist Andrew Watkins accused the reporter of misrepresenting the results of a study by the British Antarctic Survey.

"You kept going until you got the answer you wanted," Dr Watkins told the paper's reporter, in a story published on page 7. Far from reporting without fear or favour, The Australian is waging a war on climate change. And it is winning. McKnight says Murdoch's landmark 2007 speech "almost daily ... is being effectively contradicted by the coverage of climate that The Australian publishes ... [Today it is] the only News Corp publication which still consistently promotes climate scepticism."

Mitchell is a powerful individual. Before the 2007 election, no polmie made the lonely trek across the newsroom to Mitchell's office as often as Kevin Rudd. Last year a former editor of this newspaper and publisher of Crikey.com.au, Eric Beecher, was lauding Rupert Murdoch's News Ltd as the "future of newspapers" here and saying The Australian was our "sole remaining commercially owned source of serious journalism".

Earlier this year, Beecher wrote: "Despite The Australian's often strident right-leaning editorial and ownership bias ... it does not publish political commentary and analysis viewed exclusively through a single lens." Well, that's not true on climate change. And the joke is on the rest of us.

Dawn 'til Dusk PR win Ricki-Lee account

Sarah Findlay of Dawn til Dusk Publicity is proud to be appointed as exclusive publicist for Ricki-Lee Coulter. Sarah has worked on a number of high profile campaigns including Under Armour, Porsche, Robert Bosch Power Tools, Mattel and Kiss FM. Branching out on her own and launching her own agency last year, Findlay has already won new clients, including Ricki-Lee, Tivoli Audio, Geneva and Liberté.

Ricki-Lee has just returned from a 12 week stint travelling the USA, mostly LA and New York, writing tracks for her new album with some of the best producers the music industry has to offer.

Text 100 survey suggests Blogs now mainstream

Text 100's global blogger survey of 449 bloggers from 21 countries compares and contrasts blogger opinion from around the globe

Believed to be the first of its kind; this survey examines the preferred communication techniques from the point of view of technology, business and lifestyle bloggers across the globe. The survey indicates a "mainstreaming" of blogging in most markets, with many bloggers reporting increased contact from PR professionals or corporate communicators. It also highlights that some of the worst practices from media relations have been exported directly to global blogger relations. Importantly for companies wanting to engage, the survey indicates there is significant opportunity for deeper relationships with this increasingly influential community.

Text 100 has analysed the results and suggests FIVE key lessons for the PR and communications professionals in Asia Pacific (APAC):

One - Corporations in Asia Pacific are increasingly recognising the influence of bloggers

In the past 12 months, the number of bloggers welcoming contact by PR people has increased by nearly 10% to 93%. Similarly, the frequency of contact has increased year on year demonstrating the influence many corporations believe bloggers have in key constituent communities.

Two - Only one third of bloggers in APAC spend 9 or more hours a week blogging

Bloggers in APAC continue to blog for passion (and for the most part, in their own time). It is critical that PR people wanting to work with bloggers respect their time pressures and constraints. For example, events should be scheduled out of business hours, and information should be provided in advance of announcements to allow time for review (noting 97% of bloggers surveyed said they would honour embargoes).

Three - In general, the more formal Asian business practices of introductions and face to face meetings are echoed in the blogger community

88% (up from 78% in 2008) of bloggers surveyed prefer an introduction before receiving information. Bloggers in North and South East Asia also prefer face to face meetings before interacting with PR people or corporate representatives. Given this, it is essential PR teams get to know their key bloggers personally and develop a shared agenda understanding of them and their communities.

Four - Acknowledging sponsorships or forms of compensation for posts is an area which sees division amongst APAC countries

While Australia, New Zealand, Japan and Singapore are mostly in agreement regarding acknowledging sponsored posts, other markets – especially in North Asia -are less likely to do so. This perhaps reflects cultures

where lines between free and paid for media are, in some cases, blurred. It also reinforces the point that bloggers are not journalists and can't be expected to behave in the same fashion.

