

DIARY



Keeping it real in the house of love

New entrant to the dating game, ~~rebranded~~ this week launched

also recently wed bride, Rebecca, and in his spare time runs non-profit organisation Fanconi Anaemia Australia? To boost his chances at the up-coming election, in true Gen Y fashion, Campbell created the site keepadelaidealive.com. So how does he propose to keep Adelaide alive? Really, it is quite simple: "get more people living in the city", "build more places for people to live in", "celebrate youth" and "don't be a fuddy-duddy town". Ambitious? Yes. But somehow, The Networker kind of believes him.

PR 101: don't be rude to journalists

LG Electronics' PR hacks might have to take a lesson in PR 101. When a *B&T* reporter recently did the news rounds to see if there was anything new kicking around the wonderful world of electronic marketing, the LG PR contact was rude and unhelpful to say the least. She promptly informed the reporter: "That's a very strange question. Don't you think we would have sent out a release if there was something we wanted to tell you about?" Well actually, many would probably be surprised to know that no, this is not always the case, hence the courtesy call. And believe it or not there are companies out there, big and small, which still don't understand the concept of media relations.

Fnukey



slightly to find a partner for real love". We wonder why?

Fnukey MD no fuddy duddy

As if it isn't enough working as the MD of Adelaide-based ad agency Fnukey, 24-year-old David Campbell (pictured below), is now seeking election to Adelaide City Council. Did we mention, he