

Editors critical of industry PR

Leading construction industry journal Editors were sharply critical of some industry Press and Public Relations personnel when they spoke at the annual IBP Question Time in association with Placemakers in London.

The Editors - Adrian Barrick (Building), Peter Bill (Estates Gazette), Paul Finch (Architects Journal) and Richard Northedge (Sunday Business) - were answering the question: "In this present world of spin, how do Editors view the outpourings from the spokespersons of the property and construction industry.....?"

They had three main complaints: First, some PRs seemed to be employed to keep their organisations out of the Press rather than working to secure coverage; Second, some spokespersons were simply unable to answer basic questions about their organisations and unwilling to pass-on calls and, third, far too little personal contact now takes place either 'one-to-one' or through increasingly infrequent Press Conferences.

Adrian Barrick said: "What surprises me is just how little hard sell we get from companies and PRs. I get the impression that company PRs and agencies are being paid by companies to keep them out of the Press rather than get them into it."

"My one plea is for the industry to find more 'stars', a few big personalities from the industry. We have had some great figures from the industry and I'm desperate for some new names and ideas."

He was impatient with PRs "who really do not know what they are talking about." He added: "We want to talk to the people who make the decisions. If spokespersons cannot talk authoritatively then they should put us on to someone else who can."

The Editors all agreed that they liked to receive information in the form of 'scoops' although Richard Northedge wondered "what happened to Press Conferences where people can meet other people."

Peter Bill said that the Property Press was "inundated" with information - unfortunately about 90 per cent of what comes through the post is wasted."



Millennium Journalism Awards Ceremony A Success

The intensive competition that marked the IBP 2000 Journalism Awards scheme came to fruition at the annual Awards Ceremony at the Four Seasons Hotel in London, widely regarded by those present as a major success.

Shown above is the winner of the IBP Young Journalist of the Year Award, Jenny Davey of Property Week (centre) who is flanked by Philippa Kennedy (right), Editor of the Press Gazette and by Darren Jarvis, Director of Information Services, The Building Centre (sponsor). This is the award category which brought the comment by Dr. Frank Duffy: "It is really encouraging that these magazines and journals are attracting such excellent talent."

Philippa Kennedy was introduced by the rollicking comedy double act of David Banks, former Editor of the Daily Mirror and Nick Ferrari, launch Editor of 'Sky News'.

The 2001 IBP Journalism Awards ceremony is to be held on Thursday, November 29 and promises another great evening's entertainment - and competition.

The Editors' replies to a question on how, as 'respectable editors' they regarded information offered "off the record", make interesting reading.

Peter Bill said: "I regard 'off the record' information as being not for quoting and I only use information given this way as background. I then like to agree an 'on the record' quote."

Richard Northedge said: "My maxim is to make sure the person giving you the information understands what you are

intending to do with it. The question I always ask myself is 'if you don't want it used in a newspaper, why are you telling a journalist about it?'

Adrian Barrick said: "My advice is never to tell a journalist something you don't want him to print. I regard something as 'off the record' and not to be used if the source says if you use this, we'll kill you!"

The IBP Bulletin is able to print these comments since the Editors did not indicate that they were 'off the record!'



Millennium Journalis



Architectural Journalist

Left to right: Christopher Croft, Director and General Manager, Shepherd Design (sponsor); Catherine Slessor (3rd place); Philippa Kennedy, Editor Press Gazette and John Welsh (collecting first place on behalf of Naomi Stungo). (Not in photo, Kenneth Powell (2nd place).



News Reporter

Left to right: Sean Cronin (3rd place); Rainbow Blue Nelson (highly recommended); Philippa Kennedy, Editor Press Gazette; Richard Thompson (2nd place); Andy Cook (winner) and Adrian Franklin, Chief Executive, HGB Construction Ltd (sponsor)



Commercial Property Writer

Left to right: Giles Barrie (3rd place); Gerald Bowey, Chief Executive, IBP Services (sponsor); Elaine Knutt (winner); Philippa Kennedy, Editor Press Gazette and Amanda Seidle (2nd place).



Magazine of the Year

Left to right: Martin Turner, Marketing Director, Marley Roofing Products (sponsor); Aaron Morby (winner); Philippa Kennedy, Editor Press Gazette; Peter Bill (3rd place) and Antony Oliver (2nd place).



m Awards Ceremony



Building Journalist

Left to right: Denis MacDaid, Managing Director, Taylor Woodrow Construction Ltd (sponsor); Elaine Knutt (3rd place); Philippa Kennedy, Editor Press Gazette; Adrian Barrick (collecting first place on behalf of Hannah Baldock) and Andy Cook (2nd place).



Civil Engineering Journalist

Left to right: Norman Schunter, Managing Director, WS Atkins, Power & Infrastructure (sponsor); Antony Oliver (2nd place); Philippa Kennedy, Editor Press Gazette; Andrew Mylius (3rd place) and David Hayward (winner).



Environmental Journalist

Left to right: Andy Pearson (2nd place); Peter Moseley, Building Services Partner, Buro Happold (sponsor); Philippa Kennedy, Editor Press Gazette; Andrew Mylius (winner). No third placement in this category.



