

*Public relations used to be described as the 'poor cousin' of other traditional forms of communication. Today PR is a leader in its own right and is being recognised for its strategic importance. Successful PR is embraced by management and becomes an integral part of communication planning. Our experience is that savvy organisations are really starting to get their heads around the powerful effects of public relations.*

## International Monetary Fund

Two gentlemen from the IMF in Washington specifically asked for a face-to-face meeting with one of our clients when they were Down Under recently. They sought out this particular client after reading his comments published in The New Zealand Herald.

- Claire Bennett, [claire@durningpr.co.nz](mailto:claire@durningpr.co.nz)

## Bottomline

The same firm estimates it netted at least 10 clients - in Wellington and Christchurch - as the result of a newspaper article we worked on with them. They have clear evidence of new clients as the result of the media PR we have undertaken on their behalf.

- Claire Bennett, [claire@durningpr.co.nz](mailto:claire@durningpr.co.nz)

## Making the most of opportunities

One of our clients commissioned some research from a specialist company recently. We turned this material into a comprehensive article for their newsletter and also a press release, which gained extensive coverage in The Press, NBR and radio.

- Maree Mahony, [maree@durningpr.co.nz](mailto:maree@durningpr.co.nz)

## The right person in a crisis

Jocelyn Johnstone joins us after two and a half years in Communications at the Canterbury District Health Board, including six months as Communications Manager. As you can imagine, she has a wealth of experience in crisis management under the public and media spotlight. A qualified speech teacher, Jocelyn can work closely with clients needing to refine their presentation and public speaking skills. A trained journalist, Jocelyn has also taught communication skills at the New Zealand Broadcasting School.

- Jocelyn Johnstone, [jocelyn@durningpr.co.nz](mailto:jocelyn@durningpr.co.nz)

## Deli-ghtful

If you're down our end of the world in Victoria St, take a look in Blax deli, which opened before Christmas adjoining its espresso bar. Fabulous products (French cheeses, Italian salamis, designer sausages from Auckland and ready-to-bake fudge brownie mixes from Tauranga) disappear from the shelves like lightning. Gourmet meals to take away. We're handling their PR - all the ingredients for success.

- Jocelyn Johnstone, [jocelyn@durningpr.co.nz](mailto:jocelyn@durningpr.co.nz)

## It's a tough job ...

Please don't have any sympathy for John Durning if you ever hear him say he's working hard. Our esteemed leader (in absentia) has just left these shores for the Cricket World Cup in the West Indies, continuing his media liaison role with the Black Caps this summer. John made a guest appearance in the office after returning from the Commonwealth Bank ODI series in Australia and before handling PR for the NZPGA at Clearwater. John is keeping an eye on his emails if you want to contact him.

- John Durning, [john@durningpr.co.nz](mailto:john@durningpr.co.nz)

## Annual report season

We've just completed the design and compilation of the Canterbury District Law Society annual report. Our graphic designer has a meticulous eye for detail.

- Ronnie Zilinkas, [ronnie@durningpr.co.nz](mailto:ronnie@durningpr.co.nz)

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