



GIRL WITH A SATCHEL

A daily blog with a girlie slant. Pop culture, magazines & pretty things

Tuesday, 18 September 2007

Girl in Media #2

For the second installment of GWAS 'Girl In Media', I chatted to Dionne Moskow, director of [Polkadot PR](#). She joined the likes of [Roxy Jacenko](#) (Sweaty Betty PR) and Holly Garber (Golightly PR) by starting her own PR company in her early 20s...

What's your background and when did you decide to launch Polkadot?

I studied Bachelor of Media at Macquarie University, Sydney, and during my education I did plenty of work experience at various magazine titles. Following graduation I was offered a job as a journalist at a community newspaper and worked there for six months before travelling to Mexico for five months. Upon my return I worked in PR and, in April 2006, I started Polkadot PR, at the age of 24.

What were some of the obstacles you faced when setting up your own business?

There was a lot to learn in the initial stages and I'm learning more everyday! I did a course with Freelance Success ([freelancesuccess.com.au](#)), which educated me about working independently, doing my tax, pitching for business, etc., and was incredibly inspired. In the initial stages I didn't have a portfolio of work to prove to potential clients that I was capable of achieving results, they just had blind faith, however, over time, we've collected a great portfolio of campaigns and results. During my first new business meeting, I asked a client to give me a three month trial period, during which time I would prove to him that PR works. He asked if I would be around for three years, to which I replied "I F*&k#n hope so, I just had 5000 business cards printed"! Needless to say the client signed that day.



Who are some of the women who've inspired you on your career journey?

The founder and teacher of Freelance Success, Monica Davidson, has been a guiding mentor to me. I admire her for her ability to be a successful businesswoman, work as a freelancer and still manage a happy personal life with her three young girls. Journalist Joanna Hall, who is a freelance writer for a number of Australian titles, has also guided me from the media's perspective. Other women external to those in my immediate network include Shelly Barrett from Model Co and Ita Buttrose.

What are some of the challenges faced in the PR industry?

A common challenge that I face is education about the PR industry. I believe prior to commencing a PR campaign the agency and client should sit down for an education session so that both parties are aware of the deadlines and pressures placed on the client and the agency, and quash any unrealistic expectations. Another all too common challenge is the misconception that PR is fluffy, nonsense industry; PR is strategic and innovative and, if done properly, can yield great results for the client's bottom line.

Who are your major clients?

Some brand known clients include Chip Chop, Nimue Skin Technology, Botanical Extracts, Salon Only, The Pet Loo, Mileno Shoes, United Galleries, and Glasshouse Candles, to name a few. As you can tell, there's quite a mix; we're a consumer agency with a variety of clients, which makes each day different and interesting. We've just had another major brand sign on but it's too early to take it public! Stay tuned.

What does an average day in the office involve for you?

Obsessive email checking! I work with my team of staff to execute strategic campaigns for our clients; no two days are different, and we could be working on a project when a journalist urgently requires a product to be sent, a price to be tagged, a quote to be given or a picture to be taken. It's very unpredictable but it's go, go, go. I often meet with clients whether in our office or at theirs. Other time

Yours Truly



Get Girl With a Satchel daily!

Enter your Email

[Preview](#) | Powered by [FeedBlitz](#)

Quote for the week

"With every experience, you alone are painting your own canvas, thought by thought, choice by choice." Oprah

What's your fave international glossy magazine?

UK Vogue	3 (6%)
US Vogue	4 (8%)
UK Elle	5 (10%)
US Elle	1 (2%)
Teen Vogue	16 (33%)
US Glamour	0 (0%)
UK Glamour	3 (6%)
US Harper's Bazaar	2 (4%)
Tatler	1 (2%)
Vanity Fair	11 (22%)
US Marie Claire	2 (4%)
Uk Marie Claire	0 (0%)
Allure	1 (2%)
W	2 (4%)
Lucky	1 (2%)
Other	5 (10%)

Votes so far: 48
Poll closed

is spent taking them to TV appearances or radio interviews or guiding them at photo shoots. As a business owner, you never work a 9-5 job, so I often wake up at 4:30am and check three things: my email, the news headlines and my bank account. I think this is the case with all business owners!

How big is your team?

I currently employ three full time staff plus myself. I also have interns regularly. The teams is growing and growing.

What's the Polkadot PR office culture like?

It's very relaxed and jovial – we sit in close proximity to one another so there's a lot of talking going on! It's delightfully unpretentious and colourful – we have Polkadot artwork and stickers all over the walls and a massive pink clock! I encourage my staff to take a break during the day, go for a walk, get some fresh air and because we all work on laptops we can access the network from anywhere; which means working on the outdoor furniture or in the park across the road is a regular occurrence! We also have an office dog, Basil, who comes to work three days a week and is an absolute delight!

