

Issue 40 : FEBRUARY 2010

In this issue:

1. **Domino's** iPhone app a huge success
2. **Blog** costs Royal Dutch Shell US\$15 billion
3. **Fleishman-Hillard** Walter Jennings embarks on acquisitions strategy for FH Australia
4. **Burson-Marsteller** win Nuance account
5. **Profile** Stephanie Rudnick, Global Head of Comms for Momentum, on the future role of in-house PR
6. **JOBS** agency PR recruitment jobs ...

(Main Pic; left to right: Domino's PR Manager, Sarah Morgan, Online Marketing Manager, Michael Gillespie and PR Assistant, Annelise Proctor at the launch of the Domino's iPhone app)

PR JOBS  
page 18



Left: Stephanie and Ryan from MWW



Middle: Walter Jennings, F-H



Right: Alex Kelly, Weber Shandwick

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# Blog costs Shell US\$15 Billion

Article by Glen Frost, Editor, The PR Report

Yes, 15 billion. This is the claim of John Donovan, a UK blogger who campaigns against the global oil producing giant Shell (full name Royal Dutch Shell) using his blog [www.royaldutchshellplc.com](http://www.royaldutchshellplc.com). Arguably the most powerful blog in the world dedicated to covering one company; and intrigued as to how the site developed such influence, Glen Frost met with the blog's founders, John and Alfred Donovan, to get the full story.

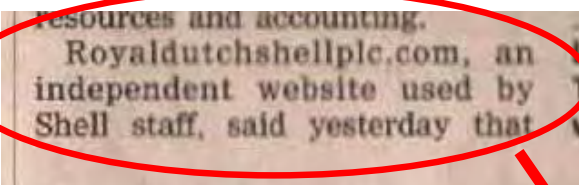
In 2008 two bloggers, Alfred and John Donovan, a father and son team, achieved an unprecedented level of global media coverage for providing information on Shell that helped the Russian Government cancel a contract with a consortium led by Shell.

Their campaign against Shell and the subsequent cancelled Russian joint venture, has cost Shell US15 billion in direct costs and lost revenue, according to John Donovan (a calculation based on the lost oil revenue projected from the joint venture).



PR practitioners should note a number of interesting points about the blog and its two founders:

1. Registering a blog name that is similar, or identical to, Shell's official corporate name was not deemed illegal by the World Intellectual Property Organisation (see ruling here <http://www.wipo.int/amc/en/domains/decisions/html/2005/d2005-0538.html>) - John believes that this was because they registered the site in the USA
2. John's advice to would-be bloggers: "register and host your site in the USA" as this offers greater protection to website names owners, and the US has a constitution protecting free speech.
3. The Donovan's always wanted the blog to look like a newspaper, and they "use it to break news on Shell". The blog has exposed alleged underpayment of pension funds to Shell employees in Malaysia, exposed safety concerns at Shell's operations in the UK North Sea (un-airworthy helicopters), exposed Shell's over reporting of known oil reserves, management restructures, and lots more.
4. The blog is now so popular, and trusted, the site appears on the front page of major newspapers (see pictures), and has ex-employees from Shell contributing regular articles
5. By the way, John is 65 and Alfred is 91; so not the traditional blogger stereotype.



Not bad for two "retired" guys and a Wordpress blog costing \$150 a month. "The blog used to cost \$40 a month but we have so much traffic we've had to buy additional server capacity," John adds with a wry smile.

## The Russian connection: the scoop that made the Donovan's blog famous

The Donovans had been collecting and publishing information online about Shell's activities since 2001; this information dates back to the mid 1980's and their former business relationship with Shell. Over the years, more and more people in the oil industry discovered the website,

and the Donovan's have been swamped with information about Shell from both suppliers, contractors, insiders and former employees.

Some of this information concerned Shell's activities in Russia from 1996. A Shell-led consortium (called Sakhalin Energy) and the Russian Government entered into a production sharing agreement. It was information on alleged environmental abuses by the consortium from the Donovan's that killed the deal. John Donovan said he suspected his information was the trigger but didn't know for sure until Oleg Mitvol, a senior figure in the Russian Government, stated so in a media interview.

Asked by a journalist from PetroleumArgus, a trade magazine, who his sources were for the environmental abuse charges that Mitvol laid against the Sakhalin Energy consortium, Mitvol, then deputy head of Russia's environmental watchdog Rosprirodnadzor, said he had "email correspondence between executives in Sakhalin Energy management from 2002."

The compromising material had come from Donovan, owner and blogger of the anti-Shell website [www.royaldutchshellplc.com](http://www.royaldutchshellplc.com), Mitvol said.

Donovan estimates the value lost to Shell is US\$15 billion.

The Donovan's website is a full frontal attack on Shell's management and ethics. Shell has tried to shut the site down on the grounds that it uses the company name. However, the site [www.royaldutchshellplc.com](http://www.royaldutchshellplc.com) makes no money, and, crucially, is registered in the USA, where laws on websites are weighted in favour of the domain owner.

"Our site receives up to 2.2 million hits a month; we want it to become a magnet for people who have a problem with the company," says Donovan. "Many of the people using the site are Shell employees."

As for the technology, the site is standard Wordpress, but John adds: "We like to keep up to date with the latest technology; we're both on Twitter and we've introduced a "livechat" facility which has dramatically boosted visitors."

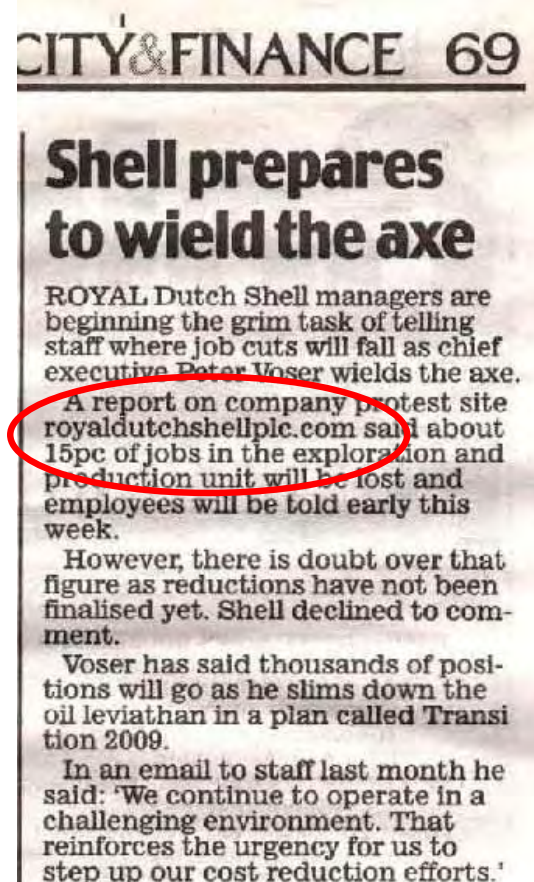
### Blog publishes market sensitive information

Donovan publishes market sensitive information on the site, and he, and the website, are now quoted by esteemed news organisations like Reuters and The Financial Times. For example, Donovan published information questioning the level of Shell's reserves, in which the company was found to have inflated its oil and gas reserves by some 20% in 2003-04, which led to negative media headlines.

The picture (right; The Daily mail, UK 8<sup>th</sup> Sept 2009) shows how Donovan's blog published details of staff cuts before Shell had announced them to the markets and the media.

The intensity of the Donovan's campaign against Shell has its roots in a dispute about the supply of marketing and promotion services by the Donovan's to Shell in the 1980s. The Donovan's began developing promotions to attract customers to petrol stations. Shell hired "Don Marketing", the Donovan's company, to deliver numerous campaigns; all were successful, and some increased sales by up to 30% - unheard of in the retail petrol sector.

