

Welcome to Taboo

For most of us, getting a positive story on television is the ultimate publicity goal. But with the increasing popularity of the internet, it seems that TV is not the only way of getting seen.

This month, Shoe's of Prey co-founder Jodie Fox talks about the online video that was fifth most viewed on YouTube worldwide and increased their sales by 300%.

Also in Taboo, Gorgi Coghlan from Channel 10's The Circle provides insight into her favourite stories, we share 10 tips for looking your best on camera and DIY PR tips from the founders of Cushie Tushies and Cycle Style.

If you have news or events to share, why not drop us a line at editorial@prguru.com.au

Enjoy!



Time in lieu: 2 minutes with ...

Gorgi Coghlan, Presenter, The Circle, Channel 10

What is the focus of your show? Laughter, life and making people feel good about themselves.

What's the best part of your job? I go to work each day and laugh, cry and share stories with three women who are now my good friends....Denise Drysdale, Chrissie Swan and Yumi Stynes. I also get to meet the most inspiring people on our Circle couch, some of our guests are truly inspirational with the personal battles they've faced and overcome. I feel very blessed.

Complete this sentence "People always say I am...always eating. My nickname on the show is 'Fang' and I'm constantly providing energy to my 22 week old fetus!

Complete this sentence "To get your news on TV you need to...be home by 6!

Complete this sentence "If you're on TV, you should never wear ...Ken Done outfits...nasty!

Complete this sentence "My favourite stories are... ones involving people who have battled against the odds and come out the other side bigger and better.

Complete this sentence "The entrepreneur in you wishes.....for an end to homelessness'

Complete this sentence "The expression overused in interviews is.....thanks for your time this evening.....

Complete this sentence "My guilty indulgence is.....cheese.

Complete this sentence "The best piece of advice given to me by my beautiful mother is 'always treat people the way you want to be treated'. I think it's helped me always appreciate what people do for me and it's helped to get me where I am today.



Video killed the radio star – get great PR and increase sales!

Web users love You Tube and video. In fact, You Tube attracts 71 million unique users each month and has the 6th largest audience on the Internet.

Shoes of Prey is an amazing example of how to get online video right!

In just one year of trade, Shoes of Prey co-founder Jodie Fox (pictured right) has seen her business go from strength to strength, largely due to doing their own PR and harnessing the power of online video.

In March this year, Shoes of Prey had a video produced (using an online teen blogger) that got people around the world talking. With 450,000+ views and more than 90,000 comments, it was the 5th most viewed on YouTube worldwide and the most commented on video for the day.

Due to this combination of clever online video and traditional publicity from fashion magazines and newspapers - such as The Courier Mail Business Section, The Wall Street Journal Blog, to a video interview on Sky Business News - web traffic to Shoes of Prey has gone through the roof! From having about 17,092 visits in a week, the record now sits at 197,104 visits in a day. And what for sales? According to the boss, sales are up by 300%.

Jodie's four tips for producing a 'hit' online video are:

1. Look at what is popular already - you don't want to learn lessons the hard way
2. Remember that online videos are not traditional broadcast - you have a one-on-one audience with someone who has chosen to watch your video
3. Be clear about the story you mean to tell in your video and make sure it is delivered in a sharp and succinct manner... I think the average YouTube video length is 2.5 minutes
4. When producing your own video do not forget to maintain quality of sound and lighting.

[View the Shoes of Prey video now](#) – Look out for their must-have shoe: black and pink silk ruffle shoes in 4.5 inch heels and new additions to their range such as hot Australian Summer and vegan shoes.

Taboo or not Taboo?

Whether you're going into a television interview or creating your own video, how you look and speak is important.

Here are PR Guru's 10 tips to look your best on camera:

1. Avoid wearing loud colors and small patterns. Large, dangling, shiny jewellery can also be distracting, so keep it simple with accessories and pay attention to your grooming
2. Make sure you are relaxed when you start - arrive early for media interviews (at least 15 minutes prior) and have a glass of water before going on camera
3. Sit or stand comfortably and be aware of your posture, don't move around or rock back and forth – this can be off-putting
4. Unless you're producing your own video, talk to the person interviewing you – not to the camera
5. Be natural, positive and smile
6. Speak in plain English and avoid jargon
7. For media interviews, assume you will be "on air" for the entire time, so don't make any gestures or comments that you wouldn't want seen on TV
8. Prepare your key messages in advance and rehearse them so they sound natural
9. Keep your answers short (a few sentences)
10. Speak clearly and a little louder than normal (particularly if you have a quiet voice)



DIY PR success secrets

Joyce Watts (pictured top) of cyclestyle.com.au - an online store for women wanting bike gear in anything but lycra or fluoro, and Catherine Langman (below) of cushietushies.com.au – makers of modern cloth nappies, share their secrets to DIY PR success.

