

Public relations is about sustained, targeted communication. There's no one day wonder. It takes consistent delivery of your message, tailored appropriately to your audience - whether that be stakeholders, media or the wider public.

Understanding the media

Media profile is an amazingly powerful tool, carrying immense credibility and a far reach. But it is easy to miss the opportunities if you don't understand how the media works and what they want. For instance, a client recently asked us to try and get some editorial space in the NZ Herald. We 'expressed our reservations' about the nature of the article - too advertorial - but the client was keen to proceed. It was no great surprise to find that the piece was rejected. We got together again, reworked things and the Herald ran the piece. The day the article ran, the client received two invitations to get in front of major businesses in his sector. The client was lucky - you don't often get a second chance. But we had built an excellent relationship with the editor, who knew we understood what was wanted, how and when.

- Senior Consultant Claire Bennett, claire@durningpr.co.nz

Penguins a PR drawcard

A comprehensive PR and marketing programme focusing on the opening of the New Zealand Penguin Encounter is paying off at the International Antarctic Centre at Christchurch International Airport. The centre invested over \$2.5 million in a new attraction that is home for 16 Little Blue penguins. Six months down the track, visitor numbers have risen by well over 20,000 people on the back of extensive television, radio and newspaper coverage. Subsequent publicity since the opening has included specially made shoes the penguins have worn for their sore feet as well as the attraction's popularity with both local and overseas visitors. Stunning photos taken by the centre's staff have also helped to gain media exposure.

- Senior Consultant Maree Mahony, maree@durningpr.co.nz

Stand and deliver

Does the prospect of making a speech send butterflies fluttering round your stomach? Consultant Jocelyn Johnstone may be able to calm your fears. Jocelyn is a qualified speech teacher and adept at helping even the most nervous of speakers sound like an old hand. She can help with getting the words right and then ensure you will deliver them with aplomb.

- Account Director Jocelyn Johnstone, jocelyn@durningpr.co.nz

Property plaudits

Congratulations to Hamish Doig and the team at Colliers International in Christchurch for their acquisition of the agency business of Livingstones. The deal gives them an additional six highly experienced brokers and makes them the biggest commercial property agency in the South Island. Livingstones, meanwhile, has bought all the freehold property management portfolio of Colliers International in NZ. We've worked with Colliers locally for 12 years now, a testament to the strong relationships we build and the value they see in Durning PR.

- Senior Consultant Claire Bennett, claire@durningpr.co.nz

John's return

The Calypso kid will be back in the office on May 21 after taking a few days well-deserved (his words not ours) holiday in London. The result was not as the Black Caps wished but they are no doubt more than happy with John's work as media liaison manager during the 2006/07 cricketing summer. And for his part, John is unconvincing in his assurances that he has been pining for us while gazing at the sparkling Caribbean waters. Not.

105 Victoria Street
PO Box 25 309
Christchurch
New Zealand
t: 03 365 2579
f: 03 377 7172

e: durningpr@durningpr.co.nz
w: www.durningpr.co.nz