According to John Donovan, a new Marketing & Promotions Director in Shell's promotions division stole one of their ideas. And so began a long, and expensive, series of legal actions.



## It started with a gripe site on one issue

The disputes with Shell prompted Donovan to start various “gripe sites” such as “www.shellsucks.com” and “www.tellshell.net” (which was based on Shell’s own corporate PR blog [www.shell.com/tellshell](http://www.shell.com/tellshell)). In 2004, Donovan launched his website [www.royaldutchshellplc.com](http://www.royaldutchshellplc.com), beating Shell to the naming rights just before Shell merged with Royal Dutch Petroleum, another major oil giant.

Because of the blog, and the Donovan’s insistence on publishing all information he can verify about Shell, good and bad, John Donovan’s influence with the media is now global, instant and at a senior level – John lists the names of all the UK, US and global media outlets, their Editors or senior correspondents covering corporate news or the oil sector as his contacts.

## Shell’s external PR advisors

A post on the Donovan’s website links to an article in a recently published book on corporate reputation and the rise of blog sites that attack, or expose, poor corporate ethics and illegal or dubious corporate activity, and what CEOs should do about such sites; <http://www.shellnews.net/images/CorporateReputationAED.pdf> - the book is written by Dr Leslie Gaines-Ross, who, incidentally, was previously CMO of Burson-Marsteller USA, who manage Shell’s public relations.

John’s final quote to The PR Report: “The fastest way to contact Shell’s CEO is to email John Donovan.”

Notes:

1. For further information on the Sakhalin project and the cost to Shell.  
<http://en.wikipedia.org/wiki/Sakhalin-II>
2. Reasons for winning the domain name battle can be found here  
<http://www.wipo.int/amc/en/domains/decisions/html/2005/d2005-0538.html>

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## Burson-Marsteller win Nuance account

B-M Team: Left to right:

Brian West: Market Leader, Australia

Zoe Hibbert: Managing Director,  
Corporate and Public Affairs

Sarah Cornhill: Director, Healthcare

Daniel Young: Director, Technology and  
Digital.



Nuance Communications Inc. has selected Burson-Marsteller (B-M) Australia to provide PR services in support of its market leading speech technology portfolio and related professional services offering. Nuance selected B-M following a competitive pitch process.

The Nuance account will be run from B-M’s Sydney office and will be headed by Daniel Young, Director of Technology and Digital. “The B-M team demonstrated a deep understanding of our business and presented a very insightful and coherent PR strategy that addressed multiple stakeholder groups, in response to the brief,” said Victoria Taylor, APAC Marketing Director, Nuance Communications. “We have an aggressive and exciting marketing plan for 2010. PR will play a central role in helping us strengthen relationships with customers, raise awareness of new products and services, and support lead generation.” Nuance is a global leader in the speech and imaging software sector. The Nuance product portfolio includes speech recognition software, call routing solutions for contact centers’ and touch and speech interface technology for mobile devices and in-car systems.

## Burson-Marsteller Asia Pacific selects Pickard for CEO

Burson-Marsteller, a global public relations and communications consultancy, has appointed public relations veteran Bob Pickard (picture, right) as President and Chief Executive Officer, Asia-Pacific, effective February 1st reporting to Burson-Marsteller Global CEO Mark Penn. Pickard was most recently President of North Asia for Edelman, leading its Korea and Japan operations.

Pickard succeeds current Asia-Pacific CEO Simon Pangrazio. Pickard is an international public relations executive with two decades of experience focused on providing communications counsel for senior business leaders. He was the co-founder and leader of successful award-winning PR consultancies in the United States, Japan, Korea and Canada. An experienced crisis communications practitioner, Pickard has provided senior counsel on a wide range of communications issues to clients including AstraZeneca, British Airways, De Beers, EMC, GlaxoSmithKline, ING, Johnson & Johnson, Kia Motors, Merck, Microsoft, Nissan, Nomura and Pfizer.

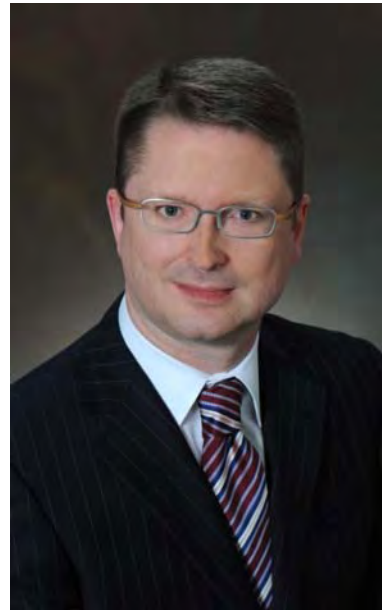
Pickard will lead a 19-office regional operation spanning seven countries and employing more than 500 professionals. The firm also has 11 affiliate offices across eight countries in the region.

Pickard first came to Asia after a successful 15 year career in North American public relations. After joining Edelman as Managing Director for Korea in 2002, he led the office to record growth and the operation was named "Consultancy of the Year" at the Asia-Pacific PR Awards in 2004. In 2005, Pickard led Edelman's successful entry into the Japanese market, establishing the firm's Tokyo office, which grew to almost 30 people during the new operation's first two years.

Prior to joining Edelman, Pickard was Executive Vice President of Environics Communications, a leading Canadian PR firm which he co-founded in 1994. In 1996, he opened the firm's New York-area office and in doing so, established the first Canadian-owned PR agency in the U.S. market. Before then, Pickard was a Vice President at Hill & Knowlton Canada, where he led the firm's technology practice.

Prior to working in the public relations industry, Pickard was active in public affairs and served as a political aide to several Canadian federal Cabinet ministers, including the country's 16th Prime Minister.

A member of the Canadian delegation to the United Nations Earth Summit at Rio de Janeiro Brazil in 1992, Pickard has a long record of involvement in sustainability issues and has been a speaker on corporate social responsibility in Asia at APEC, Economist Intelligence Unit, and World Economic Forum conferences.



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## BENCH PR win Retail Directions account

BENCH PR has won a new client, Australian provider of retail management software, Retail Directions.

Retail Directions' software systems are specifically designed for the retail industry, giving retailers significant competitive advantage - due to the rich system functionality and operational efficiencies. Retail Directions' systems take considerably less time to be deployed than other enterprise-level systems.

The PR program will involve raising the profile of Retail Directions, through customer stories and comment pieces challenging the rationale of retail companies which have mistakenly chosen multi-million, larger scale system solutions for their organisations. Retail Directions was established in 1993 and is based in Melbourne, Australia. The company provides a completely unified retail management system, covering both store (including point of sale) and head office parts of the business.

Companies across the world use Retail Directions software including: The Body Shop, The Just Group (Just Jeans, Portmans, Dotti, Peter Alexander etc.), Nike, GNC Live Well, Harris Scarfe, Fletcher Jones, Cotton On, Noni B Limited, Jeans West, Betts, Forever New, Bendon, Kookai, and kikki.K to name a few.

BENCH PR's client list includes IFS, Synnex, Netsolutions Australia, Global Graphics and Biarri.  
[www.benchpr.com.au](http://www.benchpr.com.au)

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## DEC PR win 3 accounts

Agency is awarded CLARKS, PEDIGREE and HARRIS FARM MARKETS

DEC Communications (DEC) is starting 2010 with a bang, after being appointed to leading shoe brand CLARKS – a Pacific Brands license; petfood brand PEDIGREE – a division of MARS Petcare; and leading Australian fresh food retailer, HARRIS FARM MARKETS. Established in February 2008, DEC's client base has seen spectacular growth since inception. The hat trick of new clients came at the end of December 2009, following a period of competitive reviews.

