

Welcome to Taboo

This month we get the scoop on upcoming features in Jamies Durie's *The Outdoor Room* magazine, from editor Katrina O'Brien.

Find out what a love coach, men's health psychologist and a family holiday expert have in common. We profile these 3 DIY PR guru's from service based businesses and reinforce the three C's: credibility, content and case studies.

Speaking of love, are you feeling it? It's not even Christmas but now is the time to get planning for Valentine's Day PR. If you want to target magazines, it's time to pitch those story ideas!

Have you got a white elephant of a media list? We give five tips on what to look for when buying one!

Finally, if you are wishing you had your own PR Guru to coach you, make sure you read about our new PR Guru Mentor Program.

Enjoy!



Time in lieu: 2 minutes with ...

Katrina O'Brien – editor, *The Outdoor Room*

The Outdoor Room with Jamie Durie celebrates the best of Australia's outdoor life. *The Outdoor Room* is not a gardening magazine or a decorating magazine but rather a lifestyle title that is packed with inspirational ideas to help readers indulge in the great outdoors, in the most sustainable way possible. It is also spearheaded by one of the most celebrated and talented designers in Australia, Jamie Durie.

What are your readers interested in? Our readers see their outdoor spaces as an integral part of their homes - and lives. It is their refuge from the world. Our readers are interested in clever ideas to make their outdoor spaces their sanctuaries and to help make the time they spend there, either alone or with family and friends, incredibly special, whether their outdoor space is an inner city balcony or a large, lush garden.

The best way to grab my attention is...to come up with one, great, unique idea that has never been seen or heard before. It usually can be summed up in a single sentence. Clever ideas of how we can live more sustainably will always get my attention, as will gorgeous visuals.

The best stories are...ones that grab my attention in the first sentence and hold me there until the end.

People always say I am...baking.



What's the best part of the job? Working with an incredibly talented team to come up with gorgeous, informative stories in a magazine that is truly unique in the marketplace.

My guilty pleasure is...trying out a new cake recipe when I should be cleaning the house.

The entrepreneur in me wishes...I had thought of Google.

The best piece of advice given to me by a former editor is to trust my instincts.

Our upcoming features include...easy summer entertaining with friends and family, inspirational gardens, fresh summer recipes, the latest news and tips to create a sustainable household, the latest places and people that inspire Jamie Durie's designs and a quick and easy weekend garden makeover."

Promoting a service rather than a product? Why you need to know the 3Cs...

You may have heard that marketing a service is no different to marketing a product – while that might be true at a basic level, in the world of PR there are differences.

So what are the differences?

With products, your main focus is getting into gift guides, new product spreads, offering product in competitions and giveaways, and potentially providing some expert commentary. When it comes to services, PR Guru says it's all about the three Cs - your credibility, content and case studies.

Those seeking to promote their service and get publicity need to focus on:

1. **Credibility: having a good spokesperson.** That is someone who is available 24/7 and able to respond to journo's quickly. A strong and credible biography, listing your qualifications, experience and any media appearances is a must-have. If the media know you've been on TV or radio, they're more likely to contact you for comment. Media training is a good idea if you plan on being the front person for your campaign.
2. **Content: being knowledgeable, with a fresh angle on a topic.** Numbers, survey results, and statistics are always interesting too. In this day and age, it also helps to have your own blog. Be generous with your content – if you have time contribute articles to existing media sites or blogs.
3. **Case studies: having your customers tell their story.** Build relationships with your customers and ask them if they would be willing to talk about their experiences of your business. These can help with testimonials for your site or, when a personal perspective is required on a particular topic.

PR Guru spoke to three business women who have services to promote. Meet Leah Squires from BYOkids.com.au (pictured top), Carolin Dahlman the Love Coach (pictured middle) and Victoria Kasunic men's health Clinical Psychologist (pictured bottom)

How do they do it?

