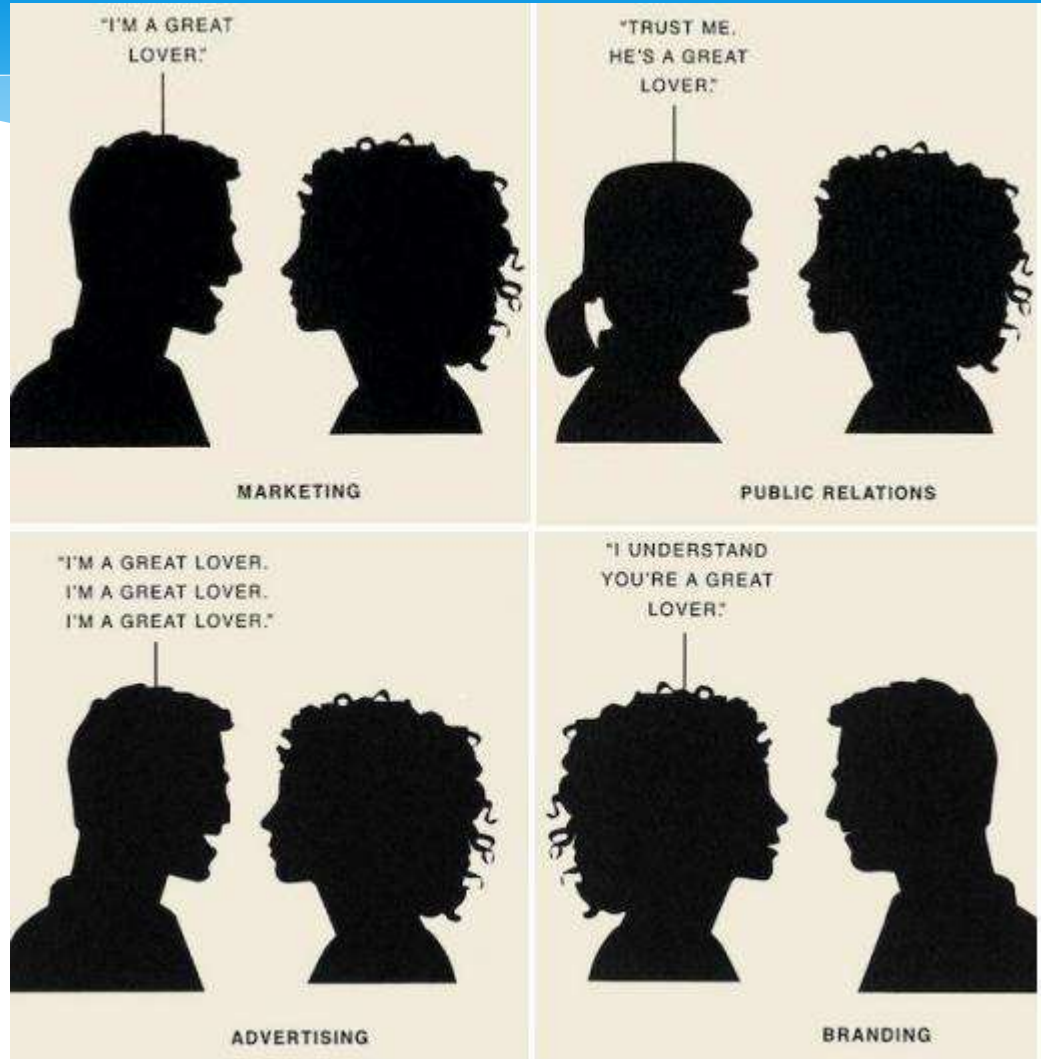


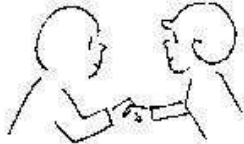
It's your turn to talk!



# The Differences

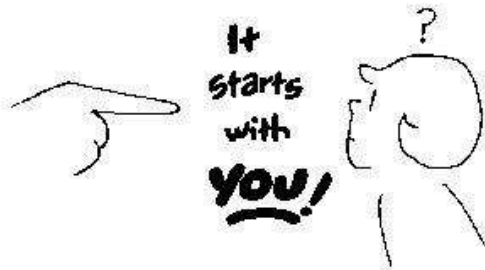
What IS  
**PUBLIC**  
**RELATIONS**  
?