DEC will be implementing the CLARKS' Back to School program, which includes educating parents on the importance of properly fitting school shoes. The campaign also taps into the emotional connection parents have with the brand at this time of year.

The year-long program of work for PEDIGREE will see DEC represent the complete portfolio – with bespoke supporting PR strategies for everything from puppy care to the PEDIGREE Adoption Drive and sponsorship maximisation.

DEC's work for HARRIS FARM MARKETS will involve the development and implementation of a 12-month communications program, designed to reinforce the brand's commitment to quality, value and freshness within the Australian supermarket category. DEC will support the retailer across local store marketing, cause related activity and an array of stand-out brand building executions.

DEC is a full service PR consultancy specialising in both corporate and consumer communications. The agency is partnered with some of Australia's leading brands including DARRELL LEA, DELTA AIR LINES, ELECTRONIC ARTS, MIRVAC, MACQUARIE GROUP, SELLEYS, WESTFIELD, THE MACQUARIE GROUP FOUNDATION and WHYBIN\TBWA\TEQUILA.

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## Domino's iPhone app: \$1m+ revenue in 8 weeks

2010 started with a boost for Domino's Pizza Enterprises Ltd ("Domino's") with the Company passing more than \$1 million in sales via their iPhone app.

Photo (pic, right) left to right: Domino's PR Manager, Sarah Morgan, Online Marketing Manager, Michael Gillespie and PR Assistant, Annelise Proctor at the launch of the Domino's iPhone app)

The Australian designed and built Domino's iPhone app launched in November and to date more than 193,000 people have downloaded it.

Domino's CEO Don Meij said this huge milestone for the Domino's iPhone app has come early with sales far surpassing the Company's expectations.

"This is huge news for us and we couldn't be more thrilled with the results we are already achieving with our iPhone app. Within one week of launching we were the most popular free app in Australia and to achieve more than \$1 million in sales in such a short time is amazing," Don said.



“While we knew customers would love the freedom of ordering from the palm of their hand we could have never imaged it would be this huge in less than two months. It shows us our customers love ordering from their iPhone app and that it’s not just another novelty app.”

While the Domino’s iPhone app in its own right was a first for the Company, the associated marketing campaign was also developed differently to other promotions. “We had to think differently when launching our iPhone app, we knew we couldn’t launch it in the same way we do our pizza and menu promotions,” Don said.

“Social media and online played a key role in unveiling the app and engaging with consumers. Our iPhone app is not just about ordering, it’s about an overall experience and giving freedom and control back to the customer. With this in mind our marketing campaign utilised Twitter, Facebook and YouTube to initiate two-way communication with our target audience.”

The launch of the iPhone app in November was part of Domino’s digital strategy to be at the forefront of technology within the pizza market and digital commerce platforms in Australia. “Technology plays such a huge role in people’s lives these days and that shouldn’t change when it comes to ordering a pizza. We have one of the most dynamic online ordering websites and we haven’t stopped there.

“Our Australian designed and built dedicated iPhone app is evidence of our continued commitment to being the market leader when it comes to innovation and technology.”

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## Hill & Knowlton win NSW RTA anti-speeding campaign

Hill & Knowlton (H&K) announced its official appointment by the NSW Roads and Traffic Authority (RTA) to leverage the RTA’s sponsorship of the NSW Cricket team – the RTA Speedblitz Blues.

H&K has been engaged by the RTA following a competitive pitch between fourteen agencies to design and implement a campaign using cricketers to drive education and awareness of the consequences of speeding.

H&K won the account with a campaign called the ‘Slow Down Pledge’ ([www.slowdownpledge.com.au](http://www.slowdownpledge.com.au)) – an initiative to engage young people to change driver behaviour by asking them to take a pledge not to speed. Speeding is the biggest contributor to fatal crashes in NSW with more than 100 young people aged between 17 and 26 dying on the roads last year alone.



The Slow Down Pledge moves the RTA into a new and innovative space through the utilisation of social media networks, Facebook and Twitter, to urge young people to take responsibility on the roads.

Prominent cricket players Brett Lee, Nathan Bracken, Phillip Hughes, Stuart Clark, David Warner and Steve Smith have been active in communicating safe driving messages by making their own personal pledges. So far, the campaign has received an outstanding response, with more than 1,400 young drivers taking the slow down pledge.

## PRs get networking

PRinks was founded in August 2009 when two young PR professionals, Gemma Crowley (Dennis Rutzou Public Relations) and Roger Christie (Sefiani Communications Group), decided it would be a good idea to get to know some of their counterparts in the Sydney communications industry. It was a thought that started over a glass of wine and has simply developed from there.

Designed as an opportunity to meet with fellow professionals from the PR, advertising, journalism, marketing and digital fields, PRinks has since held regular monthly events at various pubs and bars around Sydney in an effort to strengthen relations and understanding between all communications professionals. Events are always informal in a relaxed environment and simply provide attendees with the chance to meet new people in the industry, share ideas, experiences and a drink or two.

From its humble origins last year, PRinks has grown both in size and geographically. While the first event consisted of eight industry colleagues on a wet night in St Leonards, the most recent January event, held in conjunction with Dynamic Business editor Jen Bishop's prjournallove, attracted over 60 guests from the communications spectrum to Sydney's Cargo Bar.

The group has grown organically through Twitter (via the #PRinks hashtag) and on Facebook, where the PRinks Sydney fan page ([www.facebook.com/PRinksSydney](http://www.facebook.com/PRinksSydney)) now has over 250 members.

It is also through online channels that PRinks caught the attention of the New Zealand communications industry, with Lou Draper (rockstar PR) establishing an Auckland counterpart towards the end of 2009. Given the social nature of PRinks, both Gemma and Roger are keen to encourage adoption of the concept elsewhere around Australia and New Zealand. The willingness of the Auckland industry to embrace the idea is hopefully a sign of things to come.

Photos from the last event at The Cargo Bar in Darling Harbour; from top to bottom:

1. Yasmin Chrzescijanski, Nehad Kenanie, Roger Christie
2. Natasha David, Liz McKenzie, Garry Shilson-Josling, Elise Campbell and Elissa McGrath
3. Hannah Crafter (front), Rowena Bale, Rochelle Adamson, Callen Dellar, Jo Gitsham
4. Corrie McLeod, Nick Ross



## Ignite PR links with SIDS/Kids QLD to raise funds

SIDS and Kids Queensland plan to increase public support in 2010 thanks to a new partnership established with Brisbane-based integrated communications agency Ignite PR & Marketing. Formerly LapePhelan Marketing Communications, Ignite PR will donate over \$5000 in time to help promote key events for the not-for-profit organisation.

SIDS and Kids Queensland is dedicated to saving the lives of babies and children during pregnancy, birth, infancy and childhood and to supporting bereaved families. They deliver on their vision through world class research, evidence based education, bereavement support and advocacy.

# New year, new job?

\*\*\* PR Jobs – see pages 18 \*\*\*

## Weber Shandwick promotes star performers

Weber Shandwick has announced two key senior promotions in Sydney.

Lisa Popplewell (top photo, right) has been promoted to general manager of the Australian business and Alex Kelly (bottom photo) has been promoted to senior vice president and head of client services in Australia, with an additional remit for growing the firm's regional food and beverage business across all Asia Pacific markets.

Both executives will continue to report directly to the managing director, Emma-Jane (E-J) Granleese, and will support her in driving the strategic direction of the business in Australia.

