

Welcome to Taboo

She's irreverent and fun and appeals to mums – well actually, females 25-34. This month we interview Jo Stanley of The Matt & Jo Show on Fox FM to find out what spikes her interest when choosing who to interview.

Don't we all just love to hear about start-ups? Yes, and last year we interviewed Delia Timms of Findababysitter.com.au She's taken another leap into the online world with whatshouldiwear.com.au so we decided to ask her about getting the word out there.

Speaking of online – we've also included tips on what to do if you are about to launch a new website.

Have you noticed lots of changes in the media lately? It's coming up to the end of the year and new shows and presenters are being announced for 2012 already. We list some of the newbies in our debuts and departures.

Finally, if you're looking for a kick start with your PR efforts in the New Year, make sure you register for our PR Guru Mentor Program.

Enjoy!



Time in lieu: 2 minutes with...Jo Stanley, The Matt & Jo Show, Fox FM

What sets Fox Breakfast apart from everyone else? We hope it's our rapport and energy. But to be honest, we're never really sure. Every breakfast show aims to do what we do, which is to entertain and be relatable. Probably the thing that sets us apart is that we are uniquely Matt and Jo, and we don't try to be anyone else.

What are your listeners expecting when they tune in? I think they expect us to be fun and funny, at least that's our aim. Possibly a bit cheeky and irreverent, but also generous and sensitive to lots of people's stories from all walks of life. And we also hope that they never know what to expect, as spontaneity is always a goal.

“The things I look for when interviewing a guest are: What is the number one thing people want to know about this person?
What is the key thing that makes this person interesting?
What can I ask that no one else has asked?
What can I do to make this person laugh with me?

“If you want to pitch a story idea to us: Think about why it would be of interest to us. Remember who our demographic is: female 25 – 34. We are a pop culture, hit music station. You need to target your pitch to that, or if the story doesn't fit within those guidelines, pitch to someone else and approach us for something more appropriate another time.



“People always say I am... smaller than they thought. I think because I have a large voice (which is a nice way of saying ‘a loud mouth’) they think I’m much bigger than I am. But I’m like one of those annoying barky small dogs.

What's the best part of your job? Laughter and lots of it! We get to enjoy a genuine belly laugh at least once every day. Not many people can say that of their job.

“My guilty pleasure is...re-runs of 90’s sitcoms. Friends, Sex and the City, Seinfeld. I fantasise about having whole days on the couch in my pyjamas indulging in Foxtel marathons and box sets. Sadly, I’m so busy I’m lucky to catch one episode a month. But I can always dream!

“The comedian in me wishes...I’d been able to overcome my demons and enjoyed stand-up much more. I would sit back stage and marvel at other comics who seemed unmoved by their failures, whereas I would torture myself with paranoia’s and sick-inducing fears before going on. And then afterwards, even if I’d had a brilliant gig, would dissect every minute until all I could see was the tiny moments of average. Having spent years on radio, I now care a lot less about what people think of me. I wish I could have had a piece of that before now.

“If you're doing a radio interview...don’t focus entirely on your product and what you want to sell. Unfortunately, we rarely want to do an interview for the ‘sell’. We’re interested in the personality, the story, the funny quirky bit of trivia around the ‘sell’. And don’t take yourself too seriously. We’re always looking for a laugh, so come along for the ride!

“The best piece of advice given to me is...from Tina Fey, who obviously didn’t give this directly to me, but I felt she somehow knew I needed to hear it: ‘Don’t be too precious or attached to anything you write. Let things be malleable. For sketch writers, remember they’re called sketches for a reason. They’re not called oil paintings. Some of them are going to stink. You have to let them stink.

Where are they now?

A little birdie told us that Delia Timms and Jeff Bonnes formerly of findababysitter.com.au have branched out and started another business called whatshouldiwear.com.au to help both women and men solve the problem. Delia tells us about the trials and triumphs of starting out...

Whatshouldiwear.com.au is a website and App where the community, professional stylists and bloggers can get or give advice on fashion photos, showcase their own style and join the Q&A.



How long did it take to decide on this business and why choose fashion?

Research began mid last year and building in February 2011 with a ‘soft launch’ in May and the App in August. We felt that there was a gap in the Australian market for style advice online. I had stumbled across the idea when I was looking for advice, wanting feedback on a dress for a semi-formal event.

Some American sites were not right for me (different fashion sense, opposite season, US labels) and there were limitations with magazines (not always relevant to my style), stylists (expensive) and sites (not personalised). I wanted advice that was relevant and timely and tapped in to our Australian brands, seasons and style.

How has the response been so far? We have had a very positive response from both the audience and from potential partners/sponsors.

In a recent survey our members stated that they used our site/App because they wanted to join a fun community, gain ideas and inspiration and get answers to their questions from a friendly, helpful group.

Our site is really taking off with genuine user-generated content from an engaged and passionate community.

