

Public relations is all about communicating effectively. Sounds simple enough but it can be surprisingly difficult. Our job is to help you communicate well – whether it be with clients, media, staff or the wider public. With this in mind, here are some of the activities with which we've been involved lately.

Beijing countdown

Durning PR is assisting Paralympics NZ as its team prepares to compete at the highest level – the Paralympic Games in Beijing. Maree Mahony attended part of a two-day camp in Auckland to speak to the squad on making the most of any opportunities with journalists this year as well as how the media will cover the event for New Zealand audiences in September. She also handled media liaison surrounding the unveiling of the team uniform and you may have seen an item on One News. Durning PR also produced a brochure that contains helpful media information for athletes and coaches that can be applied both in New Zealand and in Beijing.

– Maree Mahony, maree@durningpr.co.nz; Ronnie Zilinskas, ronnie@durningpr.co.nz

TV clips for businesses

Broadband allows a whole new way of thinking about websites and emailing releases or presentations. We're working with a photographer, who is now specialising in producing videos for websites. It could be for your intranet – eg – to introduce a new employee or to provide employees with a monthly update. Or we could produce a history of your company or video a milestone, which could be posted on your website or emailed to your client base. Think TV news items - that's the length and calibre of potential videos.

– Claire Bennett, claire@durningpr.co.nz

Going green

In these days of environmental sustainability, more and more companies are looking at the way in which they send out information. Greenmail® is proving increasingly popular. The range includes compostable filmwrap, which is an alternative to the usual plastic wrap. It's essentially "clear paper" as it is made from wood-pulp and is biodegradable. It looks just like plastic and gives the same protection, while still allowing the artwork of the newsletter or brochure to clearly show through. There are also GreenMail(R) envelopes - 100% recycled fibre, which is elemental chlorine free. We're encouraging our clients to look more closely at these options.

– Claire Bennett, claire@durningpr.co.nz

Media training

Durning PR consultants can post a respectable cricket score in terms of our years of media experience. Sometimes, we use this knowledge to help other businesses or organisations, which want to establish or build a media profile. One recent example was a seminar we did with Nga Maia Aotearoa me Te Waipounamu Trust, the only nationally based organisation of Maori midwives. When senior management met in Christchurch recently, we took a session that looked at several aspects including projects they're involved in that might interest the media as well as how to respond to journalists when something goes amiss (crisis communication). We can tailor sessions to suit a business's needs and activities.

– Maree Mahony, maree@durningpr.co.nz; Jocelyn Johnstone, jocelyn@durningpr.co.nz

Presentation skills

Public speaking is never easy. It's not so much what you have to say, but HOW you say it.

Few of us are naturals and even the best can learn a few tips for improved delivery. We've recently been working with senior staff at business advisors Grant Thornton to hone their presentation skills. These one-on-one sessions mean we can also critique the content of your speech and make some helpful suggestions.

– Jocelyn Johnstone, jocelyn@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