Granleese commented on the promotions; "Under Lisa's leadership, our technology practice has gone from strength-to-strength with client wins such as VHA (Vodafone Hutchison), SAS and Samsung. Alex has also done an outstanding job in growing our consumer offer three-fold over the last four years and has driven award winning work for clients such as Unilever, Singapore Airlines, Nestle and Johnson & Johnson."



## Social media will be ubiquitous, says Alterian

Chris Tew, Senior Vice President for Asia Pacific of Alterian, a global marketing analytics company, with offices throughout the world including the UK, Australia, India and Singapore offers his thoughts on the global trends for the next 12 months and beyond.

### 1. Social media will move towards ubiquity:

IDC survey data shows more than 50% of worldwide workers are leveraging the free, public social media sites like LinkedIn, Twitter and Facebook for business today. Rather than being hype it will simply become normal and part of the everyday mix that works alongside email as a principle form of communication online.

### 2. Companies will have a social media policy:

As social media continues to integrate into the marketing and business mix, formal rules of engagement will become more widespread. Many companies are likely to come up against conflict when they try to extend their social media efforts across the board. There will be a need for a significant culture shift in order to overcome these barriers. As social media continues to raise its profile amongst corporate divisions, more companies will invest in Social Media specialists to guide their efforts both internally and externally.

### 3. Doing more with less:

This has been the mantra for all businesses throughout 2009 but will continue through the adoption of analytics and marketing software. Marketing departments are under increasing pressure to improve effectiveness and efficiencies with marketing campaigns, and also to achieve more, all with decreased budgets. 2009 was about how to make your business

machine run harder and faster in a bid to stay competitive in a downturn, where consumer spending is in decline or being replaced by reason to buy at all. This will now convert into the need to not only prove the value of your products to consumers but also the value of your marketing strategies as a whole.

#### **4. Data analysts will become hot property for marketing departments:**

Introducing analytics, or better analytics means empowering marketing with intelligence about their customers and prospects, so they can more rapidly, and more accurately, identify the hidden value in their customer and prospect databases. Analyzing the operational efficiency of every marketing department and taking action as required also means a marketing dividend can be realised. This can either be used to increase marketing spend or to maintain marketing spend if budgets are reduced; in essence, doing more with less.

#### **5. Measurability of marketers/measuring ROI:**

At a time of economic uncertainty, more companies look to uncover cost savings or serve customers more effectively through leveraging social technology. However, the increased pressure from the boardroom to justify marketing spend, or time investment, means that marketing departments have to show value by measuring ROI.

#### **6. Getting access to customer data:**

This has become more possible with the introduction of social media platforms, but gaining access to the right data, the right channels and the key sentiments about your brand requires effective online monitoring software. Social Media offers the perfect opportunity to revolutionise CRM tools and build true customer engagement programmes tailored for each individual consumer, thus helping to deliver ROI.

#### **7. The necessary technology for effective marketing:**

Companies without the right monitoring, reporting, analytics and execution software are companies without a future. With the increasing importance of the internet for businesses, online marketing and monitoring allow effective one-on-one engagement that shape successful and focused marketing campaigns.

#### **8. Integration of platforms and processes will be critical:**

There is a proliferation of things to monitor, measure and manage, making it very difficult and time consuming for marketers to pull together the overall picture for integrated campaigns. There will therefore be a move towards single integrated software platforms so that campaign planning and management are integrated with web and email.

#### **9. Recalibrate marketing for engagement:**

Brands focus on content but with publishers desperate to protect revenues by charging for content, brands will increasingly look to develop content strategies that bring value to their customers. Social Media Monitoring will be the key weapon for brands building these strategies.

#### **10. Consumer empowerment:**

Brand value will be influenced more and more by the consumer, making it more important than ever for a brand to have measures of authenticity that will aid in brand differentiation and consumer engagement – you can no longer rely on your brand name as you once did. Organisations are being increasingly judged by their actions and willingness to involve customers, visibly.

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## **Exclusives get g'teed good run in AFR**

Article in full from The Australian; THE DIARY: Amanda Meade, February 01, 2010

Title: Hard-pressed for the results of web survey

THE corporate PR sector is waiting anxiously for the results of a curious web survey conducted by The Australian Financial Review in December. Fin deputy managing editor Brett Clegg asked readers to rank PR firms and their operatives on their effectiveness. Top firms including Burson-Marsteller, Cannings, Cato Counsel and Edelman were put under the microscope. "We have decided to conduct a survey of PR firms (and individuals) to explore how the 'spin doctor' practice relates to mergers and acquisition transactions," Clegg wrote. "Is it effective from the client's perspective? Is it worth the

money? Who are the best practitioners?" People were asked to rate everyone from Ian Kortlang (FD Third Person) to Ian Smith (Bespoke Approach) and Martin DeBelle (Citadel) from "very effective" to "not effective".

As Clegg has a reputation for playing hardball with PRs, demanding exclusivity in return for a good run, PR people were bemused by his invasive questions. Diary understands the results may never appear in the paper, as sources say the number and range of responses lacked credibility.

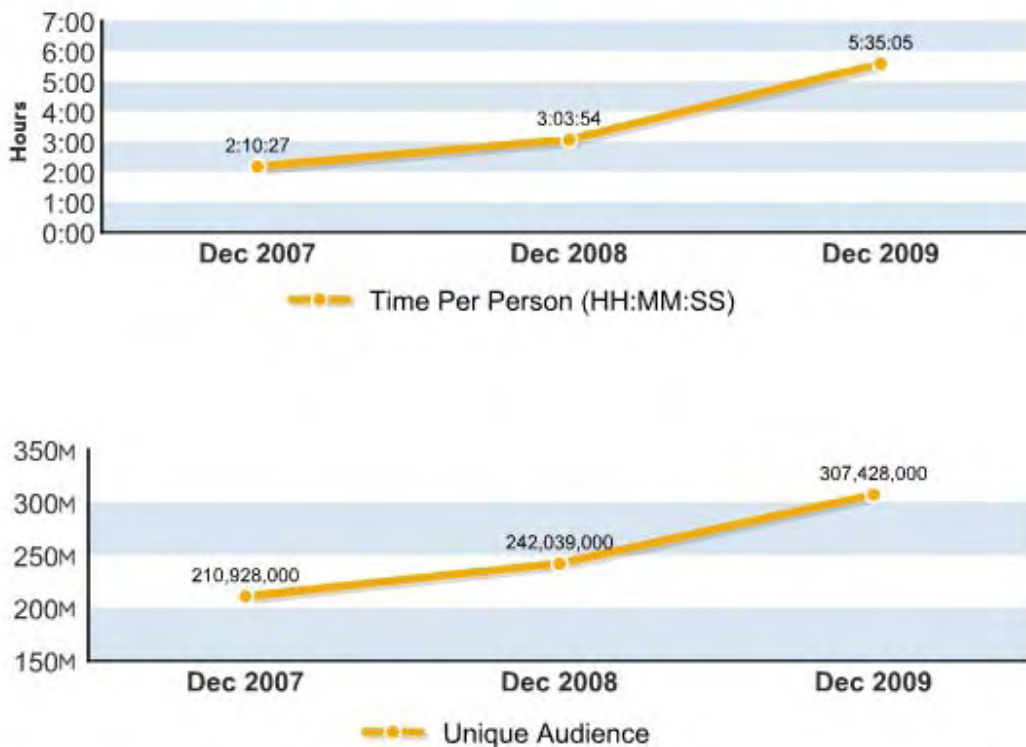
## Facebook #1 social networking site

**Led by Facebook, Twitter; global time spent on social media sites up 82% Year on Year**  
**Article from Nielsonwire, January 22, 2010**

According to The Nielsen Company, global\* consumers spent more than five and half hours on social networking sites like Facebook and Twitter in December 2009, an 82% increase from the same time last year when users were spending just over three hours on social networking sites. In addition, the overall traffic to social networking sites has grown over the last three years.

