

How should you handle the involvement of media, whether sought or unwanted? In this newsletter, we outline some examples of the wide range of media-related activities that we have helped clients with in recent weeks.

Media training

We've received two approaches in the past week from organisations wanting help with media training. In our experience, people are increasingly aware of the power of the media and the need to better understand it. Perception of the media is often a long way from the reality. Our consultants are all former senior journalists and are intimately acquainted with the good, the bad and the ugly of 'the fourth estate.' If you recognise how the media works, the chances of a better outcome greatly increase. We can tailor training to suit your requirements.

- Claire Bennett, claire@durningpr.co.nz

Media management at work

We have worked closely with some land owners and a property consultant on a recent Environment Court case concerning the noise contours imposed by Christchurch International Airport. The contours affect how land underneath the flight path corridor can be used. Our clients believed the outcome of the case was not only important for them - it would impact on the future development of Christchurch. Our press release and ensuing media liaison prompted comprehensive coverage of the issue in The Press last Saturday (page 2 and front lead in The Mainlander) and the case has also been covered in the NBR and Property Investor.

- Maree Mahony, maree@durningpr.co.nz

NZ Open

Little wonder that savvy sports organisations pay considerable attention to media PR surrounding prestigious events. It's estimated that the Michael Hill NZ Open in Queenstown last November attracted \$1 million worth of media mentions. Not bad.

- John Durning, john@durningpr.co.nz

Crisis management

Every business dreads the prospect of a potentially disastrous event striking totally out of the blue. When it happens, time is of the essence. Being prepared is the key. Formulating a crisis management plan in good times will pay dividends in bad. If you don't already have a crisis management plan, we urge you to get one sorted quickly. Any crisis will invariably attract unwanted media attention. When under the media spotlight, good PR is your best friend. Just ask John Durning, who was recently involved in handling the Jesse Ryder affair.

- Jocelyn Johnstone, jocelyn@durningpr.co.nz

Modesty aside ...

Clients always have very individual requirements. What suits one, will not work for another. We have an outstanding group of consultants with diverse and complementary skills. So when John Durning is called to act as media manager with the BLACKCAPS, clients can be utterly confident of the team in charge in Christchurch.

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