Business/Financial Journalist

Left to right: Giles Barrie (2nd place); Andrew Bond, Corporate Communications Director, Bovis Lend Lease (sponsor); James Whitmore (winner); Philippa Kennedy, Editor Press Gazette and John Leitch (3rd place).



Housing Journalist

Left to right: John Theakston, Chief Executive, Swan Hill Group (sponsor); Richard Forshaw (winner); Mira Bar-Hillel (2nd place); Philippa Kennedy, Editor Press Gazette and Martin Spring (3rd place).

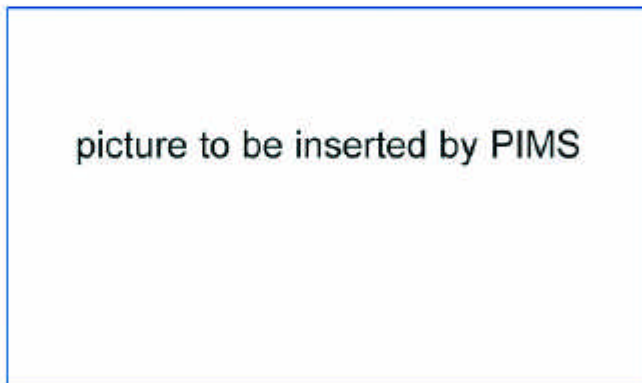


Business/Financial Journalist

Left to right: Darren Jarvis, Director of Information Services, The Building Centre (sponsor); Jenny Davey (winner); Renee Barnes (2nd place); Philippa Kennedy, Editor Press Gazette; Liz Hamson (3rd place) and Stuart Watson (highly commended).



IBP President, Peter Bill, Editor of Estates Gazette, presented an Honorary Award to Alan Bailey, Chairman of Placemakers, Acknowledging his work as a cartoonist.



Journalist of the Year

Left to right: Nigel Thompson, Deputy Chairman, Ove Arup & Partners (sponsor); Philippa Kennedy, Editor Press Gazette and Adrian Barrick (collecting the award on behalf of Hannah Baldock).

Journalism Awards 2001

“ Specialist Awards like the IBP Journalism Awards are important both to the building industry itself and to the journalists who write about it. They are vital if we are to recognise high standards and outstanding work and they certainly matter to the people who win them. They invariably take pride of place on a journalist’s CV.

“ Journalists are the industry’s watchdogs and often the first to ring public bells when something goes wrong and to sing the praises when it’s appropriate. I therefore strongly encourage you to join the list of journalists that have entered and won various categories in the IBP Awards. ”

Philippa Kennedy

Editor, Press Gazette

awards

call for awards entries to be submitted by 7 September 2001

The winner in each category will be presented with an award and a cheque for £500 by the sponsor. In addition the Journalist of the Year, judged from the winners in each category, will receive a cheque for £500 and an Award.



Architectural Journalist of the Year
Sponsor: International Building Press



Building Journalist of the Year
Sponsor: Taylor Woodrow



Civil Engineering Journalist of the Year
Sponsor: CITB



News Reporter of the Year
Sponsor: HBG Construction Ltd



Environmental Journalist of the Year
Sponsor: Buro Happold Consulting Engineers



Business/Financial Journalist of the Year
Sponsor: Bovis Lend Lease



Commercial Property Writer of the Year
Sponsor: Insp@ce



Housing Journalist of the Year
Sponsor: Swan Hill Group Plc



Young Journalist of the Year
Sponsor: Protek Information Technology Environment



Magazine of the Year
Sponsor: Marley Roofing Products



IBP Journalist of the Year: Judged from the winners of the various categories
Sponsor: Ove Arup Partnership

JUDGES INCLUDE:

Robin Adams

Editor, Architectural Ironmongery Journal

Mike Day

Regional Director, Connell

Peter Day

BBC 'In Business' Programme

Dr Frank Duffy CBE, PPRIBA

Founder, DEGW

John Grigsby

Freelance Property Writer

Richard Kauntze

Chief Executive, British Council for Offices

Adrienne Margolis

Freelance Journalist

Chris Marsh

Chairman, Estate Management,
University of Westminster

Michelle McDowall CEng FICE

Associate Director,
Building Design Partnership

Richard Northedge

Deputy Editor, Sunday Business

Christopher Pateman

Editor, Builders' Merchants Journal

Rex Pengilly

A H Construction and Property Consultants

Catherine Pepinster

Assistant Editor (News) The Independent

Sandi Rhys-Jones OBE

Rhys-Jones Consultants

Michael Rose CBE

Chairman, The Building Centre

Darius Sarosh

Alfred McAlpine Construction Ltd

Michael Squire RIBA Dip MA

Michael Squire and Partners

Media and PRs should work together

says new IBP President



New IBP President, Adrian Barrick.

There should be more co-operation between the public relations sector and the construction press in enhancing and promoting the industry's public profile, according to the new President of IBP, Adrian Barrick, Editorial Director of Building magazine.

He urged PRs to be more "proactive" and, in representing their clients, to look for more opportunities of working with the media towards their mutual benefit.