Globally, social networks and blogs are the most popular online category when ranked by average time spent in December, followed by online games and instant messaging. With 206.9 million unique visitors, Facebook was the No. 1 global social networking destination in December 2009 and 67% of global social media users visited the site during the month. Time on site for Facebook has also been on the rise, with global users spending nearly [six hours](#) per month on the site.

### Global Web Traffic to Social Networking Sites

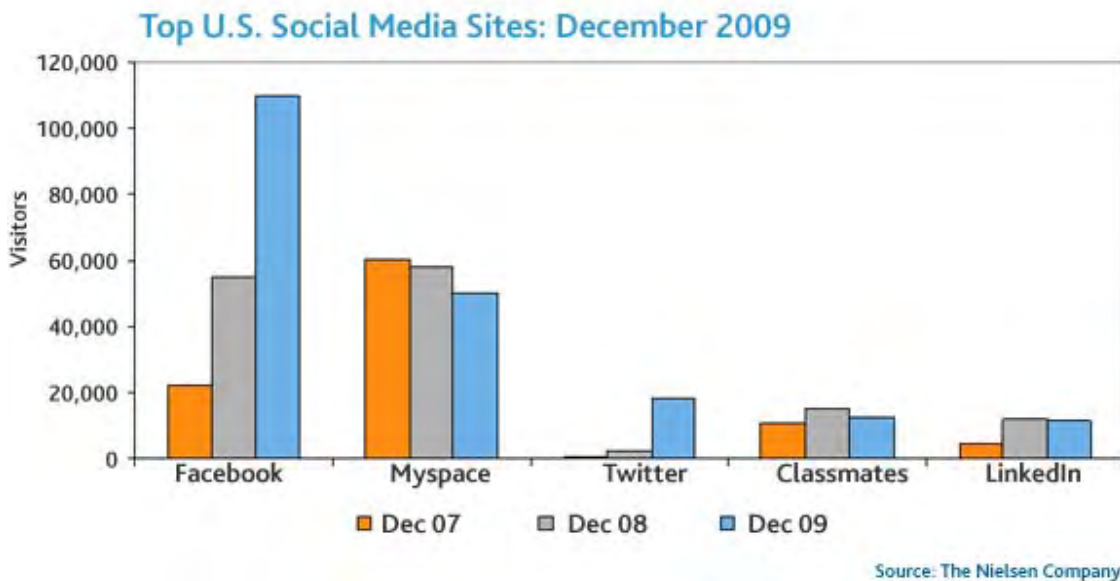


Source: The Nielsen Company

### U.S. Growth in Average time Person on Facebook and Twitter Outpaces Growth of Overall Category

People in the U.S. continue to spend more time on social networking and blog sites as well, with total minutes increasing 210% year-over-year and the average time per person increasing 143% year-over-year in December 2009. Year-over-year growth in average time spent by U.S. users, for both Facebook and Twitter.com, outpaced the overall growth for the

category, increasing 200% and 368%, respectively. Among, the top five U.S. social networking sites, Twitter.com continued its reign as the fastest-growing in December 2009 in terms of unique visitors, increasing 579% year-over-year, from 2.7 million unique visitors in December 2008 to 18.1 million in December 2009. However, month-over-month, unique visitors decreased 5%



**Australia Leads in Average Time Spent per Person on Social Media Sites in December**

When narrowed by individual country, with 142.1 million unique visitors the United States had the largest number of social media and blog users in December, followed by Japan, which had 46.6 million unique visitors during the month. Australia led in average time per person spent, with the average Australian spending nearly 7 hours on social media sites in December. The United States and the United Kingdom came in a close second and third, with 6 hours and 9 minutes and 6 hours and 8 minutes, respectively.

Country	Unique Audience (000)	Time per Person (hh:mm:ss)
United States	142,052	6:09:13
Japan	46,558	2:50:21
Brazil	31,345	4:33:10
United Kingdom	29,129	6:07:54
Germany	28,057	4:11:45
France	26,786	4:04:39
Spain	19,456	5:30:55
Italy	18,256	6:00:07
<b>Australia</b>	<b>9,895</b>	<b>6:52:28</b>
Switzerland	2,451	3:54:34

Source: The Nielsen Company

**Marshall leaves “the real” Senator Conroy for Alcatel Lucent**

Tim Marshall is leaving his position as Media Adviser to Senator Stephen Conroy to take on a new position focused on communications and marketing with Alcatel Lucent based in Melbourne. Prior to working for Senator Conroy, Marshall was a journalist at Comms Day, the well known telecommunications trade journal for Australia.

## Jennings embarks on selected acquisition strategy

Fleishman-Hillard and McGregors join forces to boost healthcare offering; Jennings looking for further growth in financial PR.

Fleishman-Hillard will join forces with McGregors International in a move that will bolster the firm's capabilities in Sydney and expand its Australian presence, especially in the healthcare sector. The McGregors team will operate with Fleishman-Hillard as of February 1, 2010. Meredith Lill, who founded McGregors in 1997, becomes senior vice president of Fleishman-Hillard's healthcare practice in Australia.

Walter Jennings, (pic, right) GM of Fleishman-Hillard, said the focus during the McGregors team's integration with Fleishman-Hillard would be to ensure that the interests of clients were placed foremost.

Jennings said that his next step was building Fleishman-Hillard's Corporate & Finance PR offering, and was on the look-out for senior talent and boutique finance PR firms looking to join a global network.



## The Future of in-house PR

By Glen Frost, Editor, The PR Report

**Profile: Stephanie Rudnick, VP Global Communications, Momentum Worldwide**

(photo: Stephanie on left, Director of PR, Ryan Peal on right)

Stephanie joined Momentum Worldwide (MWW) in January 2007 as VP Global Communications, responsible for all internal and external communications activities, brand adoption and media relations for 77 offices around the world. Her role is based in New York and she is a direct report to the CEO.

After studying Journalism in California, Stephanie's first role was at Edelman (a global PR agency), where she used her "fresh out of University web skills" to help win new clients and develop web strategies. The influence of Silicon Valley has been maintained throughout her career, leading Stephanie to comment that "the digital revolution has changed the [PR] game dramatically"



So, how has PR changed since the late 1990's and what are the future trends for PR practitioners?

According to Stephanie, an appreciation of how people consume media is crucial: "In the early days of the dot-com boom, our role was to drive people to the web. Now people are on the web and they are less inclined to believe an advert, they are more likely to read a blog review."

Stephanie is a believer in "experiential marketing" – where events, media and PR work together to give consumers a brand experience of a product or company; a skill she believes was learnt from years working agency side on a vast number of

BIO: Stephanie Rudnick

2007	Momentum WW
2002	BNC New York
2001	Rogers & Cowan New York
2000	Excite@Home
1999	Microsoft
1996	Edelman

different clients, products, IPOs and M&A activity. “When you’re in-house you have such pride in what you do, however, I think every PR practitioner should spend time in a PR agency because of the breadth of opportunity and experience it gives you,” she says.

Since 2007, Stephanie’s goal has been nothing short of transforming the way MWW communicates internally and externally; a huge, and possibly daunting task. PR practitioners who are working, or have worked, in multi-national companies, will appreciate the challenges that come from trying to communicate between different cultures, time-zones, languages and differing leadership styles.

According to Stephanie: “PR practitioners must always stay ahead of the trends in our industry; the web has made our jobs both easier and harder because of the instant and global access to news and information.”