Which are your favourite magazines to read?

I really enjoy *Marie Claire* for their in-depth international articles. *Russh* is amazing for up to date fashion that I could never afford. The beauty and fashion pages in *Madison* are always well planned and *Shop Til You Drop* is incredibly professional to deal with. If I'm feeling creative or inspired I read *Vogue Entertaining and Travel*, *Gourmet Traveller*, *Table Magazine* and *Delicious*. I read magazines from a very different perspective now, always scanning to seek opportunities and view results – very rarely do I sit on the couch or by the pool and just read it for leisure. If I'm feeling particularly business oriented, I enjoy reading *BRW*, *Dynamic Small Business* and *Wealth Creator*. Every week I read the horoscopes in the *Sun-Herald Life* magazine, because the week I started my business this was my reading: "You're already done all the hard work but bringing a long-term project home involves smiling and putting across your message. There's schmoozing to be done. This comes more naturally after Wednesday when Venus, the public relations planet lends you a relaxed and easy manner. However, you have substance as well as style – which makes selling yourself that much easier – but you still have to play the game." Freaky or what? It now sits posted to the wall above my desk as a type of mantra.

In terms of pitching concepts to magazine editors/writers, what are some of the practises you use?

It's important to submit only relevant pitches to magazine editors and writers; to find out who is writing for the particular section you want to pitch and make it concise and easy to implement. Don't use fancy language or send 10MB emails, and follow up with phone calls, but, at the same time, don't interrogate. We sometimes telephone to pitch the story, send an email or use our Facebook group 'Polkadot PR' to gauge the interest of our members regarding campaigns we work on. Large bunches of red roses and Moet champagne might impress the journo, but if there's no story behind it, then what's the point? With regards to beauty clients, I like to invite them to experience the treatments in a one-on-one method, as opposed to spending thousands of the client's dollars on lavish launches. This way you have their complete attention and are able to offer them a facial, massage, hair treatment, spray tan etc. Who would turn that down?

What's your feeling about the magazine industry in Australia right now?

I think the publishing houses are producing great magazines at present, however I am slightly concerned with the ownership of the titles being so centralised, particularly referring to the recent takeover of Time Inc by Pacific Magazines*. From a PR perspective, this affects our pitches to TV as Pacific and Channel 7 are linked, as are ACP and Channel 9 – it makes taking a story from print to television a lot more rigid. I would like to see more health related titles – as I understand, Pacific Magazine is bringing out *Women's Health*, so I look forward to tucking into those pages!

Yours truly,
Girl With a Satchel

*Ed's note: This interview was conducted prior to ACP taking over EMAP.

Posted by Erica Bartle (nee Holburn) at [22:05](#) [0 comments](#)

GWAS Mag Rating Scale

Overall excitement factor...

- 1 - To the recycling bin!
- 2 - Can I have a refund?
- 3 - Oh, dear – hope next month is better...
- 4 - Borrow from a friend, if you must.
- 5 - Not a total waste of money.
- 6 - Good but not glowing.
- 7 - Satisfying, with some excellent bits.
- 8 - Pocket money well spent.
- 9 - Prime bookshelf positioning.
- 10 - I'm going to laminate every page and archive it.

GWAS Mag Feel-Good Rating

Overall feel-good factor rating scale:

- 1 - Depressed: Take me to my therapist!
- 2 - Anxious: Do my thighs look big in this?
- 3 - Inadequate: Where's my gold Visa?
- 4 - Inspired: I LOVE being a girl!
- 5 - Excited: I'm going to change my hair/relationship/attitude...
- 6 - Empowered: I feel smart, cool, caring and confident.

Girl With a Satchel's Links

- [Amazon](#)
- [Beauty Directory](#)
- [Borders Books](#)
- [Compassion Australia](#)
- [Copyranter](#)
- [Crucial Minutiae](#)
- [Daily Candy](#)
- [Elle - UK](#)
- [Elle Girl magazine](#)
- [Fabulous Somebody](#)
- [Fruity Beauty](#)
- [Girlfriend magazine](#)
- [Glamour blogs](#)
- [JC Epidemic](#)
- [Just My Cup of Tea](#)
- [Makeup Alley](#)
- [Notes On Glossy Paper](#)
- [People - Off The Rack](#)
- [Pop Candy](#)
- [Purpose Driven Life](#)
- [Style Notes](#)
- [Style.com](#)
- [Sydney Christian Radio](#)
- [Teen Vogue](#)
- [The Daily](#)
- [The Musings of Ondo Lady](#)
- [The Sartorialist](#)