

Welcome to our first anniversary edition of Taboo

The media love 'firsts' - they are fresh, new and exciting, and usually, the story hasn't been done before! Because it's PR Guru's first year anniversary this month, we thought we'd stick with the theme!

We hear from Christine Middap who starts her first year in her role as the editor of *The Weekend Australian* magazine. And, find out what's fresh and new about doilies from creators of Miss Cesko, who celebrate business and DIY PR success one year on.

Plus we share a few tips on how to make a good first impression with the media.

Lastly, to celebrate our milestone, we're **giving away 5 DIY Publicity Guide e-books** (valued at \$95 each) on Facebook. To enter, simply refer a new "liker" to our page and ask them to tell us you sent them (on our wall)! Here's the link: <http://www.facebook.com/PRGuruAU>

Thanks for your support!



Time in lieu: 2 minutes with ...

Christine Middap, Editor, *The Weekend Australian Magazine*

What sets *The Weekend Australian Magazine* apart from other weekend magazines? Our stories are relevant and compelling and you won't find better writing or photography anywhere. It's a national weekly news magazine that tells uniquely Australian stories - from the cape to the capitals and the coast.

What are your readers interested in? Intelligent stories that speak to them across a broad range of topics.

"The best stories are...the ones that move the reader.

"If you want to pitch me a story idea... make it short and sweet.

"People always say I am... a typical Virgo (apart from my untidy desk)

What's the best part of your job? The satisfaction of seeing a simple idea grow into a story that means something.

"My guilty pleasure is...a glass of wine at night when the kids are tucked up in bed.

"The entrepreneur in me wishes... I'd invested the money I earned as a kid from selling boxes of fresh field mushrooms I plucked off our dairy farm in Tasmania.

"The expression overused in interviews is...can we go off the record?"



“The best piece of advice given to me by (one of my first editors, Michael Courtney) is...near enough isn't good enough. He gave me a roasting I will never forget because he wasn't happy with the pictures accompanying a story I was writing. When I pointed out that, in fairness, I was the journalist, and that it was the photographer's job to get the picture, he turned a deep shade of red and replied: “it's your story, and you're responsible for every part of it.”
Photographers everywhere – I apologise for my interfering ways!

Doilies are back – just not how you thought!

Melanie and her partner David saw an opportunity to make the humble and tired old doily into something fresh and practical for modern Australians and launched Miss Cesko - a range of doily inspired hand-crafted coffee and side-tables. The range is the newest addition to their work on top of their original venture The PaperCut artworks. One year on, they are celebrating business and DIY PR success.

What inspired you to do your own PR?

I wanted to get back into the workforce after having a child, but needed the flexibility so decided to join my husband's furniture and homeware company. I had worked in PR in previous roles so I brought over a lot of experience. We have minimal budget so me doing all the PR was the right fit. I love it. I get so much satisfaction out of getting free editorial.

How do you go about it?

I write my own short and punchy media releases and send it out to editorial contacts from magazines, newspapers, online blogs etc. I target media we share the same philosophy with. I send this media release to coincide with a special milestone i.e. Mothers Day, Christmas Gift Ideas, Weddings etc. I also find Source Bottle and Press Loft invaluable sources. These sources connect you with journalists and bloggers and post daily call-outs.

I build my own databases of both stockists nationally, editors and bloggers. The phone call is important as they ask you to flick the release through to them again as they missed it the first time in their many emails.

How much time/money have you invested in DIY PR?

I spend a couple of days a week solely doing the PR side of things, updating our facebook and twitter page every couple of days, constantly updating the databases with comments, new stores, new contacts. My time is what is mostly invested in the PR, the more I work on the PR side of things, the more I seem to generate. I try and get all our mentions free. I'd say money invested not including my wage for the year would be under \$500 a year.

Has it been worth it? What impact has publicity had on your business?

It has definitely been worth it. The impact media wise has been huge, especially with the launch of our tables. Free editorial has been the way we have grown our number of stockists, especially interstate. Stockists contacted us after seeing our PaperCut artworks featured in magazines or on blogs.

What plans have you got for your exhibit?

We are very excited to exhibit at our first trade fair this year which we are confident will bring great things. It is the GHA Gift Fair at the Melbourne Showground, in August. It's the biggest of the year as stores buy for Christmas and for 2012.

How else are you planning to celebrate your milestone?

We are planning on doing further PR closer to the Fair to reveal more PaperCut designs, and to let our current and potential stockists know we will be there and would love to meet them. We will also be doing more PR if we win one of the competitions we are a finalist in for the Miss Cesko doily inspired tables.



What is the best piece of advice you have received from a journalist?

The best feedback a journalist gave me was with our media releases, to end them with a short profile of who we are, editors love the whole story not just the product. Other advice is to email the journos you really want, and build a relationship with them, to give them exclusivity of the release.

What has been the biggest lesson you've learnt through DIY PR?

I have learnt that time is money and to try not to cut corners to save money. I used to send my releases via email and bccing and found it very clunky and hard to keep track of. Put proper procedures into place first, even if they do initially take a bit of time, it is worth it in the end. Never judge a store or area, sometimes the area you least expect could have the biggest turnover and sales of your product, i.e. it could be a holiday destination- not just a small town as first thought.

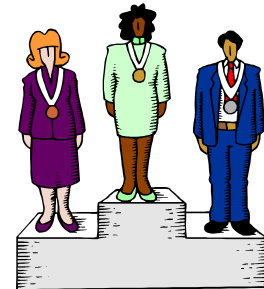
Who are your stockists?

We have over 30 stockists nationally including Blackbird & Fox (Hawthorn), Art Gallery of NSW, Turner & Lane (Malvern) Hawkes General Store (Orange), Papier D'amour (Double Bay) Bow-Wow (Palm Beach) and Husk (Melbourne) to name a few..

Taboo or not Taboo?

5 ways to make a good first impression with the media

1. Be familiar with their program/publication and the types of stories they cover
2. Have a fresh story idea that's relevant to their audience along with a suggested headline/intro
3. Be confident, clear and to-the-point when communicating with the media – journalists don't have time for vague and long-winded pitches/conversations.
4. Have all your materials ready to go e.g. good photography, key statistics, background information and a well written media release
5. In writing, ensure you get the journalists' name right and have no typos in your text



Want more DIY PR tips? Get PR Guru's DIY Publicity Guide:

www.prguru.com.au

Media debuts and departures

- *Modern Home* and *Home Ideas* magazines will now be published monthly (rather than bi-monthly) and will be on sale at Coles supermarkets
- Departing SMH property editor Jonathan Chancellor has co-founded *Property Observer*, a news site for property investors
- Get your first look at Marie Claire "Under the Cover" which starts on Channel 7 Two on 12 June:
http://www.youtube.com/watch?v=fqKLCAt1Yvg&feature=player_embedded
- *Men's Health* has launched COACH – a series of one-shot magazines which focus on a single theme. Issue one is all about Muscle. It will be on-sale for around three months
- Carrie Bickmore will return to Nova Breakfast radio on June 14 for two weeks with TV co-host, Charlie Pickering, while regulars Kate Langbroek and Dave Hughes take a break
- Ex-Spice Girl Melanie B, will join the 2Day FM breakfast team as a guest host while films *The X Factor*.



Free DIY PR workshop at Melbourne's MY BIZ EXPO

Don't miss Melbourne's My Biz Expo at the Melbourne Exhibition and Convention Centre on 16-17 June. Make sure you also register for our free "Yes, You Can DIY PR Workshop"! Hurry places are limited!

www.mybizexpo.com.au



MYBIZ EXPO

THUR 16 - FRI 17 JUNE 2011

Melbourne Exhibition Convention Centre

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.pr guru.com.au and follow us on [Twitter](#) or [Facebook](#)

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