Five – Bloggers like Social Media Releases and plan to use them more

APAC bloggers – like their global counterparts – show little interest in corporate news releases. However Social Media News Releases are proving to be popular, allowing bloggers the freedom to develop unique angles for their audiences using the 'deconstructed' format, quotes, links and visual elements. This allows for more distinctive angle creation and helps bloggers create posts that offer something other than what can be found in traditional media. Non-English speaking countries showed a particular preference for SMRs.

Additional findings specific to APAC:

Contact:

- The majority (93%) of the APAC bloggers in this survey welcome contact from PR firms or corporations, up from 84% found in the 2008 survey. Bloggers in Japan and Greater China are slightly less willing to be contacted;
- 70% have been contacted in the past 6 months, compared with 66% in the 2008 survey;
- Across the region (except Japan) email is the preferred means of contact. Contact via SMS is least preferred in half of the countries surveyed. About half of APAC bloggers indicate their contact preference on their blogs;
- Most (88%) of the APAC bloggers prefer to be introduced before receiving information from a PR firm or corporation with whom they have not had prior contact;
- Bloggers prefer opinioned responses to their blogs, new product developments, news, products for review, and interviews with key people. Corporate news announcements are of least interest to surveyed bloggers.

Content:

- Half (48%) of APAC bloggers are aware of Social Media Releases (SMRs), an increase of 8% over last year's study;
- Among the bloggers surveyed, computers / technology / internet are the most popular blogged about subjects, followed to a much lesser degree by gaming and science. Malaysian bloggers seem to be more interested in entertainment/arts/music and culture/community, while the latter is also most popular in Australia.

Blogging Habits

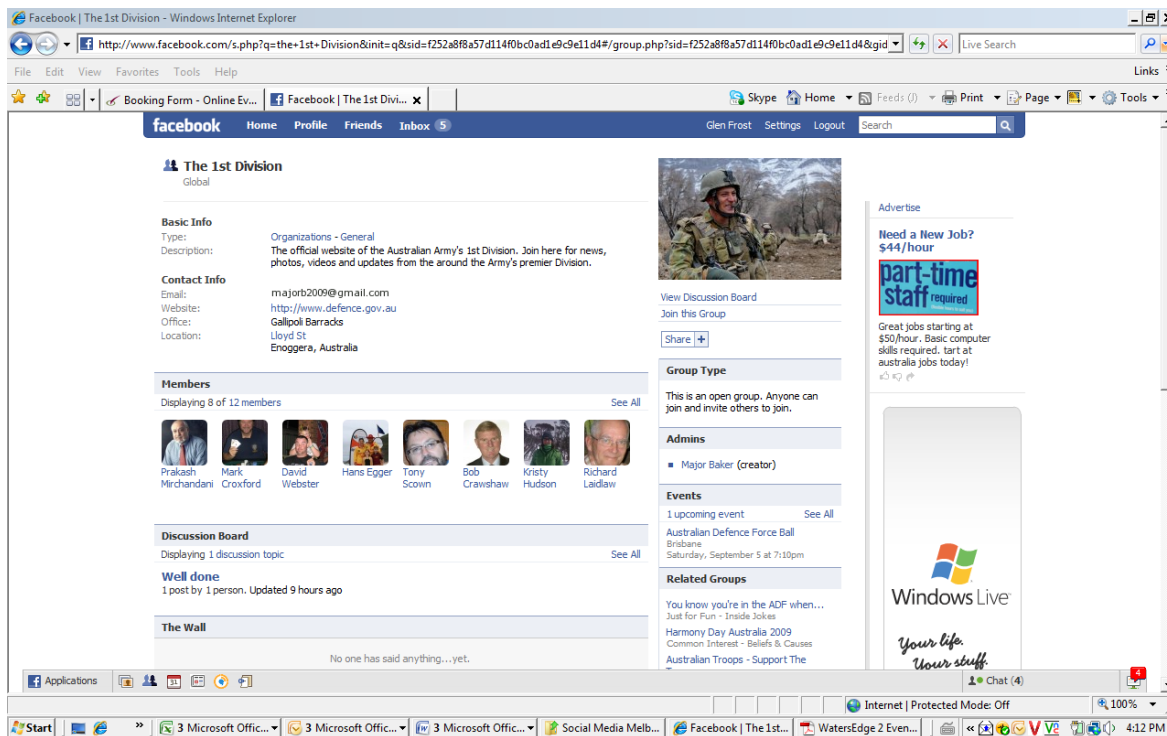
- Slightly more than a third (36%) of the bloggers surveyed spent more than 9 hours per week blogging, compared with 33% in the 2008 survey. 18% spend more than 16 hours blogging per week. The amount of blogging time is highest in Australia, Taiwan and Korea, and lowest in Singapore and New Zealand;
- 76% use a micro-blogging site (such as Twitter) and opinions on its effect on their normal blogging vary. About a third (30%) said their blogging increased due to micro-blogging (especially in Taiwan), a third (31%) said it decreased (especially in Hong Kong), while 39% said it had no effect on their blogging. Micro blogging is least used by bloggers in China and Korea;
- 75% agree that bloggers should always clearly state their employer or association if blogging on issues or topics that relate to their businesses. 100% of New Zealand bloggers support this philosophy while less than half (46%) of surveyed Chinese bloggers felt compelled to do so.

