

Welcome to Taboo

With winter well and truly upon us, food is our focus – it's warming, comforting and fuel for the mind and body. This month we share tips on getting publicity for food and wine businesses. With *Vogue Living's* change in editorial focus you'll see more stories on new bars, restaurants and hotels in the magazine, while the Melbourne Food and Wine Festival's deadline for next year's program looms.

For those of you who want to get your news noticed by Sydneysiders, Kirsten Galliot editor Sydney Morning Herald's *the(sydney)* magazine shares some tips on pitching stories to her. And for some truly inspirational DIY PR insight, read Delia Timms story on how she took her online service findababysitter.com.au to the top.

We hope you enjoy this month's Taboo and if its PR help you're after, remember **PR Guru – for priceless publicity!**



Time in lieu: 2 minutes with ...

Kirsten Galliot, Editor, the(sydney) magazine

What's the focus of your publication? To give my readers a new insight into their city, whether it's by profiling an influential or intriguing Sydneysider, getting to the heart of a local issue or revealing the best breakfasts in Sydney.

What are your readers interested in? Anything and everything. I have a very diverse readership.

The best stories are: compelling, relevant and timely.

The best part of my job is: filling up all those blank pages with columns and stories Sydneysiders want to read.

The worst time of the day is: anything before 6am.

People always say I am: a bit of a Pollyanna.

The entrepreneur in me wishes: I could parlay all my ideas into money-spinners.

When contacting the media about your story, never: be vague. Instead, tailor the story to the publication and think like a journalist.

The best way to grab my attention is: to pitch me an idea I hadn't thought of.

My guilty indulgence is: a big glass of wine at the end of the day.

The best piece of advice ever given to me is: don't put off a difficult decision - it only becomes more difficult.

Our upcoming features include: that one definitely stays in the vault!



DIY Publicity Guru

Delia Timms, founder of findababysitter.com.au

Australia's largest online babysitter directory introduces parents to babysitters and nannies. Founded by Jeff Bonnes and Delia Timms (pictured with their children), www.findababysitter.com.au, won the National Telstra Micro-business category in 2008.

To promote the business, Delia chose to go the DIY PR route after finding most advertising and PR agencies 'prohibitively expensive'. This is how she did it:

Why did you turn to PR? I knew about advertising, but it was prohibitively expensive for a start-up business on a shoe-string budget. When we started in business we shared a building with a small PR firm, JMM Communications (aka PR Guru) and through casual conversations I discovered what PR was! I was lucky that the 'childcare shortage' was a hot topic in the media and so I gained some good coverage based on this. The role PR played in my business was crucial to establishing our brand, building credibility and growing the business.

Why did you decide to do it yourself? I briefly researched the cost of a professional PR campaign and decided it was not affordable for a start-up business. In the early days I had the time, the motivation and some basic skills to do some of my own PR too. I gained some positive results, so I kept going with it.

Did you rely on PR alone? We used a mix of strategies, including PR and paid ads in print and online. Both were important for building the business. Word-of-mouth referrals were really powerful and I believe some of this was a result of PR. That said, PR alone didn't necessarily drive and convert customers. But it did increase brand awareness, build our credibility and spread the word.

What was the most important step you took on your PR journey? The first step is to have a genuine interest in your business area and be involved in that industry. I was really passionate about the childcare topic (I was personally in the thick of it with two kids under two). Then the next step is to gain some quality advice (from websites, professionals and books), write up a plan, implement it and monitor it.

What PR achievement had the greatest impact? A customer asked if she could mention our website in her interview on Channel 9's "Mornings with Kerri-Anne." Our URL appeared on the TV screen and within minutes, we had thousands of visitors and the site crashed due to unexpected traffic! We didn't convert many customers that day, but we know that piece of coverage spread the word. We also put the segment on our 'media' page online, so it was brilliant for credibility too.

What is the 'number 1' PR tip you would give to others starting out? Get some professional guidance of some sort. And, provide an exceptionally good product or service and your customers will love it and talk about it -- sometimes on TV!

