

### *Welcome to Taboo*

As this year comes to an end, we trust you can look back at 2011 as being a year of DIY PR triumphs. Congratulations to everyone who got their priceless publicity!

Have you ever wondered why weather is THE topic of so many conversations? For Amanda McLeay, it's much more - it's her job to present Network Ten's weather news! Find out what you need to do to feature in her segment rain, hail or shine!



And because we're all looking forward to our Christmas break and the New Year, we've included 6 PR New Year resolutions and important diary dates to help with your PR planning once you get back in the office.

Don't forget to check out our list of media comings and goings as we have an extended list this month - there has been quite a bit of movement!

From all of the PR Guru team we'd like to thank you for your support and wish you the very best for the Christmas period. Stay in touch over the holiday's and become a friend on [Facebook](http://www.facebook.com/PRGuruAU) <http://www.facebook.com/PRGuruAU> or follow us on [Twitter](http://twitter.com/prguruau) at <http://twitter.com/prguruau>

Enjoy!

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### *Time in lieu: 2 minutes with ... Amanda McLeay, Queensland Weather Presenter, Network Ten*

**What sets Ten News apart from everyone else?** Our team and our time. We have a great balance of relatively young talent and the more experienced in the industry. From the presenters to producers, journos, editors, camera operators and support staff – the Ten team is enthusiastic, creative and driven. Our evening news is on air for an hour and a half (5pm to 6.30pm) so we have the luxury of being able to update breaking news throughout the bulletin. We are a source you can tap in to, when it suits you.



**What makes your segment stand out from all others?** Being outside IN the weather, to REPORT the weather...rather than stuck in a studio night after night! We pride ourselves on presenting the latest information on what's happening or what's GOING to happen - again, updating viewers throughout our bulletin. I have three live crosses each night - more if there is anything weather-related breaking. We also pride ourselves on supporting community / charity causes when we can. While the focus is weather info - we mix up locations each night, to promote great causes, or let our viewers know about events that are taking place around Queensland.

**The three things I look for when looking for a story are...** intrigue, information, communication.

**If you're pitching me a story idea don't ...** call at quarter to five, just before broadcast time! Make sure you know the product you're dealing with ... we receive A LOT of pitches for weather segments and we try to do as many as possible if they are a worthy cause. The segments are NOT paid for - we don't take pitches that are overtly commercial/product based. If you have a community/charity idea you'd like plugged - let me know how it will work on air (visuals) as a backdrop and why it would be of interest to our viewers. Also of course, the guts of the message/cause/event you want to promote. Best to keep the emails brief - it's easier for us to get to the basics that way, when we're dealing (like everyone) with sooooo much correspondence - constantly. Colour, entertainment and warmth are always appealing."

**People always say I am ...** older than they realised! (I'm 34! But more than happy for people to think I'm younger!)

**What's the best part of your job?** The variety! I absolutely love heading out on location each night - whether it be to flaunt some of Queensland's stunning scenery, or to meet up with kids having to spend Christmas in hospital. It's hectic working as a segment producer - and hitting the road every day - but also extremely rewarding... and I think it works well on air.

**The best way to grab my attention is to...** offer chocolate. Only kidding!! My segment needs to be attention grabbing - offer me colour, visuals, something that LOOKS GOOD and will interest our viewers and I'm there!

**My guilty pleasure is...** chocolate. EVERY day.

**Your preference: Tropical beach, sailing the Whitsundays or skydiving?** Tropical beach. I spend a lot of time on the Sunshine Coast and absolutely love it.

**The best piece of advice given to me by my father is:** If you want to survive in media, you gotta grow some b\*\*\*\*. (Umm. let's replace that with "thick skin", similar meaning!!) He gave me that advice during the first week of my internship in regional TV. (A producer had given me a hard time and I called him in tears after work). No sympathy - toughen up girl! He was right!

## ***Taboo or not Taboo?***

## ***New Year's resolutions for DIY PR success***

Take some time out this summer to update your PR skills and identify what makes news in your business! We have Six New Year PR Resolutions that will keep you on track for publicity success!