Continued bad Habits from PRs

- PR people continue to blindly send corporate press releases to bloggers
 - PR professionals are failing to read the blogs and truly understand their target bloggers' communities.
 - They seem to expect bloggers to post corporate material, demonstrating a lack of understanding of the medium and the very reason why bloggers blog.
 - They treat bloggers as they would journalists – not as influencers which is more appropriate.
-

Army advances into social media

The Australian Army launched a social media engagement program, starting with a Facebook site:



Swinburne Uni launches new media Journalism experiment

A team of journalists and educators based at Melbourne's Swinburne University is preparing to launch the Foundation for Public Interest Journalism, which aims to experiment with new ways of delivering journalism in the new media world.

The Foundation is now calling for nominations to the board and aims to be up and running by the end of the year. More at <http://www.thefutureofjournalism.org.au/wired-scribe>

Morgan joins Campaign Group

Sarah Morgan is leaving her position as Community Development Manager with Lend Lease and is taking on the role of Communications Manager with the national agency Campaign Group.

Sarah will be working with leading clients within sectors including infrastructure, property, construction, government, retail, not for profit and charities. Sarah will be joining the team at Campaign Group led by Director Rebecca Grisman.

For more information visit www.campaigngroup.com.au

Crisis Management and Digital PR

The PR Report interviews Daniel Young, Director Technology, Burson-Marsteller Australia about the role of digital communication in issues and crisis management.



1. What role should digital communications play in a crisis?

Organisations are exposed to the full extent of the speed and reach of the Web in a crisis situation. The basic rule of crisis management is: Gain Control. This is even more important online where coverage of a crisis can evolve and develop in real time.

There are a number of areas where digital plays a role in a crisis management situation, including:

1. **Search optimisation.** This can be critical means of re-gaining control. Organisations should work with partners that can help them optimise their content and message in a crisis situation to ensure that it ranks highly in organic search results.
2. We would also advise that organisations **buy relevant Google Adwords** in order to reach interested or effected target audiences.
3. **Video** can be used to convey messages and detail in a personal way and to demonstrate that an individual within the organisation (preferably a very senior executive) is accepting responsibility and establishing a point of accountability. Video can be a great way to provide context to the crisis situation and to explain how the organisation is responding or acting.

2. Does the Web provide opportunities for organisations to anticipate a crisis or receive an early warning?

Social media monitoring provides the basis for pre-empting and averting or otherwise managing and responding to a crisis situation. The recent Dominos PR crisis may have played out very differently if Dominos had been the first to discover the offending videos and taken the initiative. In actual fact, they didn't do either of these things. Social media monitoring provides an opportunity for organisations to track customer sentiment and developing issues. It can help organisations anticipate emerging crisis situations and cut them off at the pass.

Monitoring discussions and online activity around your brand should be the bare minimum for clients in a digital context today.