"We in the construction press really do feel we have an important role in promoting the industry's public profile. There are a whole range of key issues, from the ramifications of the Egan Report to site safety, where the Government and the public are taking a keen interest in what the industry is doing.

"PRs should play a more positive role in helping to promote the industry by encouraging their companies and clients to work with the media, rather than adopting a defensive attitude, keeping companies out of the press, limiting contacts with journalists and somehow seeing the media as a threat," he said.

The industry, architecture and property are firmly in the public arena and are fair subjects for public debate, he said.

Adrian Barrick sounds like a true crusader for improved relationships between prs and the media. At the helm of, Building magazine, for the past five years he has been in the front line of the industry's relations with Government, opinion formers and the public.

He certainly believes that opportunities for greater co-operation between prs and the media are there to be taken. In particular he is a powerful advocate for the construction press.

"The industry's press is among the largest and most thriving of any business press. You can see this from the number of journalists moving from construction journals to national newspapers, radio and television," he said.

Interviewed on becoming President of the International Building Press, Adrian Barrick said that IBP was playing an important role in fostering a keen sense of community among construction prs and journalists.

"IBP is good at organising events such as press visits, the Quiz Night and the Annual Journalism Awards. The Awards, in particular, are going from strength to strength.

"IBP should focus on these events because this is what attracts support from new young journalists. I see this as its key role now and in the future."

NRU Supremo optimistic about beating deprivation

The concensus among IBP members at the annual dinner was clear - Joe Montgomery was the right man in the right job to tackle the enormous problem of deprived neighbourhoods in Britain today.

The articulate and engaging Head of the Government's Neighbourhood Renewal Unit delivered a thought provoking and thoroughly entertaining performance on his role and programme for overcoming some of the more intractable problems of deprived areas.

Although expressed in pamphlet form in the now familiar New Labour mediaspeak, there can be no doubting the breathtaking vision behind the neighbourhood renewal strategy:

It is to "narrow the gap between deprived neighbourhoods and the rest of the country so that, within 10 to 20 years, no-one should be seriously disadvantaged by where they live".

But if this may seem a somewhat flexible aim, the NRU's so-called 'floor targets' are much more explicit.

continued on back page

IBP 2001 Journalism Awards

Aiming for the best ever

The momentum is now well under way towards making the IBP 2001 Journalism Awards the best ever.

The race is on to better the record overall level of entries and the already high standards of journalism that marked the Millennium Awards last year.

Then there were 108 entries of 324 articles for the ten categories of awards. Can this total be beaten in 2001?

Now is the time to get your entries in to meet the deadline of 7 September. Please note that **THIS IS THE FINAL DATE ON WHICH ENTRIES CAN BE ACCEPTED FOR THE 2001 AWARDS.**

Typical comments by judges on last year's awards entries included: "A great read with substance" and "excellent authoritative coverage."

Particularly encouraging was the comment by Dr. Frank Duffy, founder, DEGW, on the Young Journalist category, who said: "We are really encouraged that these magazines and journals are attracting such excellent talent."

As new IBP President, Adrian Barrick - whose 'Building' Magazine journalist Hannah Baldock won the IBP Journalist of the Year award last year - says in his Presidential interview on the front page of this issue: "These awards are going from strength to strength."



Last year's winner of the Young Journalists of the Year Award, Jenny Davey (left), of Property Week, said: "My win came in a good year for me. I was also shortlisted for another award and I have since been promoted to News Editor on the journal."

"Entering the awards was good fun and it gave me a real buzz on the night of the ceremony. I will certainly be having another go this year."

The winner in each category will be presented with an award and a cheque for £500 by the sponsor. In addition the Journalist of the Year, judged from the winners in each category, will receive a cheque for £500 and an Award.



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Sponsor: International Building Press



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Civil Engineering Journalist of the Year

Sponsor: CITB



News Reporter of the Year

Sponsor: HBG Construction Ltd



Environmental Journalist of the Year

Sponsor: Buro Happold Consulting Engineers



Business/Financial Journalist of the Year

Sponsor: Bovis Lend Lease



Commercial Property Writer of the Year

Sponsor: Insp@ce



Housing Journalist of the Year

Sponsor: Swan Hill Group Plc



Young Journalist of the Year

Sponsor: Protek



Magazine of the Year

Sponsor: Marley Roofing Products



IBP Journalist of the Year: Judged from the winners of the various categories

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John Grigsby
Freelance Property Writer

Richard Kauntze
Chief Executive, British Council for Offices

Lee Mallett
Director, Transformer Properties, former Editor, Building Design

Adrienne Margolis
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Chris Marsh
Chairman, Estate Management, University of Westminster

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Rhys-Jones Consultants

Michael Rose CBE
Chairman, The Building Centre

Darius Sarosh
Alfred McAlpine Construction Ltd

Michael Squire RIBA Dip MA
Michael Squire and Partners

Chris Warman
Special Reports, The Times

CALL FOR AWARDS ENTRIES TO BE SUBMITTED BY 7 SEPTEMBER 2001.

An entry form is enclosed with this Bulletin or you can download entry details from the new IBP website at www.ibp.org.uk.