PR Guru: What do your PR efforts involve?

Joyce: I pitched the opening of CycleStyle to blogs and traditional media that had a fashion, health, eco-friendly or cycling bent. I update my blog five times a week. It's meant to be a fun read, with the aim of driving people to the site and the store but also creating a space for CycleStyle to become a 'thought leader'. Thirdly, CycleStyle is very active on Facebook and I'm on Twitter several times a day.

Catherine: Press releases, responding to media call-outs and actively pitching to media contacts about new products or other newsworthy activities we are undertaking. We speak to media of all types, online, print (magazine and news), TV, radio.

PR Guru: Which media story created the biggest response for your business?

Joyce: The biggest response we've received has been through stories about CycleStyle in Australian Cycling and Bicycle Victoria's magazine Ride On. Readers of those magazines were exactly the kind of people CycleStyle is hoping to help – cycling women looking for nice bike gear that wasn't fluorescent or lycra.

Catherine: The story that generated the biggest media response has been about our advocacy efforts to encourage local governments to provide financial support to parents who use modern cloth nappies. It's a great story about helping the environment, helping parents to save money, helping support local business as well as reducing waste (a big issue for local governments).

The reader give-away pages we had in the parenting magazine Pregnancy & Birth (January and July this year) - both times have generated thousands of dollars in sales.

PR Guru: What was the secret to your success?

Joyce: I think it helped that CycleStyle is unique in Australia and Melbourne has really seen a growth in cycling as a mode of transport in the last few years.

Catherine: Topics that get picked up by various media usually cover budgeting (modern cloth nappies save parents a good \$3000 per child, compared to disposables), the environment (studies show modern cloth nappies can reduce a parent's carbon footprint by up to 40%), and of course fashion – that cute colours and designs look much nicer than white plastic nappies! Photographers actually buy our nappies to use in photo shoots with babies too. Also, our efforts to raise money for charity are appreciated by media.

PR Guru: What's the best feedback you've received from a journalist?

Joyce: Be newsworthy. I've made the mistake of emailing journalists with information about a new product, for instance, and been thanked politely for the information but told that they couldn't find a relevant news angle to write about. Journalists receive many emails a day requesting a story, so you have to catch their eye with something that's relevant for them.

Catherine: My Child magazine said that they loved my media kit (it was quite creative and got their attention). The kit was sent with samples, nicely wrapped up with a little baby-shaped card attached on the front that had 'how cushie is your tushie' written at the top and was sporting its own (real) little mini cushie tushie nappy on it. It was so cute that no-one could resist opening it :)

PR Guru: What is your ultimate PR goal?

Joyce: A high fashion magazine, like Vogue, using CycleStyle's products in a 'cycle chic' editorial... While I think social media is a better way of making conversions,



traditional media still has a role in adding credibility, particularly for a start up business.

Catherine: A positive story on Today Tonight (or similar) that compares our modern cloth nappy favourably to a disposable.

Deadline looms for PR Guru's \$5 media lists

Kick start your PR with **PR Guru's DIY PR Starter Pack** and get any two media lists for \$5! The Starter Pack includes one press release written for you by our experts, one copy of the PR Guru DIY Publicity Guide and any two media lists of your choice – all for \$650. Hurry offer ends 15 October 2010! [Get your starter pack now.](#)



Media debuts and departures

- *Good Gardening* magazine has hit the shelves of newsagencies, book stores and Bunnings stores – edited by Vasili from Vasili's Garden
- Katrina O'Brien is the editor of the new outdoor and lifestyle magazine - *The Outdoor Room* with Jamie Durie
- *Younger You* magazine is now on the shelves - edited by Jenni Gilbert
- Bill Thomas is the new editor of Top Gear's *Wheels* magazine
- Kerry O'Brien signs off from 7:30 Report
- News magazines is turning its *Body& Soul* lift-out to a glossy magazine which will be out twice a year (currently it appears as a supplement in Sydney's *Sunday Telegraph*, Melbourne's *Sunday Herald Sun*, Brisbane's *Sunday Mail*, Adelaide's *Sunday Mail* and Perth's *Sunday Times*)



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 and follow us on [Twitter](#) or [Facebook](#)

*PR Guru has a **new IT media list**. It contains contact details for IT editors and writers for national technology magazines, daily papers and e-newsletters.*

