

Well 2011 has certainly not started the way we'd have wished for with nature taking a serious toll on communities particularly in Queensland. Our thoughts are with those who have been affected by the floods and fires around Australia.

This month in Taboo, we hear what makes news from Michelle Hespe – editor of regional airlines in-flight magazine – OUTthere. We translate some media jargon and give some DIY PR tips from women's leadership consultant, Jennifer Dalitz at Sphinx.

Plus we've launched details of our PR Guru's Mentor Program starting in March and expanded our *Parenting* media list. Make sure you check these out!

Got news to share? Drop us a line at [editorial@prguru.com.au](mailto:editorial@prguru.com.au)



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### *Time in lieu: 2 minutes with ...*

**Michelle Hespe – editor, OUTthere**

**What is the focus of OUTthere magazine?** OUTthere is the in-flight magazine for Australia's largest regional airlines, REX (Regional Express), Skywest, Airlink and Airnorth. OUTthere is 100% regionally focused, proudly patriotic in style and encourages Australians to discover the wonders of their own country. It also addresses the challenges and opportunities facing regional business operators through the CountryBIZ section.

**What are your readers interested in?** Travel and events in regional Australia and Timor-Leste (Airnorth's main destination); country business such as agribusiness, sustainability, mining, farming, innovative regional practices, regional development, profiles on Australians doing great things, and Australian celebrities.

**"The best way to grab my attention is to...** dress wonderfully and smile."

**"The best stories are...** told from the heart."

**"People always say I am...** always on the go...a live wire, the busiest person they've ever met...crazy...colourful...full of energy and in love with life."

**What's the best part of your job?** The people I meet, the places I go and the people I work with at Edge.

**"My guilty pleasure is...** really great wine, enjoyed in a hot bubble bath."

**"The entrepreneur in me wishes...** I'd get my s\*\* together and become the next JK Rowling."

**"The best piece of advice given to me by a girl I lived with when I was 17.** She said never turn down an opportunity...even if it's a friend asking you to walk to the shop with them to buy milk. You never know who you'll meet, what you'll see...anything can happen at anytime and the more opportunities you



take up, the more wonderful things can happen.” And my mum once said: You can never over-dress – what’s the worst thing that can happen? Everyone will notice you. Underdress and you’ll fade into the background.”

**Our upcoming features include...** great food and wine stories, fantastic interviews with fabulous Australians, and features on business in regional Australia.

## **DIY PR Guru profile**

**Jennifer Dalitz, The SheEO, Sphinxx** and business consultant, gives us insight into her DIY PR efforts.

### **1. Why did you choose PR to promote your business?**

In recent years, the advancement of women in business has gained momentum. Media interest in the topic has grown exponentially – as a topic it’s featured in business and mainstream media almost daily - and it occurred to me that there would be opportunities to promote the business by using PR.

### **2. Did you use a PR consultant or have you always done it yourself?**

Initially I decided to go with a PR agent. At that time I had a newborn son and felt I needed some guidance from a professional, at least to get started. As a writer it made sense for me to be involved in researching and generating content, and it was very much a collaborative partnership. At the end of the four month campaign we decided I was well placed to go it alone.

**3. What do your PR efforts involve?** I’ve made a determined effort to make it part of my daily work routine. I spend time tracking hot topics and responding, and have developed a PR plan that includes a calendar of key events I could tap into. I also keep an eye peeled for opportunities to contribute to stories as an expert.

**4. Which media story about your business created the biggest response for you and why?** One of the biggest stories for me was about the difficulty working women face in finding quality and affordable childcare. I provided commentary to the *Sunday Sun Herald* based on my own experience as well as the women in the sphinx network and provided a lot of flow on PR opportunities.

Contributing to “side issues” has worked well, with other major stories on networking generating a lot of leads for mentoring and the professional development days we run.

**5. What ‘must-do’ would be at the top of your list if you were advising others doing their own PR?** Give them something new – either your own content or a new angle or response to a news story – and be relevant to the media. I keep a working document of my key angles and positions and will then tailor it to the different audiences of each media – which is important in getting a run.

**6. How did you get your media contacts?** At conferences – I met a Fairfax journalist at one conference and a TV presenter and producer at another, and using a finely honed elevator pitch was successful in getting one initial run that has been followed up with several since. Also, by ringing around to targeted publications, letters to editor and entering awards and accepting nominations for awards. As a finalist in the Telstra business awards I met a journalist from News Limited who has used me as a source on a number of occasions now.

**7. What’s the best feedback/piece of advice you’ve received from a journalist?** Be timely and understand their deadlines. Once it was explained to me and I started responding immediately, my uptake really skyrocketed. Also related to this point is understanding that the journos won’t necessarily go with the best known expert – they’ll go with the best available expert...



