

Recognition of the need to communicate effectively is prompting more and more organisations to employ public relations. Even more heartening is the growing recognition that PR should be part of strategic planning at the start of projects.

Early bird catches the publicity

Don't wait for the media to come to you ... it might never happen. Auctioneer Phil McGoldrick, of Harcourts can testify to the virtues of being pro-active. Phil finished second in the New Zealand Auctioneering championships, but because the organisers did not have a publicity plan in place, Phil was quick to make sure a press release noting his second place was distributed. As a result, Phil was mentioned in several major papers, including the NZ Herald, as well as national radio coverage. Imagine how irked the actual winner of the competition must be, especially when he lives in Auckland and it is the runner-up who is getting the media mileage.

- John Durning, john@durningpr.co.nz

A good sport

Sport Canterbury is shortly to launch an e-magazine, reflecting what is happening in around 50 sports locally as well as raising its own profile. The organisation works with clubs and sports administrators to help them operate more effectively, thus encouraging more people to participate. It offers a range of programmes and funding opportunities for athletes, coaches, administrators and officials. Some of this work will be outlined in the magazine, for which Durning PR will write several of the articles. If you are involved in a sport and have a story idea, we would welcome your input.

- Maree Mahony, maree@durningpr.co.nz

On secondment

During the past year, we have answered the call from clients to work out of their offices when they need additional PR assistance. Jocelyn Johnstone is helping out one such client, whose communications team is currently depleted. We are happy to consider this option if you have a specific project in mind such as a communications audit or you have a temporary staffing gap. One of our strengths is our ability to work alongside other PR and marketing practitioners without rocking the boat.

- Jocelyn Johnstone, jocelyn@durningpr.co.nz

The write stuff

As former journalists, writing is second nature to us. In PR, we're still writing every day - profiles, media releases, newsletters and tender documents. Recent projects include the annual report for Invercargill Licensing Trust, and a newspaper supplement and brochure for St George's Hospital. What may take us a relatively short time could take you hours - there have to be more productive ways to use your time.

- John Durning, john@durningpr.co.nz; Jocelyn Johnstone, jocelyn@durningpr.co.nz

Designs on Christmas

A frightening thought, we know, but Christmas is less than four months away. We're already putting the finishing touches to a card design for one of our clients. If you need some assistance, let's have a chat.

- Ronnie Zilinskas, ronnie@durningpr.co.nz

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