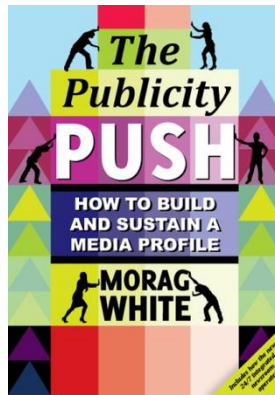


Media Release
For immediate distribution
22 October 2012



The Publicity Push
How to build and sustain a media profile
Author, Morag White
Publisher, Green Olive Press
130pp, 140 x 210mm
RRP, \$24.95

"If all the publicists and PR people I have dealt with over the past forty years had followed the advice offered...in this excellent book...I would endlessly sing their praises." Bruce Elder, Sydney Morning Herald.

The changing face of the media landscape, the introduction of the 24/7 rolling deadlines, and how to raise awareness in a highly competitive media environment are all addressed in *The Publicity Push*, out now.

Former entertainment industry publicist Morag White has drawn on 20 years experience to deliver a comprehensive and practical guide that clearly outlines how to employ effective publicity strategies to build a media profile.

The Publicity Push is designed for the novice and is ideal for students, small business operators and those who want to self manage their media activities.

Morag White said, "Where we source our news and how we interact with the media has changed dramatically in the last 10 years. Competition for coverage is fierce and understanding how to apply strategic publicity techniques, to carve out a profile, is crucial for success."

Contains

- The first look at a day in the life of the restructured 24/7 print newsroom complete with rolling deadlines and digital and print platform details
- The new Fairfax media organisational structure designed to accommodate the demands of online, video, magazines and long form media
- How to design effective publicity programs and build a credible profile
- Social media tools and how to integrate into the media campaign

"If you want to become a great publicist: read this carefully and wrap yourself in its good advice."
Bruce Elder, Sydney Morning Herald.

-ENDS-

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About the author

Morag White has over 20 years experience as a publicist in the entertainment industry. Her business (Push Productions) worked with such clients as Film Australia, One Extra Dance and Sydney Philharmonia Choirs. Morag has lectured on media studies and PR at TAFE, Australian Professional Marketing, JMC Academy and UTS's School of Leisure, Sport and Tourism.