How can PR practitioners harness the power of the web? Stephanie says “The web is a game changer for PR people, and the future of PR is to harness the potential of IT. I have always looked to build a partnership between IT and PR. PR must speak the language of IT, you can’t be ignorant or afraid of it; PR must ask IT to deliver what we need to get our job done”

And what is the key issue? Stephanie again: “I want to communicate out once. Whether it is sharing a case study, a media release, or a podcast from the CEO; I have one repository for all the content. What’s truly great about the repository we’ve built with IT is that all the different offices, and we have 77 offices around the world, can feed their case studies and media releases into the repository, so we can share it.”

This “global wiki” is the powerhouse that drives an efficient and effective global PR operation.

The wiki allows Stephanie to look at any country with ease, wherever she is around the world. Stephanie can respond to media enquiries in Germany when she’s in Japan, she can prepare a CEO brief on Australia from Italy. In fact that’s what led her to Australia. “MWW has a large number of long term clients in Australia and we want to help them grow their businesses; I believe that if we can blend our Experiential Marketing expertise with great PR, we’ll have a perfect marriage. That’s the main reason for bringing Ryan [Peal] on board as the Director of PR for Australia.”

“The future for PR practitioners is to deliver value to the organisation by being efficient and effective; you can only do more with the help of others in your organisation,” and as an example Stephanie sites her strategic approach to social media: “we have a team of 14 people on our Social Media Taskforce; they’re not all PR people but they’re all passionate about MWW and this helps keep it fresh.”

As a case study in how PR can deliver value in the digital age, transforming how a global organisation communicates and achieved in just over two years, look no further than Stephanie Rudnick.

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## Government lobby group revealed as World Cup bid's heavy hitter

Article in full by Michael Warner From: Herald Sun January 15, 2010

FOOTY’S code war has taken another twist with revelations powerful government lobby group Hawker Britton was a key player behind Football Federation Australia’s bid to host the soccer World Cup. Hawker Britton, which boasts controversial former state Labor minister David White as a senior director, enjoys close links with ALP governments across the country.

The association between the lobby group and FFA is revealed in a new Brumby Government register, forcing lobbyists to reveal their current client list. The FFA has launched an aggressive push to secure soccer’s showpiece World Cup event in 2018 or 2022, triggering a bitter public brawl with the AFL and NRL.

FFA chiefs yesterday confirmed that Hawker Britton was used to lobby the nation's state governments. "They did some work in establishing our campaign strategy, providing general advice on government relations in respect of the bid," FFA chief executive Ben Buckley said.

Hawker Britton senior principal Bruce Hawker said the lobby group had ceased working for the FFA nine months ago. "We worked in various jurisdictions for about three months or so," Mr Hawker said.

The Rudd Government, which pocketed a \$177,000 donation from Hawker Britton before the 2007 federal election, has already committed \$50 million of public money for marketing, advertising, infrastructure planning and a "bid book" to be presented to soccer's global governing body FIFA.

The book will be finished next month and submitted in May.

Angry AFL and NRL chiefs are threatening to derail the bid after being told they might have to put their own competitions on hold or lose access to key stadiums.

But Premier John Brumby, a friend and close factional ally of White, has said he believes Australia can host a World Cup and successful AFL season simultaneously. The World Cup would run in June or July and require the use of at least 12 major Australian sporting stadiums, including the MCG and Etihad Stadium.

And under strict FIFA rules, all World Cup venues must be quarantined for four weeks beforehand with major rival sporting events halted throughout the month-long tournament. The Labor-dominated Council of Australian Governments agreed last month to push ahead in hosting the 2018 or 2022 World Cups.

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## NSW Premier lets Twitter account go to stranger

Article in full from Computerworld, Darren Pauli, 3/2/10

The Twitter account linked to the NSW Premier Kristina Keneally has been compromised, revealing the state government was "open to donations" following the [denial of bribery allegations](#) of a Labor official.

The revelation was part of a prank, rather than a confession, after a crafty Twitter user snapped up Keneally's jettisoned Twitter account @premierofnsw, which remained as a link on the Premier's [official website](#).

Keneally's office quickly fixed the mixup and the obligatory Twitter button on the premier's website now [points to her new account](#). However, the [former Twitter account](#) has been in the hands of prankster, 'Joe' since Monday [1/2/10].

Joe told Twitter followers: "First off I am not the premier — she gave up this account so I reserved it". Other updates included "NSW Planning director general Sam Haddad vigorously denied to ICAC today that he had been bribed; however NSW labor remains open to donations" and "it is getting dark. Feeling really safe since Malabar police station is closing. Thanks NSW government."

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## Undertow Media win AIA and Capital Kitchen accounts

Undertow Media has been appointed to undertake a nine-month pilot program for the Australian Institute of Architects Victorian Chapter to enhance the public presence and image of architects in the media. The program will publicise the role of the architect in the broader community by engaging architects in topical commentary relating to buildings and the built environment in the mainstream media.

Renowned Melbourne event and culinary specialists, The Big Group, has appointed Undertow Media to oversee all publicity for the launch of the company's first retail and eatery venture, Capital Kitchen, located within Chadstone's new 1 Fashion Capital precinct.

## Porter Novelli win MoAD account

The Porter Novelli team:  
from left to right –  
Hayley Kerrigan, Lauren  
Bailey, Sarah Pendergast

The Museum of  
Australian Democracy  
(MoAD) has appointed  
Porter Novelli to handle  
a public relations  
program aimed at  
increasing awareness of  
and visitation to the  
museum, following a  
four-way competitive  
pitch.



The winning strategy  
aims to inspire Australians to become passionate and inquisitive about democracy via a thought-provoking speaker series. The series will feature well known Australians and look at some of the topics that will shape the Australian democracy in 2010 like immigration, censorship and freedom of expression.

MoAD's Manager of Marketing and Communications Nicolle Keyes, said: "Porter Novelli was awarded the business based on the unanimous decision by the Museum of Australian Democracy board."

Lauren Bailey, Group Account Director of the consumer brands team at Porter Novelli, said: "We're looking forward to delivering an inspiring program that will make democracy relevant and interesting to Australians and put MoAD on the map as a significant tourist destination."

"Research told us that Australians hold a very strong belief that democracy is important, but they're unsure what it means and how it relates to their everyday lives. By sharing some great Aussie stories, our plan will demonstrate how lucky we are to live in this great democracy." The speaker series will be launched with a publicity campaign in March and will be completed by June this year.

Porter Novelli's consumer client portfolio also includes Baileys, Bundaberg Rum, V Energy Drink and Wrigley's chewing gum. The Museum of Australian Democracy at Old Parliament House is a living museum where Australians can celebrate, debate and experience the journey of Australian democracy in an iconic and nationally heritage listed building in Parkes.

The MoAd launch was handled by Pulse, an Ogilvy PR company, in May 2009.

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## Parker & Partners gets clients carbon emissions off Government's CPRS

Article in full by Claire Whyntie, Ogilvy PR: February 5, 2010 <http://tinyurl.com/yft2w4m>

**Title: Veolia Environmental Services and Australian Landfill Owners Association government relations campaign**

**Challenge:** Organic waste in landfills takes approximately 30 years to decompose, emitting methane (a greenhouse gas significantly more potent than carbon dioxide) throughout that period. By putting a price on carbon emissions the Government's Carbon Pollution Reduction Scheme would have made current landfill customers – including ratepayers and

local councils – liable for emissions produced from waste deposited as far back as 1980 (known as “legacy waste”) at a cost of millions of dollars a year.

Veolia is one of the largest landfill operators in Australia. The Government had a political mandate to act on climate change and the Minister was firm in her resistance to any changes to the CPRS that would protect business interests. Veolia Environmental Services engaged Parker & Partners to lobby the federal government for the removal of legacy waste from the CPRS legislation as well as to raise the profile of Veolia’s brand within government circles.

