

July 2007

Westbrook Communications  
Media and Investor Relations  
News brings together news  
and information on media and  
investor relations issues from  
around the world as well  
as providing an update on our  
news, activities and services.

### Taking time

Investor relations is taking increasing amounts of chief executive time, according to a survey of NYSE listed companies (IR Magazine). Some 58 per cent of CEOs said they were giving more time to communicating with shareholders than three years ago.

The same survey showed that meeting legislative demands for more disclosure had produced two main benefits. One was improved investor confidence and the other was greater engagement by board members in the disclosure process

### Live blogging

Live commentary on company earnings conference calls is one of the latest trends to emerge from the US. While at this stage it is more interesting than influential, it does blur the lines between blogging and journalism as personal opinions about presenters and the impressions they create become part of the commentary. An example can be seen here:

<http://www.bloggingstocks.com/bloggers/sarah-gilbert/>

### Who causes crisis?

A South African study of crises recently found that a staggering 70 per cent had their origins inside organisations while 30 per cent were external.

Where these crises had internal origins, 75 per cent were caused by management and 25 per cent by employees. (<http://www.biz-community.com/PressOffice/PressRelease.aspx?i=538&ai=13738>)

These statistics highlight even further the need for companies to have a better understanding of how crises can arise so they can have a plan in place for its management.

A common element of our crisis preparation work is to assist companies establish a first alert group so there is a readiness to meet the first commandment of any crisis - to respond quickly.

If it is a crisis attracting the media, a quick response has to be available for the basic three questions of any crisis - what has happened, who is to blame and what are you doing about it?

While there are many components to a crisis plan, it is important not to let an encyclopaedic manual get in the way of swift and sure response.

### More newspapers

It would seem Australia can support a lot more newspapers judging by comparisons with OECD countries. The conclusion of one researcher is that it is lack of diversity and not the internet that is the main threat to newspaper sales. On the basis of titles per million adult population, Australia is well down on the list at 3.04. Other rankings include Norway at 21.1, Sweden 12.06, New Zealand 7.25, USA 6.83 and Germany 5.26, while at the lower end were Britain at 2.03, France 1.72 and Italy 1.82.

(<http://www.crikey.com.au/Media/20060829-Why-Australia-needs-more-newspapers.html>)

### Winning websites

A recent study of European listed company websites ([http://www.companynewsgroup.com/imprimer.asp?o\\_id=112536](http://www.companynewsgroup.com/imprimer.asp?o_id=112536)) grouped winning characteristics into three categories:

- Fundamentals - covering basic financial data on a company, especially share price, interim and annual reports and media releases
- Interactivity - such as email alerts for company news and events, rich media and portfolio simulator
- Comprehensiveness - covers quantity of financial data, such as dividends, details of analysts and meetings with them, as well as depth, with market price downloads and archives

### TV first for news

Television is the first place Australians look for a news update, with newspapers being the preferred source for opinions and views, although 74 percent think the media is more interested in making money than informing society.

(<http://www.roymorgan.com/news/polls/2006/4117/>)





## *Westbrook Communications News*

### Client clips

*Rural Press* - completes \$9 billion merger with Fairfax Media

*Grange Securities* - becomes member of Lehman Brothers group

*Novogen* - anti-cancer drug phenoxodiol progresses phase III studies globally

*Aevum* - expands with further acquisitions

*Blue Chip Financial Solutions* - lifts profit beyond forecast

*CBD Energy* - seals partnership with German solar energy company, SOLON

*Inventis* - growth from combination of four businesses establishes base for capital raising

*Nanosonics* - lists on ASX after significantly oversubscribed capital raising

*BKR Walker Wayland* - takes PharmAssist national

*Alkane* - releases further promising drill results in central western NSW

*VentureAcess Capital* - aligns cornerstone investors in advance of IPO

*Enterprise Pacific* - achieves support from government, corporate and educational sectors for Pacific Technology Corridor

*New Hope* - expands Australian coal operations and exploration

*WH Soul Pattinson* - lifts dividend from diverse earnings base

### Media and presentation tips

- If you are going to rely on speaking notes, try not to use them for the first minute and then rely on the glancing method for delivery
- Being quoted out of context will always happen because an entire interview is never published, so prepare quotes in advance
- If you plan properly for all media interviews there will be little difference during crisis

### Did You Know?

- Recent UNSW research undermines the effectiveness of PowerPoint in showing it is more difficult for the brain to process information if it is coming to you in the written and spoken form at the same time
- A listing of the Top 50 TV programs over the last 50 years includes several programs from the 1960s, such as 77 Sunset Strip, Perry Mason, Ben Casey and The Jack Benny Show
- Lunching out is on the decline in the US, with 39 per cent of workers surveyed eating out three times a week while only 10 per cent eat out five times a week

### Our Services

**Communications strategy** - development of the corporate story and how it is presented

**Media relations** - achieving a media profile, positioning and management of news flow

**Investor relations** - achieving investor understanding of your corporate story

**Shareholder communication** - contributing to shareholder loyalty through communication

**Corporate affairs** - developing a framework for implementing corporate communication

**Marketing communications** - contributing to the marketing function with communications input

**Crisis management** - preparation for and management of communication at times of crisis

**Media training** - rehearsing your story to sharpen the value from engagement with the media

**Graphic design** - corporate design to match communications strategy

**Government relations** - accessing key decision-makers on a local, state and federal level

*Westbrook Communications advises ASX listed companies, financial services and professional organisations on communication. Established in 1987, many of our programs have won awards for excellence in financial and investor communication. For inquiries, please contact Ian Westbrook, Cherry Dinh or David Reid*

Westbrook Communications is Australia's leading independent financial public relations firm.

Our team comprises senior people with backgrounds in journalism and the investment markets, giving us an edge in advice on communication of business information.

Our years of experience enable us to advise companies on marketing and communication with the media, investors and the investment community.

Crucial to maximising the value of communication is guidance on the how and when as well as the content of what is said.

With our input your company can achieve the positioning and recognition it deserves.

## **Westbrook** *communications*

Level 1, 17 Castlereagh Street  
Sydney NSW 2000  
GPO Box 5046, Sydney NSW 2001  
Telephone 61 2 9231 0922  
Facsimile 61 2 9231 0131  
info@westbrookfin.com.au  
www.westbrookfin.com.au