3. From a digital perspective, what can clients do to be prepared to respond in a crisis situation?

1. Crisis preparedness should be a core discipline for every organisation; this would include planning for likely crisis situations, identifying crisis teams and processes and making contingencies for business continuity.
2. In certain situations, organisations will have forewarning of an impending crisis situation. In this circumstance, we'd recommend creating a "dark site" (meaning a hidden website) that can be switched on when the crisis breaks. This can provide crisis response teams with much greater scale in very high profile crisis situations. We'd nearly always recommend that the client seize the initiative in a crisis situation by getting out on the front foot but we're also familiar with clients that opt for the 'lets see if we can fly under the radar' approach to crisis management.
3. The identification of online influencers for your organisation (including forums, bloggers, communities etc.) should be a core part of any marketing communications program today. Knowing who these people are and even better having a relationship with them will save time and present opportunities for the organisation to convey its crisis messaging to an engaged, objective and highly networked audience.

4. Can you point to any examples of best practice in the area of digital and crisis communications?

Obviously, the best crisis management are the crises that we're not aware of.

JetBlue Airlines in the US was one of the first high profile companies to use YouTube to directly address customers in a crisis situation. CEO John Neeleman apologised to customers for problems that left thousands of them stranded for hours on the tarmac in the middle of winter.

Best practice crisis management is where organisations act proactively to engage key influencers and challenge and change negative perceptions about their brand. This reduces the negative impact of a crisis situation and ensures that the 'infrastructure' in the form of relationships and knowledge is in place when organisations need to respond and manage a crisis.

Dash PR win VIEWSONIC account

Global technology provider ViewSonic has appointed Dash PR to manage its public relations in Australia and New Zealand.

ViewSonic is at the forefront of the 'visual revolution' and worldwide leaders in visual display products. Dash PR will work with ViewSonic to build up its promotional program in the region with its major role being to intensify awareness and invigorate the brand as it begins to increase its product lines. The campaign will focus on new releases, reviews and features, as well as presenting insightful, interactive and engaging events.

Dash PR recently celebrated its first year milestone

Weber Shandwick win JOHNSON & JOHNSON projects

Weber Shandwick's consumer marketing team has strengthened its eight-year relationship with Johnson & Johnson Pacific (J&J), securing three brand projects across the JOHNSON'S®, JOHNSON'S® baby and Neutrogena® brands.

To build awareness of the JOHNSON'S® 24Hour Moisture range, Weber Shandwick will harness the creative – we cared for you then, we care for you now – to execute a media engagement campaign in June. The firm is also launching a sponsorship maximisation campaign for the JOHNSON'S® baby brand, to facilitate stakeholder engagement around the Midwife of the Year Competition.

The most recent campaign win for Neutrogena® centres on a pivotal product launch for the brand in 2009 – incorporating a media launch, word-of-mouth and social media strategy, and stakeholder education and engagement.

Alexandra Kelly, Vice President Consumer Marketing (pic right), says the string of new project wins is testament to the agency's strong determination to always nurture true partnerships with its clients.

"Our work with the Neutrogena team comes off the back of a highly successful launch project for the brand's new power cleanser, Wave – an integrated campaign which propelled the brand to a number two market position in total facial skincare and Wave to the number one selling facial skincare item."



The Washington Post's PR disaster

Washington Post publisher Katharine Weymouth has abruptly cancelled plans for a series of "salons" at her home where lobbyists and corporations were to pay thousands of dollars for off-the record access to Obama administration officials and Post journalists, claiming the marketing department has misrepresented the newspaper's intent. Full story <http://tinyurl.com/nuhctz>

Timing Is Everything

Source: PR Week (UK), June 29, 2009

A British public relations executive cautioned PR professionals not to release bad news in the wake of Michael Jackson's death. "No-one can ever trump (UK) [Labour](#) aide Jo Moore's debacle during the September 11 attacks, but there'll be cynics out there watching very carefully for companies releasing stuff under cover of global mourning," said Dougal Paver, Managing Director of Paver Smith. (Moore, a media adviser to the Transport, Local Government and Regions Secretary, infamously wrote on September 11, 2001 that "It's now a very good day to get out anything we want to bury.")

The Australian government, however, couldn't resist. Hours after the news of Jackson's death, late on a Friday afternoon, the Australian Minister for Competition Policy and Consumer Affairs, Craig Emerson, [announced](#) that he was axing the establishment of a website comparing grocery prices between retail chains. Most major supermarkets objected to the proposed website, which would have been run by the consumer group Choice.