**Insight:** Parker & Partners drew on our extensive relationships with Australia’s politicians, bureaucrats and media and found most had not heard of Veolia, and had no understanding of the concept of ‘legacy waste’ or the implications of the CPRS on the waste sector.

**Creative Idea:** We revived the defunct industry think-tank the Barton Group to provide intellectual force and further credibility to the arguments, and we created a new waste industry group, the Australian Landfill Owners Association to lobby government on the issue and to influence media coverage.

### Campaign

- Multiple, targeted government relations engagements and meetings programs;
- Detailed policy and legislative development;
- Extensive journalist briefings and the crafting, dissemination and pitching of media releases and stories;
- Stakeholder relations and coalition-building within the waste industry; and
- Industry leadership and policy consolidation through the establishment of pre-eminent waste industry peak body, the Australian Landfill Owners Association.

**Outcome:** In April 2009 the Federal Government announced that emissions from ‘legacy waste’ would be excluded from coverage, making landfill the only sector covered by the CPRS to successfully convince the Government to substantially modify its legislation.

To date, the waste sector is the only CPRS covered sector to successfully convince the Australian Government to substantively modify the proposed CPRS legislation. Other powerful industry lobby groups – coal, minerals, and stationary energy to name but a few – have still had no success in modifying the CPRS legislation.

In terms of broader public affairs outcomes for Veolia, by May 2009 ALOA represented 70 percent of the waste management industry in Australia and was recognised by the Australian Government as the voice of the industry. In addition Veolia’s Director of Sustainability was elected as Secretary and official spokesman for the Association.

### Advert:

**Social Media Fitness Program** -- a free, online training series dubbed SM 10X30 (two tracks, 10 workouts, 30 minutes each) that targets public relations, investor relations and marketing communication practitioners, from the social-media neophyte to the practitioner with intermediate social networking skills.

\* **"Basic Training Track"**: For those who need social media basics, this track instructs participants on how to set up profiles, build networks, learn to listen and take part in social media conversations.

\* **"Core Conditioning Track"**: For the intermediate social media user, this track helps participants strengthen and better manage their social media networks, promote their company and/or clients, generate metrics and engage in best practices.

Visit [www.sm10x30.com](http://www.sm10x30.com)

Link to SM10x30 video: <http://www.youtube.com/watch?v=MqqKPWhY4es>



The graphic is a dark rectangular box with a yellow border. At the top, it says "SOCIAL MEDIA" in yellow, followed by "10X30" in a large, bold, yellow font. Below this, the text reads: "Take your social media confidence and skills to the next level." and "Sign up for Marketwire's FREE 10-day Social Media Fitness Program and start your first 30-minute workout today." At the bottom, the website "www.sm10x30.com" is written in red.

# Social media case study

**Agency: Soapbox Publicity**

**Client: The Digital Den**

Online development company Sponsor-ed was quick to realise it was in possession of a genuine expert, who would make an influential spokesperson for the brand, in Denis Masseni (pic right) who is a company director and a multimedia lecturer at Monash University.

In a bid to leverage this asset and flex Denis's social media muscles, a stand alone blog called The Digital Den was erected. Denis contributes to the blog on an almost daily basis, commenting on current social media trends, successful campaigns and, of course, Denis 'pens' the occasional opinion piece too.

The Digital Den has been integrated into the company's PR strategy by its public relations consultancy Soapbox Publicity.

Soapbox Publicity disseminates The Digital Den content within media releases, pitches and newsletter content to leverage this resource, build the blog's audience and further position Denis as a social media expert.

Additionally, the blog is a ready-made resource from which journalists, public relations professionals and bloggers can draw up-to-date content from a credible source.

About Sponsor-ed: Sponsor-ed is an online development company that provides Australian schools with professional, easy to navigate websites free of charge. In exchange for the use and ownership of these sites, Sponsor-ed sells advertising space to businesses that see school parents as their target audience. A proportion of the profits made through advertising are then donated back to the school, creating a 21st century answer to the traditional cake stall fundraiser. Schools have the potential to earn \$30,000 pa through their website.



## PR Jobs Section

**Capstone Careers** provides specialist permanent recruitment services to the Public Relations, Corporate Affairs and Marketing Communications industry. Capstone utilises decades of practical experience working within, and an in-depth understanding of, this industry to successfully search for, select, and appoint high quality practitioners with first class clients.



Below is a small selection of the roles we are currently seeking to fill:

### **PR Group Director, Technology - SYDNEY**

Global consultancy is looking to build its technology offer with a proven and strategically brilliant GD within their Sydney office. You will have extensive technology experience from similar consultancy background and ideally be equally comfortable dealing with high end back office network infrastructure accounts as your are consumer tech gadgets and gizmos. You will have at least 8+ experience in tech PR consulting, be an accomplished team leader and proven business builder.

### **PR Senior Consultant: Technology / Corporate - SYDNEY**

Very well regarded Tech/corporate consultancy requires proven and ambitious senior consultant for its Sydney office. This business has impressive the resources, infrastructure and investment in people which, combined, are sure to rapidly accelerate your career. You will have your strengths in relationship and organisational skills, have proven media relations and track record, impressive results, faultless attention to detail and accomplished writing skills. Specific experience in technology and/or the business/trade sector is required for this role, as is 3 years PR agency experience.

### **PR / Digital Director MELBOURNE**

Fast growing young and dynamic Melbourne based consultancy is looking to broaden their offer and respond to growing client demand and appoint proven digital / social media expert. You should have a proven PR background, a natural techie translator, and be motivated by growth and business development. Social media will be your first language, digital insights are your forte', PR your discipline of choice. Contact us now if this sounds like you and you have at least 5+ years of experience.

### **PR Account Director Consumer – MELBOURNE**

Vibrant, young and creative, popular local PR agency requires talented proven AD to lead small but high achieving team to run impressive portfolio of recognised brands, particular expertise in lifestyle, wellbeing, sport and/or retail preferred. Minimum 5+ years specific PR experience essential.

Enquiries and applications should be directed to Jeremy Wrench:

E: [jobs@capstone-careers.com](mailto:jobs@capstone-careers.com)

T: 03 9827 7277

To learn more about these roles or about Capstone Careers go to:

W: [www.capstone-careers.com](http://www.capstone-careers.com)



Staffing | Professionals | Executive | HR Solutions | Inhouse Services

Please contact: **Caroline De Kimpe**, executive manager, pr communications and creative, **Randstad**.

T +61 2 8248 1874 or e [Caroline.DeKimpe@randstad.com.au](mailto:Caroline.DeKimpe@randstad.com.au)

### **internal communication manager- not-for-profit**

- **not- for- profit**
- **great benefits**
- **newly created role**

The internal communications manager is responsible for the strategic and operational aspects of the internal communications activities, including developing and implementing an internal communications strategy to support business objectives; ensuring all internal communications activities, print and electronic publications and online materials are consistent with our key messages and visual identity; and providing appropriate centralised internal communications support for all staff.

Job Reference **65-74690**

**Salary: 80K – 90K package + 1 RDO / month**

### **Communications Specialist/ Stakeholder Manager**

- **Exciting career opportunity**
- **CBD location**
- **Internal and external stakeholder management**

Exciting opportunity for a **communications specialist** with a proven track record of strong focus in engagement with internal and external stakeholders!

Job Reference **65-705626**

**Salary: 90K package**

### **Senior Account Manager PR- Corporate Communication**

- **award winning boutique agency**
- **competitive salary package**
- **established client list**

An award-winning strategic communications agency that works with the decision makers of national and international brands and companies to help them achieve their business goals is looking for a 'switched on' / 'hands on' SAM who is looking to take their career to the next level.