Read the full profile interview at [www.prguru.com.au/Blog/](http://www.prguru.com.au/Blog/)

## Taboo or not Taboo? Jargon buster

PR Guru breaks down media speak into plain English. Here are 10 commonly used terms and our translations ☺

1. **Pre-record** – a taped interview conducted off-air, over the phone or in person that is usually edited afterward and can be used for short news grabs
2. **'Presser' or 'release'** – a media release
3. **Talent** – refers to a spokesperson or interviewee
4. **Embargo** – used on the top of a media release when information is released ahead of the date it should be made public
5. **Doorstop** – an interview opportunity for journalists to ask questions of a spokesperson usually before or after an event, just before that person enters or leaves the venue
6. **Exclusive** – when a story or interview is promised to only one media outlet often for a period of time
7. **Getting a 'run'** – when your story appears in the news whether in print or on TV
8. **Plug** – when you overtly promote your business – if you do it more than once in an interview it is typically frowned on
9. **Live cross** – when an interview is done remotely e.g. reporter in studio and interviewee at outdoor event/offsite
10. **COS** – chief of staff who is responsible for assigning journalists to stories

For more insider information, get *PR Guru's DIY Publicity Guide* from [www.prguru.com.au/diy-publicity-guide.php](http://www.prguru.com.au/diy-publicity-guide.php).

## PR Guru's Mentor Program kicks off Thursday 17 March

Places are filling fast for PR Guru's 2011 online Mentor Program – so get in now!

Starting in March, the six part webinar series will help you to boost your publicity results and build valuable media contacts.

It covers writing a press release, pitching to the media, integrating your online media strategy, using social media, compiling a media kit and more. As a bonus you get heaps of FREE PR tools and templates!

Find out more on our website at <http://www.prguru.com.au/prguru-PR-Guru-Mentor-Program.php>

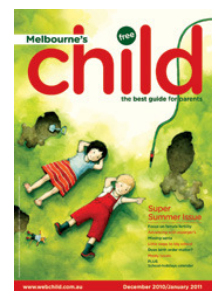
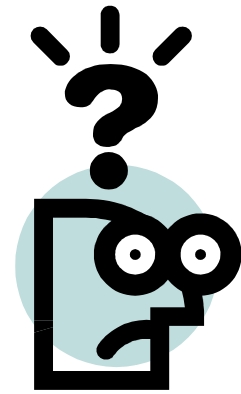
## PR Guru Parenting media list expanded!

There certainly has been a boom in baby and parenting titles and blogs over recent years and with new-comers like *Nature*, our parenting media list has expanded. Get 35 contacts for \$120. Find out more on our website at [www.prguru.com.au/product-details.php?ProductID=13](http://www.prguru.com.au/product-details.php?ProductID=13)

## Melbourne's Child's 2011 features list

As a bonus, here's the upcoming features list for editorials in 2011's re-vamped *Melbourne Child* magazine – note these features are typically the same across Sydney, Brisbane, Canberra, Adelaide and Perth Child magazines.

Here they are: February: Back to School; March: Education; April: Food and Wellbeing; May: Parties; June: Pregnancy and Babies; July: Toddlers; August: Education; September: Health and Fitness; October: D3 – Diversity; Difference & Diagnosis; November: Gift Giving; December/January: Summer Holidays and Ready For School. The deadline is the 8<sup>th</sup> of the month prior!



## Media debuts and departures

- Amanda Wilson is the new editor of *The Sydney Morning Herald*
- Alison Dean has resigned from Fairfax Community News and is now the new Publisher and Managing Editor at the *RoyalAuto* magazine
- Mel Wilson is the new editor of *Balance magazine* which covers women's fitness, health, nutrition, relationship and beauty
- Megan Gayle will host the third season of Project Runway Australia replacing Kirstie Hinze
- Former reporter with 2UE Latika Bourke, has joined the ABC team in Canberra's Parliament House as Social Media Reporter
- Former ACP editor Paula Joye has launched *lifestyled.com.au* which covers stylish tips and products and opinions
- Sport&Style is no longer published by Fairfax as a monthly insert in the Sydney Morning Herald and The Age
- Independent home delivery business Aussie Farmers Direct is launching a new magazine for household grocery buyers called "*The Aussie Farmers Direct magazine*" – delivered to 140,000 customers
- Robyn Foyster is leaving Sunrise as lifestyle editor to return to ACP Magazines as associate publisher



**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 (<http://twitter.com/prguruau>) or Facebook ([www.facebook.com/PRGuruAU](http://www.facebook.com/PRGuruAU))

***Book now for PR Guru's Mentor Program starting March 17!***