### **PR Mantra: 'In 2012, I will...**

- 1 Plan my public relations activity at the start of the year
- 2 Update my press release writing skills
- 3 Take great images
- 4 Prepare a story pitch BEFORE approaching the media
- 5 Respond quickly to media
- 6 Ramp up your social media

The full article can be found at <http://www.prguru.com.au/blog>

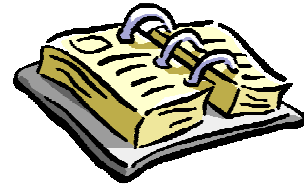


## ***The Media Bag: coming soon to a computer near you.***

Have a product or service that you want journalists or bloggers to review? As part of your DIY PR effort, check out [The Media Bag](#). It's a new online service starting early in the New Year which allows you to post your pitch and receive the mailing addresses of key journalists and bloggers with a sizeable reach among your target audience. And yes! They want to receive your product samples and service vouchers to review.

## ***Silly season: PR famine or PR feast?***

Continuing your DIY PR efforts beyond Christmas could pay off and give your business a kick-start into 2012. There are many holiday event dates in 2012 that present you with DIY PR opportunities that you should start planning and pitching stories for, before you take off down to the beach.



## **Mark these dates on your PR calendar and get started:**

Australia Day:	January 26
Back to School:	February 1
Valentines Day:	February 14
Clean up Australia Day:	March 4
Labour Day (Vic):	March 12
St Patrick's Day:	March 17
Easter:	April 6-9
ANZAC Day:	April 25
Mother's Day:	May 13

Want more DIY PR ideas? Read the full article <http://www.prguru.com.au/blog>

## ***Media debuts and departures***

The silly season has definitely started with media comings and goings aplenty. Here's a quick selection:

- Paul Bailey has been appointed Editor of The Australian Financial Review.
- Six week TV series New Idea Test Kitchen, will start nationally on Sunday night on digital channel 7Two. The new series hosted by Damien Leith, will showcase Christmas cookery ideas from the magazines test kitchen.
- Encore magazine will continue to cover Australia's screen industry, but is widening its focus to encompass all forms of media and entertainment content.
- Online fashion and art magazine FAINT will be printing limited edition copies. Initially established as a digital platform, the first edition will be called DISTILLED and will be available for purchase online
- Russel Howcroft will present Saturday afternoon program Weekend Break until Christmas on 3AW
- Veteran Education editor, Maralyn Parker, The Daily Telegraph's longest running columnist has taken redundancy after 18 years but apparently will continue to write her column and blog
- Australia's magazine market is to make room for two new women's titles – Elle and Women's Fitness. Both titles will be published monthly with brand extensions online and in mobile.
- Fairfax is launching a women's lifestyle website, Your Daily Life, which is to go live next year. The site will be edited by Sunday Life magazine editor Sarah Oakes.



- A new radio national radio network is set to launch early next year with a focus on branded content, special interest groups, sport, religion, and foreign languages.
- Australian Radio Network's longest running breakfast show, Gold 104.3fm's Grubby and Dee Dee has been taken off air. A new breakfast presenter is expected to be announced shortly.
- Presenter Robbie Buck for 702 ABC Sydney Evening shows will be moving to an afternoon show on ABC Radio National. Buck will be replaced by Chaser star Dominic Knight. Radio National will also see Julian Morrow host Drivetime on Fridays.
- 702 has announced the replacement for Deborah Cameron in the morning slot. It will be journalist Linda Mottra, who has previously presented AM.
- The Daily News, Tweed Heads, will now be a weekly, only printed on a Saturday.
- America's On Air with Ryan Seacrest will expand to Brisbane's 97.3 and Adelaide's MIX102.3 from January 16.
- Journalist Sarah Wilson's column in Fairfax Media's Sunday Life will finish at the end of the year. Wilson will concentrate her output on ebooks, her own website and TV projects.

Make sure you don't have a white elephant of a media list. PR Guru has over 40 [media contact](#) lists from arts to wine, business to news and current affairs, starting from \$40.

**About PR Guru:** PR Guru provides a press release writing service, up-to-date media database lists of Australian media 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](http://www.prguru.com.au) and follow us on [Twitter](#) or [Facebook](#)



*From the team at PR Guru, we wish you a safe and happy holiday season full of good cheer and priceless publicity!*