What is your point of difference in the market? There is no other fashion site in Australia with a matching App that has a social platform showcasing user-generated content.

In the future we plan to add a 'Geo-located Deals' feature to the App. So our audience will get a 'push notification' of special deals when they walk past a store.

What is the benefit for brands or retailers? We think it is important for brands and retailers to get into this space to engage their customer in a more meaningful and timely way - to be literally in the customer's pocket when she is asking for help and ready to make decisions. Our site can help drive valuable traffic both online and into stores.

How have you kept your media contacts fresh when it has been 2-3 years since you've talked to the media? There were a few journalists, who I built a working relationship with during my 'Find A Babysitter' years and it has been quite easy to touch base with them again, despite the time passing.

You targeted parenting magazines previously, how long does it take to build up contacts in another area? I have had to build up my knowledge and contacts in fashion. This has taken several months and many magazine purchases! It has been a challenge! On reflection, I wish I had bought a media list from PR Guru!!! That said, I always like to read current articles by the relevant journo's, then contact them in relation to that article, then pitch my story. So it has been valuable for me to invest some time and money conducting research into the media outlets and journalists.

Are you still a DIY PR convert, or will you outsource to an agency? I believe in a) starting on a shoestring b) playing to your strengths and c) outsourcing when needed! So in a start-up I think DIY PR is a good approach if you have the resources and skills. However if you don't, then it makes sense to outsource to professionals, particularly if you know you'll get a good ROI.

How much time will you devote to PR? I probably spend a few hours per week doing PR related tasks. I anticipate this will continue for the foreseeable future!

What's different about doing PR this time around? The main difference is that fashion is a whole new area, with different publications, journalists and types of newsworthy stories. So I have been learning to adapt my marketing and PR accordingly. It is also a competitive market, so it is harder to be noticed. There has been a huge rise in fashion blogging – from well-known international photographers like The Sartorialist to smaller local bloggers like 'Michelle's File Style' <http://michellesstylefile.blogspot.com/> Bloggers have become important conduits of information, sharing ideas and making recommendations.

What are the hot topics in fashion? For women (& men too!) it is about how to get style advice in a timely and personal way, using the technology that we have (literally) at our fingertips! We can now get ideas, inspiration and answers about wardrobe decisions. It is as easy as clicking a website or App and getting help on the spot. For retailers it is about how to drive traffic online and offline (how to stay in business!!). There is a lot of talk about multi-channel retailing, using online and mobile platforms. Retailers are also figuring out how to use social media to engage their customers in meaningful ways.

New website? Here's 6 tips to get the word out:

1. Write a press release to announce your new site - if you're a new business your website is part of your news. If not couple this news with the new functionalities and include other news (ie a new business win)
2. Make your press release keyword rich especially in your company biography to increase search engine optimisation and links back to your site.
3. Include a quote from a high profile key influencer to give additional credibility if appropriate.
4. Be targeted when you send your press release out to the media, not everyone wants to read about a new website
5. Create a Newsroom on your website to house this and other press releases, so that the media know where to find your news
6. Utilize social media. Tweet, blog and update your Facebook status about your new website with incentives to visit

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

Need a helping hand to DIY PR? Book now for PR Guru's 2012 Mentor Program webinar series

While doing your own PR can be very satisfying, it can also be hard work navigating the media. Here's your chance to get insight from PR Guru and JMM Communications founder and seasoned PR practitioner, Julie Morgan via her six step Mentor Program webinar.

Julie will kick-start 2012 with this popular topic to help you get media coverage. This 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 so much more. You'll receive the DIY Publicity Guide, a media contact list of your choice, lots of templates and tools and a personal review with Julie.

You can listen live, or download the link and listen at a later date. Six webinars every 2 weeks for 12 weeks. Taboo subscribers are urged to **Book now** and **save 15%! <http://www.prguru.com.au/pr-guru-mentor-program.php>**

Media debuts and departures

- Perth radio presenter, Sam Mac (McMillan) leaves the Today network after three years behind the mike to return to Sydney on December 2nd.
- Listings guide *Time Out* has launched a Melbourne edition, joining the four-year-old Sydney magazine to be edited by Jenny Valentish, formerly of *Triple J magazine*.
- Herald Sun journalist, John Hamilton has retired after a career spanning more than 50 years.
- Controversial New Zealander, Paul Henry, will join TVNZ executive Anthony Flannery in a new news and current affairs breakfast program starting in January on the Ten network.
- Deborah Cameron morning presenter of ABC 702 Sydney leaves at the end of the year. Stay tuned for the new appointment.
- Peter Klinger has taken over the role as the West Australian's West Business editor, and Ben Harvey becomes Group Business editor.

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 <http://www.prguru.com.au/media-database.php>

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Read how to DIY PR with PR Guru's DIY Publicity Guide – it's priceless!

