

Welcome to Taboo

Thankfully there are no Christmas trees in shop windows yet, but PR Guru can confirm that NOW is the time to start your Christmas PR campaign! Take a look at our *6 tips for getting your product on the Christmas wish list* and our new product list.

Also in Taboo this month, *Herald Sun's* small business editor, Claire Heaney tells us the secrets behind the best stories, we reveal the results of our survey of small business owners and their use of PR and, discover which media they rated the 'most important' to their business success.

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 ...

Claire Heaney, Small Business Editor, *Herald Sun*

What's the focus of your section? In my Thursday section and in the daily Business Daily news pages in the Herald, I profile interesting businesses and speak to experts across a range of fields covering advocacy, banking, marketing and the like.

What are your readers interested in? I would say, given I have been in the industry for 28 years and have covered this area for more than five, that the overwhelming feedback I - and more particularly the people featured get - is from the small business profiles. Most of these are good stories about people having a go.

The best stories are...more about the journey rather than the actual product or service being offered. I admire people who have had a life threatening illness or been made redundant and pick themselves up.

The best part of my job is... meeting some genuinely inspiring and interesting people.

The worst part of the day is... speaking to people who have not given me the courtesy of familiarising themselves with the section or the paper.

People always say I am...hardworking.

The entrepreneur in me wishes...I had enough guts to pursue other writing dreams.

When contacting the media about your story, never...badger. The reality is that it is hit and miss.

My most inspirational small business owner is...Carolyn Creswell from Carmans Fine Foods and a newcomer Wendy Eade from Eaden sleepwear

The best way to grab my attention is... don't block up my inbox with huge files.

My guilty pleasure is...avoiding me from fitting into my jeans.



The best piece of advice ever given to me is... keep it simple stupid KISS

My favourite program/newspaper/magazine is... any newspaper, read at a cafe with a coffee, after school drop off.

Our upcoming features include...no particular schedule, I make it up as I go depending on space which is contracting as newspapers change.

60% of small businesses rate PR as 'very important'

PR Guru exhibited at the Small Business Big Marketing event in Melbourne in August and surveyed small business owners, with surprising results:

Standing out from your competition and getting through to new clients is a challenge that many small business owners know well. With limited marketing dollars, more and more small business owners are turning to PR and seeing the benefits of getting free editorial coverage in the media.

In fact, 60% of small business owners surveyed by PR Guru at Melbourne's Small Business Big Marketing event said PR was very important to their business. But, only 8% are using a PR agency. Instead, more people are doing it themselves.

Getting free news stories in the media has helped many businesses boost their profile and sales, and get ahead of their competition. And getting online has helped too.

Our survey revealed that Facebook and LinkedIn are the clear favourites. Yet, surprisingly, 32% of people still don't use any social media for their business!

Joining the online community to help spread the word about your business is a great way to extend your PR and marketing efforts and boost your search engine rankings.

Read more about the business benefits of PR on our [blog](#).



Taboo or not Taboo? Where you said you want to be seen

We asked small business owners to tell us where they want to be seen. According to our poll* the top media outlets on the small business wish-list are:

1. National business media
2. Local newspapers
3. Trade magazines
4. Mens and womens lifestyle titles
5. Metropolitan daily newspapers
5. Talkback radio
6. Regional papers and community radio
7. TV news and lifestyle programs
8. Food and lifestyle publications
9. Fashion magazines
10. Parenting titles



New media contact lists for your Christmas campaign

We've updated and made available two new Australian media database lists that are perfect to use for your Christmas promotion. The [New Products](#) list has some 30 names of contacts to target with your new Christmas product. Our [lifestyle media list](#) contains 65 media contacts ranging from Channel 7 Sunrise to Real Living magazine.

*Source: PR Guru's survey at the recent Small Business Big Marketing event



6 tips to get your product on the media Christmas list

Most publications will feature a story on the most wanted Christmas pressies for 2010 and the competition for a spot on the list is fierce! Here are PR Guru's top 6 tips for getting your product noticed.

1. send your product information to the right contact otherwise it will most likely get ignored

2. focus on what makes your product an exceptional 'must-have'
3. get some high quality product images taken and use catchy captions
4. include the product price, where it's sold and who it's aimed at
5. if you have more than one product to promote, create a quick reference guide table and group products e.g. "girls Christmas toys under \$50"
6. nothing beats sending in a product sample to a specific contact. Not only can they see your product in 'real-life', but often they want to take their own photo

Media debuts and departures

- Oliver Milman is editor of the new website StartupSmart.com.au for entrepreneurs and new businesses
- *The Age's* Michelle Griffin has taken over editorship of A2 as well as being deputy arts and entertainment editor
- Gina McColl is now arts editor for *The Age* as well as a senior editor on BRW magazine
- LizzieH.com.au is the new online magazine for over 50s, featuring fashion, health, fitness, finance, pets and travel
- Stuart Riddley has left *Nett magazine*. Features writer, Jo-Anne Hui is overseeing editorial
- Isabelle Odeberg is the new deputy business editor at the *Herald Sun*
- Ninemsn has launched motherandbaby.ninemsn.com.au aimed at mums and mums-to-be
- And, for men that care about their looks, GQ Style has been launched.



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](#)

PR Guru says you can monitor your media coverage for free by setting up a Google Alert for your business. It's a great way to track what others are saying about you!