Twitter For Business is a 3 step strategy

By Sam North, Media Director, Ogilvy PR Worldwide



The key, according to Ogilvy PR's social media expert Brian Giesen, is this: If you want to use Twitter, the newest of the new media, for public relations or business then it is imperative that you follow the rules.

And just what are those rules? After setting up a Twitter account (the essence here is to be completely transparent in identifying yourself or your brand) there are **three steps to engaging with Twitter: 1) Follow, 2) Create and 3) Engage.**

Giesen, speaking to a 100-strong crowd at a Frocomm breakfast conference held at Ogilvy House (pic, right), said the first stage, follow, meant that a business searched Twitter to discover what people were saying about their brand or their market.

After a time, the business could then enter the create phase, Twittering interesting messages relevant to the conversation and gathering followers.

Only after going through those steps, Giesen stressed, should a company starting engaging with other



tweeters, responding to people who mention the brand, offering advice and assistance where necessary so that people who may have been critical may be turned into brand evangelists through the positive contact.

Twitter's growth in Australia this year has been extraordinary. Traffic has surged more than sixfold, the fastest growth in the world, while there are almost 4 million registered users, rating us fifth behind the US, Japan, the UK and Canada.

Giesen said businesses could **use Twitter to meet real business objectives in a number of ways**: customer relations; product promotion and sales; crisis and reputation management; event coverage; issues advocacy; and, internal communications. All, however, utilise the three steps: follow, create and engage. And, he stressed, all must use the code of ethics for social media which includes being transparent, respecting other Twitterers by knowing when to participate and when to listen, thinking before messaging (will it be seen as helpful or intrusive), making sure your message is relevant, and providing value to your followers.

Another of the speakers, **Strath Gordon, the Director of Public Affairs at NSW Police**, related how he had to deal with a company which was Twittering under the name NSW Police. After trying unsuccessfully to contact the through Twitter Gordon was forced to go to the media.

A prominent newspaper story and subsequent radio interviews soon had the company coming forward (It was a marketing company trying to build the NSW Police Twitter profile so they could go to the police and show what a powerful tool it was).

The police have now taken over the name, together with 2000 followers, and are using it to Twitter information. At times the responses from the public regarding matters such as speeding fines were "in language not usually used" in communication with the police. Gordon said the police see Twitter, and other social media, as valuable tools to help report crime, issue general warnings and to inform people of the real level of crime.

Gordon also said that there was no doubt terrorists and criminals were using social media to communicate with each other, using codes words, and revealed the "secret" parts of the force were developing ways to counter that.

Giesen provided a list of do's and dont's for Twitter users.

Do:

- See what other businesses are doing on Twitter;
- Use Twitter search engines for keyword searches around brands, products and topics of interest;
- Follow Twitterers with similar interests to establish a brand presence;
- Use twitter to start a conversation;
- Be dedicated to Twitter, with more than one employee on Twitter to ensure an ongoing presence;
- Ask questions and get feedback from followers;
- Engage consumers in co-creation and get constructive insights for future products etc;
- Follow the blogger code of ethics;
- Spread the word about your participation by including your Twitter handle in your email signature.

Don't:

- Push ads or brand messaging;
- Talk about your everyday tasks. Make your Tweets entertaining and/or valuable;
- Tweet anything about clients, co-workers friends etc that you would not want them to read.

Rowland appoints former Mayor

In a move to bolster the company's regional presence and which recognises Gladstone as one of Australia's key industrial and economic powerhouses, Rowland has appointed the city's high-profile former Mayor, Peter Corones AM, as a Strategic Adviser.

Rowland Chairman, Geoff Rodgers, said this appointment would add significant value to the company's clients operating in the Gladstone region in the mining, energy, infrastructure, property and other key sectors.

"We have been involved in a range of major private and public sector projects in Gladstone for more than 15 years, and having Peter as a Strategic Adviser allows us to offer clients a very strong on-the-ground resource and capability," he said.

Earlier this year, Corones was awarded an Order of Australia in the New Year Honours List for "service to the community of the Gladstone region through a range of local government, transport infrastructure, education, water, economic and industrial development and promotional organisations".