# It's about you!



It's the way an individual or an organization deals with other people (the public).

**EVERYONE** has public relations... good or bad... whether he likes it or not!



It starts with **YOU!**

People relate to you and to your organization through you.

**Did he think  
how this would  
look when he  
agreed to the  
Pic?**





**Be available !**

They always  
provide a  
headline!

# The Washington Post

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## Greenpeace accuses Dow Chemical, Sasol and P.R. allies of corporate spying

By *Spencer S. Hsu*  
Washington Post Staff Writer  
Monday, November 29, 2010, 6:39 PM

A federal lawsuit filed Monday alleges that Dow Chemical, Sasol North America and their contractors waged a two-year campaign of illegal corporate espionage against the environmental group Greenpeace and its allies.



# Where was Rotary?

FIRST PERSON

BILL GATES

## 'We're close to making polio the first human disease to be eradicated in the 21st century'

Billionaire **Bill Gates** writes for *The Big Issue* about his mission to wipe out a killer disease – and he reveals what people most frequently ask him...



**W**Henever I travel the world, meeting people and getting ideas for how to tackle the world's problems, I'm asked lots of questions. What's it like being a billionaire? How do my kids feel about 'billion' and me giving them our money to the foundation? But of all the questions, the one that's most frequently asked is: What inspires me?

For me, this is the easiest one to answer – what excites me most is the very real prospect of eradicating polio once and for all.

We're so close to making polio the first human disease to be eradicated in the 21st

**'I'M ASKED LOTS OF QUESTIONS WHEN I TRAVEL THE WORLD, GETTING IDEAS FOR HOW TO TACKLE THE WORLD'S PROBLEMS'**



GATES GETS A POLIO VACCINE FOR A CHILD

Can PR  
help  
everyone?





# Therapist provides inspiration for other small businesses

There has been a lot of media coverage about the impact of the economy on small businesses. However, less has been said about how to ride out the storm. The Dix Express looks to how small businesses can take inspiration from one massage and body therapist.



**SUZANNE STONE** Claire McAuley offers a number of health treatments.

Individuals offering different skills can work out of their homes and reap the benefits of a home environment and liquid handling.

**CLAIRE MCAULEY** has taken advantage of a special method of working.

**CLAIRE MCAULEY BEAUTY**  
 MASSAGE AND BEAUTY THERAPY  
 WWW.MCAULEYBEAUTY.CO.UK

*"I'll look after your body, and soul. If you leave me looking and feeling your best, I will have done my job."*  
 Claire McAuley

manicures and pedicures  
 facials, waxing, massage  
 eyebrow shaping, lash and  
 brow tinting, toning,  
 luxury packages,  
 hair removal  
 for men & women

01455 106 6004  
 CLAIRE.MCAULEY@THE.PRESS.CO.UK

Working out of the home is a 'win-win' for many. Claire McAuley and her fellow therapists offer the best of both worlds, with great facilities. The pair have been offering massage, health treatments and products, reflexology, yoga, tanning, spa treatments and more for a long time. They have built long-standing relationships with clients and offered services to the public and private sectors in their homes. They would encourage the way they would work.

McAuley believes that by taking work to the home, she can be more flexible in terms of her schedule. She has a lot of experience in working in the home environment and has been able to provide services to her clients in their homes. She has also been able to provide services to her clients in their homes.

She said some people might think that working from home is a good idea, but it can be a challenge. She said she has been able to provide services to her clients in their homes. She has also been able to provide services to her clients in their homes.



**HOWEVER** Claire McAuley gives a customer a facial at The Pavilion in Bradford Road.



**AND MEN** 1000 themselves yourself at our best the benefits of working from home. Claire McAuley and her fellow therapists offer the best of both worlds, with great facilities.

**Step into spring with Claire McAuley**

Get rid of the winter blues by enjoying a dermatalogics facial with a FREE back, neck and shoulder massage, or a Dermatalogics facial with a FREE file and polish on toenails. **Treat yourself, you deserve it!**

To receive this offer please cut out this coupon and bring it with you. For more details, visit [www.mcauleybeauty.co.uk](http://www.mcauleybeauty.co.uk) or call 01455 106 6004. Look forward to seeing you.

**Claire**  
 Make up to 10th June 2009

# Excellent pictures

# pictures



**No relevance,  
gratuitously included  
to get your attention back!**

**RU**  
using this  
yet?



Questions

