

OPINION

The need for an enormous cheque

It's a guilty pleasure, but I like Entourage. Which is what makes me feel sad about this ad for computer game The Need For Speed: [Read more »](#)

Cluck you McDonald's

I'm sure McDonald's has a PR plan for most eventualities. But dancing dwarves dressed as chickens? [Read more »](#)

Pepsi Max calls in Snoop Dogg for the Coke display war

It's a brave brand that heavily features a rival, although Coke and Pepsi have something of a history. The oneupmanship may now have reached its zenith with this effort featuring Snoop Dogg though. [Read more »](#)

James Packer's secret weapon for Ten – Harold and The Big Banana

In the excited coverage of James Packer's move on Network Ten, there's been a slight air of puzzlement. What is it that makes it so

PR agency to offer online press release writing

A PR agency has launched a low cost model of outsourced public relations help in what it claims is a new business model.



Melbourne agency JMM Communications is behind the service, which it calls PR Guru.

It offers online help in writing press releases and also rents out databases of journalists based on the subject area.

Julie Morgan director of JMM Communications, said in a press release: "Our dedicated team of PR professionals and journalists can turn around a press release within 24 hours or four days if you've got more time to spare. And, a fresh pair of eyes or new perspective to craft a press release can be invaluable.

"We are often asked for our media database lists which have been built up over 25 years, used extensively and updated regularly."

The PR Guru media lists are priced from \$40.

The service is not the only cut down PR offering launching on the market.

Last month PR company The Wilkinson Group launched what it describes as Kick Start. It offers a one-month or three-month consultancy with small businesses to help them get PR efforts started. The service can include stakeholder audits, competitor analysis, business plan strategy development, government lobbying, collateral development, copy writing, digital and media engagement.

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