Corones spent more than 27 years in public life, including his tenure as Gladstone's Mayor from 1994 to 2008. His career also spanned two successive terms as a City Alderman/Councillor between 1985 and 1991 and featured the key roles of Chairman of Community Services, Works,

Peter remains a director of the Gladstone Ports Corporation and Gladstone Economic and Industry Development Board and a member of the Gladstone Area Water Board. In addition to his extensive public life, Peter has been a prominent businessman and company director for 30 years, operating a range of successful businesses, mainly in the tourism and hospitality sector.

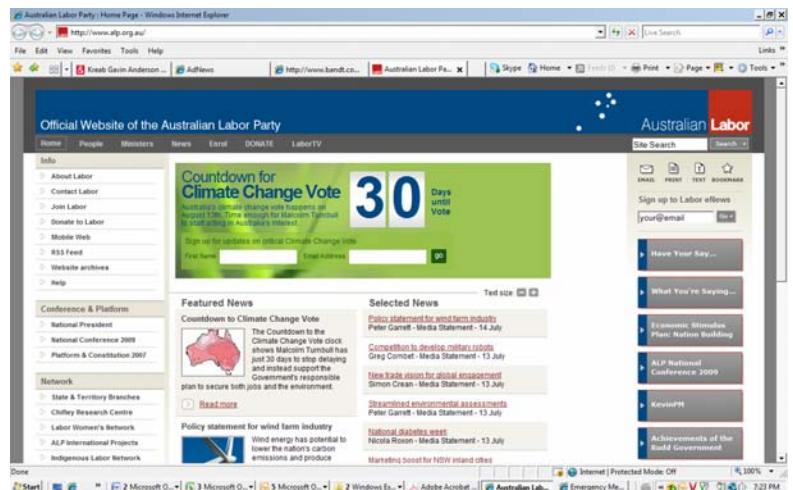


Rudd launches social media campaign to KEVINPM database

Rudd's email concentrates on asking people to sign up to get further emails; perhaps a sign of a hard hitting campaign on this issue?

Edited copy of Rudd's email below:

Be part of this important decision by signing up to Climate Change Vote. The climate change plan will help us tackle climate change to ensure our kids and future generations are not left to clean up the mess.



P.S. Can you help us by encouraging your friends to sign up to the Climate Change Vote. We need to do everything we can to get Malcolm Turnbull to stop playing political games on Climate Change. Tell your friends now by forwarding this email.

JOBS – JOBS – JOBS - JOBS - JOBS – JOBS - JOBS

DEC Communications: SENIOR CONSULTANT

DEC Communications is a dynamic, high-impact PR consultancy specialising in corporate and consumer communications; a partner to some of Australia's leading brands.

We are now on the hunt for a communications professional with exceptional industry skills (you're the top of the crop and your peers think so too) and an inherent entrepreneurial spirit.



You will also possess –

- Between three and four years communications experience preferably in an agency environment
- Be an industry all-rounder – you can tackle a consumer brief as well as a B2B corporate challenge
- A broad & interesting range of clients and industries on your CV; financial services and property brands preferable
- Experience in bringing to life social media campaigns
- Energy to be a core member of a highly creative and professional agency – seeking self starters
- Ability and ideas to contribute to the next phase of agency growth

If this sounds like you, please send your CV and a short note outlining why you should be considered to Cameron Kenna at cameron@deccommunications.com.au.

For more information please visit www.deccommunications.com.au

Only shortlisted candidates will be notified.

ACCOUNT DIRECTOR/SENIOR ACCOUNT DIRECTOR

DEC Communications is a dynamic, high-impact PR consultancy specialising in corporate and consumer communications; a partner to some of Australia's leading brands.

We are now on the hunt for a communications professional with exceptional industry skills (you're at the top of the crop and your peers think so too) and an inherent entrepreneurial spirit.