According to Leah Squires from BYOkids.com.au, her PR efforts involve sending out articles and press releases to editors and being involved in sponsoring events. For Love Coach, Carolin Dahlman, her PR comes from being proactive, contacting journalists with comment and building relationships. While psychologist, Victoria Kasunic says Sourcebottle, Facebook and Twitter have delivered results for her.



What topics get a story in the media?

For these businesses, books, awards or personal stories have been the impetus behind their publicity achievements. Leah says “We won best new business in Australia in 2007 and the releases I sent out about our win returned us a great deal of publicity both local and national”.

Media call-out services and some professional PR training have been the biggest help for Victoria and Carolin.

As for advice for other DIY PR gurus...

Leah says, “Build great relationships with journalists and editors and always be willing, ready and able to provide quotes, articles and images if they request them. Also do your research on what they do and make sure what you are pitching is on target”.

Victoria says “Go for each opportunity, sometimes you get no response or knocked back but it’s about being persistent and taking little steps”.

Carolin’s tip is: “Make sure you deliver your message in a media friendly way. Think like a journalist. Be brave and whenever you see something to comment on, just send an email”.

What’s the most satisfying part of doing your own PR?

Leah: “Getting great results”

Carolin: “I am in total control of the message and process and I get to talk to lovely people”

Victoria: “It’s free except for your time and you get to be creative”

Read the full profiles on our [PR Guru Blog](#).

Taboo or not Taboo? How to avoid buying a white elephant of a media list

Having the right contact details for journalists, editors and producers is crucial to doing your own PR. But, with the media landscape forever changing, maintaining an accurate media list can be hard work.

Here are PR Guru’s top 5 tips for buying a media list:

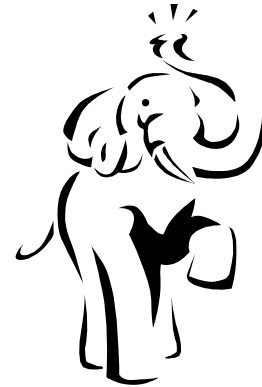
1. Pick a topic based list e.g. “business” media or “food” media instead of a generic location based one like “NSW” media
2. Check that it gives you the full name of journalists, job titles e.g. food writer, names of the media outlets, email addresses and phone numbers
3. Check the format the list is supplied in. The best ones can be edited e.g. in excel, so you can update them as you need
4. Check the fine print. Some lists only let you use the information once.
5. Ask when the contact information was last updated. You want it as current as possible.

Need a media list? [Check out PR Guru’s media database](#). With PR Guru, you get the same Australian media lists that we use in our PR agency at JMM Communications everyday.

Become a DIY PR Guru in 6 months! Join the PR Guru Mentor Program

While doing your own PR can be very satisfying, it can also be hard work. Do you ever wish you had a seasoned PR professional to learn from?

Founder of PR Guru and JMM Communications, Julie Morgan will kick-start 2011 with a PR Guru Mentor Program. With more than 25 years experience in PR, Julie’s program



is perfect for anyone who wants to boost their publicity results. It covers writing a press release, pitching to the media, integrating your online media strategy, using social media, compiling a media kit and more.

Contact prguru@prguru.com.au to register your interest and find out more.

Media debuts and departures

- National drive presenter, Katie 'Monty' Dimond is replacing Ricki-Lee Coulter on the Sydney Nova breakfast show. Michael 'Wippa' Wipfli and Nova Adelaide breakfast host Ryan 'Fitzy' Fitzgerald will host drive.
- Homewares retailer, House has launched a new home and lifestyle magazine, published exclusively for the franchise. Its estimated circulation is 100,000.
- Kerry O'Brien, the outgoing presenter of The 7.30 Report, will host Four Corners next year.
- Nick Ross is the editor of ABC's new technology and games gateway – abc.net.au/technology
- Stephanie Brantz, former Nine and SBS network sports presenter, has joined ABC TV Sport.



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](#)

***Congratulations to the winners of the 2010
Australian Food Media Awards!***