What wouldn't you do again? I did try a 'gimmicky' campaign when we launched our "SMS a sitter" functionality. I posted about 20 toy mobile phones (with lollies in them!) to journalists with a media release. We didn't get any coverage from this. I think it was too gimmicky and not authentic enough and I'd recommend sticking to your honest message with useful, interesting or valuable news.

How often did you do PR? To stay 'top of mind' for journalists and customers I did PR pretty constantly. If there was no 'news', I'd look for a link to a current news story, a trend I had noticed, or a statistic from our annual surveys.

If you were to start on your DIY PR journey again what would be essential? I wish I had a "Top 10 PR Steps" with simple do's and don'ts!

Footnote: Delia and Jeff sold www.findababysitter.com.au to Fairfax Digital in December 2009 after 4.5 years and have recently launched a new iPad App at www.mynewspaperforipad.com



Taboo or not Taboo?

Nine tips on cooking up a storm in the media

Become the 'Masterguru' of public relations with our 'pot stirring' tips for getting media coverage for your food or wine business:

1. Pitch new recipes and great photography to food writers and include a benefit or value e.g. "fresh, fabulous and filling for \$5".
2. Promote the health benefits of seasonal produce to food, health and beauty writers
3. Start your own 'masterclass' to profile your chef's talent and invite food media
4. Package your produce or product and send it to food writers and editors along with your media release
5. Launch your new business or restaurant with a high profile identity or celebrity to get media coverage
6. New head chef? Tell the media what inspires their cooking, what menu changes there will be, and what their background or experience is
7. Start a Blog to become an expert commentator in your industry, start commenting on trends in food/wine, or respond to existing food/wine blogs.
8. Take photos of celebrities/well known people at your launch event and send them (with names and a caption) to newspapers and magazines with social pages.
9. Promote the business side of your business: is it expanding? Are you exporting overseas? Have you reached a significant milestone/anniversary?



Need help getting your story heard? Contact [PR Guru](#)

Debuts and departures

New bars, hotels and travel destinations to feature in Vogue Living

A change in editorial direction will see *Vogue Living* feature new bars, restaurants, hotels and travel destinations as well as interiors, design, art, architecture and decorating.

Changing places – new editors

Daniel Findlay is the new editor of **K-Zone** - Australia's biggest-selling magazine for tween boys.

Danielle Long has replaced Matthew Porter as **AdNews** editor

Caroline Overington has replaced Amanda Meade editing The Diary in the media section of **The Australian**

Ben Butler has left the *Herald Sun* and will be at **The Age** from 19 July

Gemma Crisp is the new editor of **Cleo** magazine



Calendar events

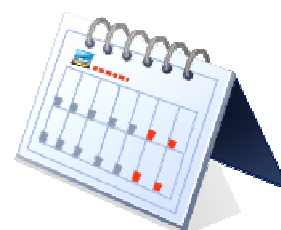
The Mumpreneurs Conference 30 July - 1 August - Brisbane Mumpreneurs share their success stories and how they balance family life with running their own business. It also includes the AusMumpreneur Awards.

Small Business BIG Marketing Event - 26 August - Melbourne

Come and meet the PR Guru team at The Peninsula, Shed 14, Central Pier, 161 Harbour Esplanade, Docklands between 8.00am-1.00pm.

Ultimate Health Event 2010 - 28 & 29 August - Sydney

The Ultimate Health Event brings together Sydney's health and wellbeing professionals and products to raise awareness of health therapies and products available in NSW.



[Melbourne Food and Wine Festival](#) (4-14 March 2011) is planning for next year. Get your ideas in before 31 July!

About PR Guru: PR Guru provides a press release writing service, up-to-date media database lists of Australian journalists and a DIY publicity guide. PR Guru is a Registered Consultancy Group Member of the Public Relations Institute of Australia. For more information visit www.prguru.com.au

PR Guru's thought for the month:

"The caterpillar does all the work but the butterfly gets all the publicity."

George Carlin