You will also possess –

- Approximately ten years communications experience, preferably in an agency environment
- Be an industry all-rounder with a strong history working on both consumer and corporate communication programs
- Experience with financial services and property brands preferable but not necessary
- Experience in developing successful social media campaigns
- Demonstrated experience in new business development and revenue generation
- People management skills
- Part time (minimum of three days) and full time candidates will be considered

If this sounds like you, please send your CV and a short note outlining why you should be considered to Cameron Kenna at cameron@deccommunications.com.au - for information please visit

www.deccommunications.com.au

MORE PR JOBS next page

Salt & Shein exists for the sole purpose of recruiting experts in the fields of communication and corporate affairs. For more information please visit our website www.saltshein.com.au

New Business Development Manager

- Reporting to the Managing Director
- Must have five years' solid PR agency experience
- Demonstrated outcomes in developing new business from scratch
- Build on existing marketing collateral and proven methodology
- Able to provide strategic insight

Healthcare, Practice Head

- Great opportunity to help shape a dynamic and growing team
- Must have ethical pharma PR agency or in-house background
- Work on interesting disease/therapy areas and address PR challenges within the Code of Conduct
- Potential to invest equity in very successful communication consultancy over time

Healthcare, Account Director

1. Great team looking for passionate senior healthcare PR practitioner with strong technical skills
2. Must have 8 years' healthcare PR consultancy experience
3. Demonstrated knowledge of the Code, PBS, etc.
4. Deep relationships in pharmas, amongst journos and KOLs essential
5. Proven ability to grow and sustain client relationships

Corporate, Senior Consultant

- Join an award-winning agency with great clients
- Must have 3-4 years corporate PR agency or journalist experience in Australia
- Great media contacts important

Please contact: **Caroline De Kimpe**, executive manager, pr communications and creative,
Randstad. T +61 282481874 or e Caroline.DeKimpe@randstad.com.au



publications officer - government - parramatta

- **Immediate start**
- **5 mins walk from station**

Come join a friendly government department in parramatta. You will be providing graphic design services for the business documents, presentations, training manuals, sign, brochures, binders and related publications and materials to ensure that products enhance the corporate image and meet client requirements in a cost effective manner.

senior account manager / account director - consumer FMCG

- **award winning agency**
- **blue chip clients**
- **consumer PR**

This award winning boutique PR agency is currently seeking a strong PR Senior Account Manager / Account Director to work across a number of high profile FMCG, consumer clients.

marketing coordinator - 3 month contract - \$25 per hour

- Enhance your graphic design and word skills
- 3 month contract
- Earn \$25 per hour

My client is urgently looking for a marketing coordinator to work within the Bids and Tenders Office. This role is a critical part of producing quality tender documents that score highly during evaluation.

senior Publicist - Sydney location - Up to 100K

- Large multi-national company
- Excellent salary package

My client is urgently looking for a senior publicist to join a large, multi-national company.

communications director - CBD location - Up to \$150k

- Excellent opportunity to make a difference
- Work with a dynamic and passionate communications team

Do you have outstanding client consultation and relationship building skills coupled with excellent writing and strategic communication skills? If so, this is the role for you!

Please contact: **Caroline De Kimpe**, executive manager, pr communications and creative,

Randstad. T +61 282481874 or e Caroline.DeKimpe@randstad.com.au



Staffing | Professionals | Executive | HR Solutions | Inhouse Services

The PR Report's monthly Lucky Draw Prize:

This issue, The PR Report has three books to give away; we've drawn 3 subscribers at random from the database – the following books are on the way.

1. 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



AND

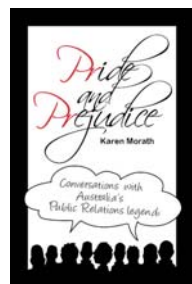
2. The King of Madison Avenue; the story of David Ogilvy and the making of modern advertising. Many thanks to Brian Giesen and John Studdert at Ogilvy PR Worldwide. For more information on Ogilvy PR Worldwide please visit: <http://ogilvypr.com.au>



Ogilvy Public Relations Worldwide

AND

3. *PRide and PRejudice, Conversations with Australia's Public Relations legends* by Karen Morath



Congratulations to our winners this month:

1. Jill Cooper, Dept Primary Industries VIC
2. Bernadette Zebec, Catholic Education Office, Sydney
3. Pamela Klioufis, Weber Shandwick

Cartoon section: a wry look at the media and current affairs, by Jack:

