

## Welcome to Taboo

Steve Jobs provided inspiration on a variety of topics including the media:  
“Traditional media remains vital. I don’t want to see us descend into a nation of bloggers. I think we need editorial oversight now more than ever. Anything we can do to help newspapers find new ways of expression that will help them get paid, I am all for.” Vale Steve Jobs – a brilliant mind



Speaking of bloggers, Sue Barrett of Barrett shares her tips on how to attract people to blogs. Since 2007, she has published some 230 articles on sales. While Series Producer of 7pm Project, Chris Walker, provides us with insight into what their rationale is to make their evening news program...interesting!

Happy woof day cakes for dogs? Just when you thought you’d heard it all – read why PR plays such a huge role in Diamond Dog Food and Bakery’s business.

Yours in the media  
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## Time in lieu: 2 minutes with... Chris Walker, series producer 7pm Project, Channel 10

### What sets The 7pm Project apart from other evening television programs?

We are unique in that we are willing and even endeavour to find a varied range of emotions from within the daily news. Our core motto is simple:  
“Why is *this* interesting?”

### What are your viewers interested in?

If I knew that I would be a wealthy man. I guess we spend our time trying to make what’s in the news more interesting than it already is. I think people really enjoy watching our guys (Carrie, Dave and Charlie) contemplate, consider and debate the news we *all* receive each day.



**Complete this sentence “The three things I look for in a story are:** 1. Great characters  
2. How does this story effect everyone, or at least, does it make everyone feel something? 3. Emotion.

**Complete this sentence ”If you want to pitch me a story idea...get me in person and show me why I’d be missing out if I didn’t do that story.**

**Complete this sentence ”People always say I am... Determined**

### What's the best part of your job?

Probably the opportunity to play a game each night – win or lose. Knowing that my performance will impact on the final product – it’s better when it goes well.

**Complete this sentence "My guilty pleasure is...Beer – although I don’t feel overly guilty about it.**

**Complete this sentence “The entrepreneur in me wishes...The 7pm Project was my idea. Hopefully the next one will be.**

**Complete this sentence "If you're doing a television interview..."** don't just talk to fill the space. People will often tell you more if you just give them time to do it. Sometimes it can be uncomfortable but give people time to tell *their* story.

**Complete this sentence "The best piece of advice given to me..."** by dear old mum: people will often disappoint you...you won't always get back what you put in to others...but that shouldn't stop you from putting in.

## ***Diamond Dog Food and Bakery – All about one thing: Dogs!***

Alice Needham of Diamond Dog Food and Bakery in Brighton shares her DIY PR success. Philip (Alice's husband), Monty (their dog) and Alice started the bakery in November 2010. As a specialty bakery for dogs, they produce delicious biscuits, preservative free dinners, fun food and all things for dogs. The name "Diamond Dog" is taken from the David Bowie song.



**What role does PR play in your business?** PR plays a huge role in the business, as what we are doing is a totally new concept. We need to let people know what the brand is all about and not just the fun aspect of the business.

**Do you actively seek publicity?** Yes. It is an essential part of our business plan. The publicity we actively target are television and print media, but also causes/charities in our field (animals) and social media.

**How do you know what the media want?** It's probably intuition – observation, watching ABC Media Watch for years, observing current trends and attending relevant small business seminars when possible which is where I come away with at least one good or new idea!

**Which media story about your business created the biggest response for you and why?** A segment on Sunrise (also repeated on Channel 7's 4.30pm News) about a dog birthday party. The segment captured a lot of people's interest, as it was something very unique. It featured lots of bright colours, lots of activity with all the dogs and great looking food (for the dogs). The response from this story wasn't direct, as it was shown at a time of day that a lot of people wouldn't see it. But media are always watching other media, so the story led to radio, magazine and major daily newspaper coverage.

**What is the secret to your success with getting media coverage?** Targeting appropriate mediums, being very prepared (wherever possible doing their job for them or making their job very simple.) Also having an interesting and unique pitch, and having well written background information and photos on hand. Samples are very successful if you have an interesting and unique product.

For a radio interview with Melbourne Talk Radio, we sent gift packs the day before the show so that the interviewers actually had the product in front of them as we spoke. It makes an interview much easier for both sides.

**What are some of the story angles or pictorials you have put forward to the media?** Fun food and parties for dogs, health supplements and the use of Chia seed in all of our products and the changing trend in how we treat our pets.

**What's the best feedback you've received from a journalist?** We received this from the Melbourne correspondent at C7 Sunrise:

"Thank you for putting together such a great day for us - if only everyone could be like you."

The other people she used for a story on pampered pooches were in her words "a disaster." When she arrived at our business everything was clean, tidy and well prepared. Suggested story lines were also ready as well as coffee and sandwiches for the reporter and crew.

Out of a four minute segment on national television, Diamond Dog Food and Bakery were covered for about 3 ½ minutes and the other business got about 20 seconds coverage, without even a mention of their name. It pays to be prepared!

## If you could change one thing to make doing your own PR easier – what would that be?

Have more than 24 hours in a day.

## What is Diamond Dogs most popular celebratory cake for dogs?

Happy Woof Day Cake.

## *Sue Barrett of Barrett gives QUICK tips on blogging!*

**How to attract people to your blog?** Find publishing channels and have your blog published on key business websites, get your clients to subscribe, post your blog on article aggregation sites and tweet your blogs via Twitter, LinkedIn and Facebook.

**How to make your blog interesting?** Be authentic, even if you go on the fringes bring it back to your core topic, speak from the heart but anchor in substance, don't try and add too many messages, be personal, write for your audience, be practical and real.

Sue is MD of Barrett and has been blogging on sales and customer service since February 2007 including [www.smartcompany.com.au](http://www.smartcompany.com.au)  
*She has written over 230 articles.*



## *Media debuts and departures*

- Former Nova breakfast presenter Merrick Watts is to present a national drivetime show for Triple M in 2012.
- Michael Stutchbury (The Australian economics editor) becomes editor in chief at AFR
- Susan Muldowney has been appointed editor of architecture and design magazine Monument.
- Alison Wright becomes editor of weekly news digest The Week
- Derek Guille ABC 774 host of evenings was farewelled last month and will be replaced with a number of different presenters until the end of the year.



## *PR Guru's new media lists*

We're constantly updating and adding new media database lists. This month we've added an Education list that includes some 25 national writers and editors of education magazines, journals as well as metropolitan newspapers. It's a great list if you're targeting...education media!

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