

The power of the media to help build a reputation - or, in turn - destroy it, can never be underestimated. As a firm of consultants, who have all previously worked in the media, we pride ourselves on the way we liaise with journalists, trying to balance their requirements with the best interests of our clients.

Pre-event media

Holding the Michael Hill New Zealand Open at such a unique location as the privately owned The Hills course in Queenstown has created considerable interest. To capitalise on this, Durning PR is taking a selected group of media to view and play the course in advance of the tournament - this will gain considerable pre-event publicity. To make the media day even more memorable, Sir Bob Charles will host the golfers/journalists. Watch for stories to appear in early November.

- John Durning, john@durningpr.co.nz

Media savvy

We doubt that there are many PR firms, who have business editors ringing asking if we have anything which might suit their pages. That sort of relationship highlights their experience of us to deliver newsworthy items, written appropriately, within the right timeframe. And the flow on effect can be tremendous. For instance, we recently worked with one of our clients, Grant Thornton, on a release about the new Portfolio Investment Equity regime. It ran in the Press, was picked up in the DominionPost, and the NZ Herald also interviewed the partner.

- Claire Bennett, claire@durningpr.co.nz

Surfs Up

Plaudits to Blair Brown, who is overseeing a possible subdivision at Gore Bay, north of Christchurch. In textbook (but sometimes neglected) fashion, he has included a PR company (us) in his project team, alongside environmental planners, engineers, resource management consultants and lawyers. Involvement at the very early stages of planning and consultation means we can establish consistent communication based around agreed key messages, horizon gaze for potential issues that might slow down the planning process and monitor media activities and public discussion on the proposed venture and react accordingly. Using PR at the outset means we can capitalise on every opportunity rather than trying to play catch-up.

- John Durning, john@durningpr.co.nz

Clearwater synergy

Occasionally clients with a business association can band together in a public relations campaign that has mutual benefit for all concerned. Clearwater Resort is one such place. Durning PR approached four different parties that have an association with the resort - Clearwater itself, the hotel management, golf course and land marketing company - with a view to putting together a combined PR plan. This has resulted in increased media coverage for all concerned inside a manageable budget.

- Maree Mahony, maree@durningpr.co.nz

electionz.com plans ahead

Christchurch-based electionz.com handled the processing of 36 of New Zealand's 73 local body elections. In 2004 some results were delayed because of the inadequate performance of a subcontractor. Since then electionz.com has taken several steps to ensure such delays are not repeated. Durning PR was approached early to prepare a PR and crisis communications plan that was forwarded to both the Department of Internal Affairs and Ministry of Health to satisfy them that communication strategies were in place to cover all eventualities. The elections went through without a hitch.

- John Durning, john@durningpr.co.nz

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