Job Reference **65-13661**

**Salary: 75K – 95K package**

### **Senior Account Manager / Junior Account Director**

- **Very competitive salary package**
- **Award winning boutique agency**
- **Loyal & established clients**

An award-winning strategic communications agency that works with international and national brands is looking for a Senior PR Account Manager / Junior Account Director who is ready to take their career to the next level.

Job Reference **65-13661**

**Salary: 95K Package (negotiable)**

### **PR Account Manager B2B/B2C**

- **Established and Successful Strategic PR and Comms Agency**
- **Competitive Salary Package**
- **Extensive training budget**

An award-winning strategic communications agency that works with international and national brands is looking for a PR Account Manager who is ready to take their career to the next level.

Job Reference **65-13661**

**Salary: 75K – 85K package**

### **PR account director- consumer**

- **manage a team**
- **work with loyal clients**
- **great workplace culture**

This boutique agency is looking for a PR director to join their team in the new year. This newly created role will allow you to really take ownership of the position and offer leadership to the agency as well as manage new and existing clients.

Job Reference **65-768990**

**Salary: 100K – 120K package**



## Wellington's Recruitment

Wellington's Recruitment Pty Ltd was established in July 2004 by Amanda Wellington (pictured), an experienced recruiter with over 12 years' experience working in specialist recruitment agencies for the Communications industry. Amanda's years in recruitment follow on from a successful career in advertising account management which included working at Mojo Advertising for many years both in Sydney and in Melbourne which is where Amanda is originally from.

Wellington's Recruitment is a specialist recruitment agency and is focused on the permanent recruitment of middle to senior management in PR, Corporate Communications, Marketing Communications and Advertising both in an agency and client side environment.

### **a) In-House Consumer PR Manager**

**\$110K-\$120K**

Top opportunity to go client side if you're currently a consumer PR AD working in an agency on blue chip consumer accounts. Or if you are currently in-house looking for a more dynamic and fast paced environment then look no further! Food & Bev./Retail/FMCG experience preferred. You would also need to drive but it's free parking!

### **b) PR AD - Corp./B2B/Consumer Tech. Mix!**

**\$110K**

Forward thinking AD needed to drive a mix of B2B/B2C tech./corporate accounts working across a mix of exciting sectors with responsibility for managing a sizeable team. Breadth of projects with issues management & senior strategic counsel focus. 7+ years agency experience required.

### **c) PR Account Director - Consumer**

**\$100K**

Funky consumer agency has a need for a consumer AD who is at the top of their game! You will drive some key agency accounts with large budgets and a breadth of projects so variety is a given here! Exciting sectors and a social, energetic work space to operate in. Team to manage of course and scope to progress too! 6+ years' agency experience required.

### **d) PR SAM & AD - Consumer/Sport - Top Melb. Agency \$75K-\$100K**

Ideas led PR agency in Melb. needs entrepreneurial & creative SAM & AD to join their established consumer team. Variety of fun and challenging accounts of offer whether sport, FMCG or health & wellness with highly visible projects/events! Creative agency with buzz! Make the move to Magic Melbourne!

### **e) PR AM/SAM - Corporate/B2B Focus - Melb & Syd. \$75K-\$80K**

Popular PR agency requires dynamic AM/SAM for each of their Melbourne and Sydney offices to manage a great mix of corp./B2B accounts which aren't in the typical corporate sectors which means interesting/stimulating work! Team to manage and scope to progress as well! 4/5 years' agency experience required.

### **f) Senior Recruitment Consultant - Advertising/Marcoms. Neg.**

Ever had an interest in working in recruitment? Well here's your chance! We are on the look out for an advertising or marcoms. practitioner with 8+ years' advertising/marcoms agency experience who might be needing a change of scenery! You don't need recruitment experience as I'll personally train you! Ideal if you are looking for flexible hours or a part-time arrangement!

**Contact:** [Amanda Wellington](mailto:careers@wellingtons.net.au)  
**Telephone:** 02 9959 2488  
**Email:** [careers@wellingtons.net.au](mailto:careers@wellingtons.net.au)  
**Website:** <http://www.wellingtons.net.au>

## Job advert



HUSH COMMUNICATIONS PTY LIMITED ABN 25 084 947 099  
suite 5 / 30-38 victoria street paddington NSW 2021 australia  
p +612 9331 1170 f +612 9357 1607 hush@hush.net.au

Hush is one of Australia's leading boutique PR Fashion, Beauty and Lifestyle agencies and now has an exciting opportunity for an experienced account manager to join our team.

We are known for our integrity and passion for the clients we represent along with excellent results, professionalism and attention to detail. As a firm we represent numerous brands from all areas of fashion, beauty and lifestyle therefore the chosen applicant will need to be confident, hard-working, and possess excellent communication and organisational skills. They will also need to have a desire for knowledge and a love of all things fashion and beauty.

Main responsibilities include:

- ☞ Managing the PR for a range of beauty and fashion clients
- ☞ Creating press opportunities and fostering a positive relationship with all key media
- ☞ Assisting with proposals and pitches for new business
- ☞ Working as a team member with all the Hushettes on Hush projects such as events, our blog and Twitter.

Qualifications:

- ☞ A degree in PR, journalism or a related field
- ☞ Excellent computer and social media skills
- ☞ A minimum of 3 years experience in PR

Please send all resumes to Lisa Poulos - [lisa@hush.net.au](mailto:lisa@hush.net.au)



**QuickThinking**  
communications

### **Mid-level PR consultant needed for boutique Northern Beaches agency, Quick Thinking Communications**

Loads of flexibility offered in this mid-level part-time/casual role focussed mainly around publicity for a diverse range of clients.

Your speed and accuracy will be your trademark as is your willingness to go the extra mile for clients. You will have excellent writing skills, superb listening skills and are not afraid of picking up the phone to interview anyone from students to scientists or to pitch to journalists. Database management skills are a given.

The role can be tailored to school hours and would be 2-3 days per week initially at our modern, well located Brookvale office with parking. Send your CV, with hourly salary expectation, to Quick Thinking's Managing Director Sue Nelson, [sue@qtcommunications.com](mailto:sue@qtcommunications.com). Learn more about Quick Thinking at [www.qtcommunications.com](http://www.qtcommunications.com).

JOB ADVERT

PR Account Coordinator – Technology and Consumer

Fast Track Your Career

Boutique PR agency located on the lower North Shore is seeking an enthusiastic public relations or communications graduate to take on the full-time role of Account Coordinator to support its growing business and consumer practice areas. This company also has a strong focus in the B2B and B2C technology sector so an interest in this field is an advantage.

The successful candidate will be responsible for the following tasks:

- Developing and managing media databases;
- Drafting media materials (media releases, backgrounders, biographies and so on) to send to journalists;
- Monitoring media for relevant news stories and client coverage;
- Researching events and feature opportunities and;
- Assisting the team with day-to-day client and administrative activities.

To be successful in this role, the candidate will require strong written and oral skills, attention to detail and a willingness to develop a strong news sense for issues of concern to our company and clients. This company offers flexible work hours, excellent training and an opportunity to fast track your skills.

Applicants should forward their CV to Deon Bailey at [deonb@optusnet.com.au](mailto:deonb@optusnet.com.au) before 28 February 2010.

Cartoons, by Jack

Kevin's Education Revolution  
Year 9 photo opportunity

Here's your free laptop!

So 2009.  
I want an iPad!



Jack  
9 Feb 10

Government Relations, NSW style...

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L-A-B-O-R  
N-S-Dubya

Jack  
9 Feb 2010

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