

Welcome to PR Guru's newsletter, *Taboo*, a monthly insight into media news.

Here you'll find story ideas, inspiration, tips and insider advice on what journalists, reporters, radio and TV producers are looking for, and how to get the most bang for your buck, when it comes of your PR efforts.

With a new financial year quickly approaching, now is the time to start PR'ing your product, service or yourself to get the edge on your competitors. Or, if you've got exciting activities or events, especially on how to entertain kids during the holidays, get on your soap box and start howling!



Time in lieu: 2 minutes with ...

Steve Foley, Editor, The Saturday Age says:

Our aim, each week, is to make the Saturday Age a showcase of outstanding journalism. A sharp, lively, classy news 'juggernaut' at the front, coupled to Insight, our marquee news feature section, with engaging coverage of sport, business, arts, books and leisure.

Saturday Age readers use us to catch up; the paper is designed to keep you abreast of the latest news, but also to give you a richer, deeper read. At the weekend our readers want context, more explanation and different opinions. They want the 'why' and the 'how' – that's what we aim to do.

The best stories are: fresh, surprising, not so much set pieces as our own initiative and preferably exclusive. We put a premium on stories you have not read anywhere else.

The best part of my job is: starting with a blank piece of paper every week and seeing a newspaper packed with great reading on Saturday morning.

The worst part of the day is: not having a splash (page one lead) when news conference begins.

People always say I am: looking for a page one story.

The entrepreneur in me wishes: I could read the future; see the next big thing coming.

When contacting the media about your story, never: tell us that it has also been sent to every other media outlet.

The expression overused in interviews is: 'going forward, leverage, synergy, at the end of the day'...are my pet hates, they're appalling clichés that make people sound like robots.

The best way to grab my attention is: pitch an original idea. Good PRs know this to be true.

My guilty pleasure is: planning my next holiday...the one I never manage to take.

The best piece of advice ever given to me is: if you don't say it (especially about yourself or your business) no one else will. Don't be too modest in other words.



My favourite program/newspaper/magazine is: Grand Designs (I'm an architecture nut), The Financial Review (it gives me everything I need, including their excellent magazines and leisure supplements), BBC History magazine (one of the best specialist mags in the world in my view).

Our upcoming features include: It's going to be a heavy political year so anything that offers a change of pace is going to be very welcome.

Our new guru: A foxy dame

Designer Amanda Fox has just returned from exhibiting at Magnolia Square in Sydney, promoting her range of vintage silk shoes and accessories for style conscious women.

Despite the rain, the event according to Amanda was a great opportunity to get more exposure for her label – Dames & Divas.

So far, Amanda's DIY publicity efforts have netted her priceless exposure on Channel 9's *Postcards*, *Sydney Weekender* and *Sunday Age M* magazine.

"The interest generated from *M* magazine in the first two days of publication resulted in a multitude of email enquiries and they continue to roll in," says Amanda.

Amanda is using PR Guru to launch her new collection of shoes and bags using organic cotton denim paired with vintage silk kimono fabrics from Japan.

"There are only so many hours in a day," says Amanda. "PR Guru offers a fast, easy to use service that produces a ready to send press release in a language that gets my message heard. The PR Guru team was professional, knowledgeable and lovely to deal with.

"I'm now getting some professional photography done for the launch of the new collection as the media love running our photos," she said.

Fox describes the Dames & Divas label as 'wearable art' inspired by a love of all things vintage and a passion for Japanese culture. Dames & Divas' new range will be launched on June 28. See www.damesanddivas.com.au

Magnolia Square - a pop up retail store - showcases new designers, artists and food artisans and is held in Sydney, Melbourne and Adelaide. For details see www.magnoliasquare.com.au

Debuts and Departures...

Hughesy, Ed and Kate take a break

Melbourne's Dylan Lewis, comedian Dave Thornton and Nova Brisbane's Meshel Laurie will host the Nova radio breakfast show nationally from 6 – 9am, between 15-25 June 2010, while Hughesy, Kate and Ed Kavalees take holidays.

Changing places – new editors and producers

- The new editor of News Ltd's Sunday Magazine (lift out in Herald Sun and the Daily Telegraph) is Claire Bradley while Sara Mulcahy takes maternity leave.
- Nicole Byers has replaced Claire Isaac as editor of OK! Australia.
- Katherine Field is the new producer of Weekend Sunrise on Channel 7.
- Paola Cracknell has finished up at The Kyle and Jackie O show and is now segment producer for Channel 9's Kerri Anne Show

'Thou shall not eat junk food' says new health annual

ACP Magazines' Cosmopolitan has launched Cosmopolitan Health, a new annual publication featuring holistic advice, tips and inspiration on nutrition, beauty, happiness and fitness; targeting women aged 18-39.

A bit rough for Ralph

Men's magazine, Ralph has been axed. July 2010 will be their last edition.

We will remember...

Former 3LO 774 morning presenter Michael Schildberger has died of cancer aged 72. Michael's 50 year media career included roles such as host of 'A Current Affair'

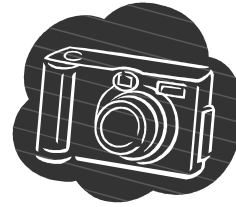


on the Nine Network in the '70s, Director of News ATV-10 and 3FOX-FM. Business Essentials will continue under the editorship of Heather Dawson

Taboo or not Taboo?

Seven tips for sending photos to the media

1. make sure your photo attachment does not exceed 2 megabytes
2. if you have several image choices for the media, send them as small, low resolution files so that journalists can quickly scan through and choose the image they want
3. if a journalist requests a higher resolution photo, they may want you to send it to an alternative email address (such as the art department) or provide the photo on a CD. Send this in as promptly as possible
4. to increase the chances of your photo being run, make sure the subject's faces are clear – eyes open, no shade on their face and preferably looking at the camera
5. make sure you include a creative caption in your email or story pitch and include the names of people featured, spelt correctly
6. don't send your logo – the media will not print logos with editorial unless it has already been negotiated with the publication
7. if you're sending photos to several different media contacts in your local area, try to send each a different photo they like exclusively.



A Taboo(ish) top 20 magazines in Australia

According to Roy Morgan Research, Australian's love their magazines with the top 20 favorites being:

1. Australian Women's Weekly (2,184,000 readers)
2. Woman's Day (2,056,000 readers)
3. Better Homes & Gardens (1,783,000 readers)
4. New Idea (1,606,000 readers)
5. Open Road NSW (1,259,000 readers)
6. That's Life (1,142,000 readers)
7. Royal Auto VIC (991,000 readers)
8. Foxtel Magazine (974,000 readers)
9. Super Food Ideas (951,000 readers)
10. TV Week (917,000 readers)
11. Take 5 (857,000 readers)
12. Reader's Digest (851,000 readers)
13. National Geographic (701,000 readers)
14. Who (619,000 readers)
15. Cosmopolitan (594,000 readers)
16. Road Ahead QLD (588,000 readers)
17. House & Garden (550,000 readers)
18. delicious (524,000 readers)
19. marie claire (473,000 readers)
20. Zoo Weekly (469,000 readers)



Get your Guru going ... with our introductory PR GURU OFFER!

To celebrate the launch of PR Guru, we're offering 10% off the price of our press release writing services until 30 July 2010. Visit www.prguru.com.au and use promotion code: **Promo TJ7** when paying.



PR Guru's thought for the day:
"If I was down to my last dollar, I'd spend it on public relations"
Bill Gates, Microsoft Founder