

Welcome to Taboo

This month, journalist Meggie Palmer tells us what's different about **6pm with George Negus**.

Successful business owner and mother of five, Stacey Currie shares her DIY PR tips and how she gained coverage on the ABC's 7:30 Report, in The Age and *BRW* magazine.

Plus we share 10 tips on making sure your press release gets noticed by the media. And don't forget – [PR Guru's DIY PR Mentor Program](#) starts next week! If you want an expert to guide you through the PR process, now's the time to sign up!

Got news to share? Drop us a line at editorial@prguru.com.au



Time in lieu: 2 minutes with ...

Meggie Palmer – journalist, 6pm with George Negus

What sets "6pm with George Negus" apart from other news and current affair programs? The 6pm team aims to communicate news and current affairs differently. We take the stories of the day and approach them from another angle. 6pm focuses on national and international issue based stories, providing more in depth coverage as well as generating new and exclusive stories that haven't been told before.

The best stories are... the ones that make a difference.

People always say... I can't keep still

The entrepreneur in me wishes... I had the guts, and the funding, to make a film I've been thinking about for a while....

What's the best part of your job? Travelling Australia meeting amazing people who generously share their stories with us, it's a real privilege. Being part of a start up show with the ability to shape the direction of our coverage is awesome as well.

My guilty pleasure is... good food! I'm obsessed with cheese, seafood and chocolate....

If you want to pitch me a story idea... make sure it's new, different and of national significance.

The expression overused in interviews is... not so much an expression as a tactic used by politicians to ALWAYS avoid the question and spin the party line!

The best piece of advice given to me by... my English teacher at school was to be passionate about what you do, then going to work is a pleasure not a chore.



If you're going to appear on TV, don't... eat pesto beforehand, it can be a really bad look!

DIY PR guru Stacey Currie

According to Stacey Currie, she should be living on the streets or in jail. She was brought up without a mum in her life, lived in housing commission, suffered child sexual abuse, was pregnant at age 15 with three kids by the ages of 21, and lived in a relationship with domestic violence.

Instead, she is owner of digital printing business Signs'n'Banners (which she grew from \$100 of sales per month to a whopping \$100,000 per month) and author of 'The Rich Get Richer, The Poor Can Too' – a motivational book about achieving your goals. She also does her own PR.

This month, the mother of five shares her DIY PR tips and how she gained coverage on the ABC's 7:30 Report, in *The Age*, and in *BRW* magazine.



What prompted you to do your own PR?

I had calls from *A Current Affair (ACA)* and *60 Minutes* two years ago after they googled “young mums” and stumbled upon my website “Empowering Young Mums”, I had no idea about PR and so said no thank you, I just wasn't interested in being on TV. As my business grew I realised the media could help spread my message. I chose to do my own PR as it was very simple, just pick up the phone ask for the journalist, email them a PR release, and follow up the next day. It's time consuming however I feel it's much easier to blow your own trumpet than hire someone to try to represent you. They (the journalist) get the real deal. Also back then I couldn't afford a PR agency.

What do your PR efforts involve?

Firstly, I look for my EXACT target market - women and men between the ages of 25-40, who have kids and are working in a career they hate. They do not want the fluffy stuff, they want straight to the point direct results driven information. They are searching for a book to help them with their mindset first, a book that they can read and find inspiration and motivation.

So *ACA* is my ideal target market. All I did was call them and ask for the journalist, I got put through and then I blew my trumpet and told her about the story I had in mind. I asked if I could send her an email so I made sure I got her email address. I sent through a press release and within one hour I called back to ask if she had received it. She told me she would get back to me and so I followed up again two days later. Follow up is crucial.

Since you started doing your own PR, where have you had media coverage?

ACA, ABC 7.30 Report, BRW Magazine, That's Life Magazine, local Leader Newspaper, Grazia Magazine, Proprint Magazine, Franchise Central Magazine and a few more.

Which media angle about your business created the biggest response for you and why?

Defying the odds has been my biggest response to media. I guess people love to hear rags to riches type stories. I had no idea how powerful my story was until journalists started ringing me. People love to feel like “if that person can achieve success from coming from that place” I can too!

What is the secret to your success with getting media coverage?

Finding my target market. Having the right story that they are looking for and not being afraid to just pick up the phone and ring. So many people are afraid of the knock-back however that is just a part of the cycle, you get knocked back 10 times and then on the 11th call you get in. Be prepared to be patient.

Have a story; such as I had my rags to riches story but I was focusing on 'Empowering Young Mums' to live their dreams and so I was filmed speaking and running a workshop with young mums. Think of your story and something you can do which relates to it.

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

Best feedback was one journalist and all the camera crew said my children were the best behaved children she had worked with. On a serious note; great advice I received was just because on Monday the journalist says "no" to your ideal story, by Thursday all of that could change so never think because you have been knocked back, they are not interested. Stories change EVERYDAY and journalist LOVE being handed a story on a platter.

What's next for your business and PR plans?

My business will be run solely by my employees so that I can focus on my passion of speaking, and writing my books. Ideally my dream would be to find a GREAT PR person who get's results, so that I can focus on doing more important stuff such as leveraging myself and my business through speaking.

Taboo or not Taboo? Will your press release get read or binned?

Journalists receive hundreds of press releases everyday and most don't get much more than a cursory glance. So how do you get yours read?



10 tips to getting your press release noticed by the media:

1. Make it relevant to the media you are targeting
2. Re-read your media release. If it sounds like a sales pitch instead of a news story you need to start again.
3. Is your heading informative and attention grabbing? If you were to read your story in the paper what would the headline be?
4. Have you summed up your news in the first paragraph or do you need to read four paragraphs to get a sense of what your news is? If it's the latter, re-work your first paragraph.
5. Have you proof-read it or had someone else read it? It can be helpful to get a fresh pair of eyes to review your writing and check for typos.
6. Have you used industry jargon and business speak? When you're writing for the media it's best to get your point across simply and succinctly, in plain English.
7. Have you included your key facts – what your news is, why it's significant, who it's going to affect, where it's happening, when it's happening and how?
8. Have you included any quotes from a spokesperson? It's good to do so.
9. Are your sentences more than 25 words long? If so, start editing!
10. Is it longer than one page in total? If so, try to shorten it to just the key points.
11. Have you included your logo, company information and contact details on the page?

Media debuts and departures

- Stephen Brook has replaced Geoff Elliott as editor of *The Australian's* Media section. Elliot is now deputy editor of the paper's Business section
- Jo-Anne Hui is now features editor at Telstra's *Smarter Business Ideas* magazine (formerly feature editor at *Nett* magazine)
- Angus Llewellyn, is the new Executive Producer of SBS TV's *Insight*, he was previously Supervising Producer at *Dateline*
- Andrew Rule quits *The Age* to be associate editor of the *Herald Sun*



- Tracey Withers is beauty and health director for *Grazia* magazine
- Ellen Whinnett is Deputy Editor of the *Sunday Herald Sun*
- Tracey Linguey is Associate Editor of the *Sunday Herald Sun*
- Cathy Osmond is Editor of the *Herald Sun's* Weekend section

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 Mentor Program starts 17 March – book now and get your free gift!

