



Your monthly dose of First Degree PR news has landed!



Fairfax vs BuzzFeed

While old media is constantly getting makeovers to look like new media, newspaper readers are simply getting older. As paper diehards, well, die, along with hard copy news, what exactly counts as news in this tech-savvy age?



The Notorious B.O'F.?

Ned Kelly didn't earn his stripes by playing by the rules - just as Barry O'Farrell won't be remembered for his contribution to politics. When it comes to leaving a legacy, is it better to be famous or infamous?



Autumn/winter trends

We were considering hibernating in front of the fire for the next few months, but with the discovery of some double-take-worthy trends, we think we'll give this winter thing a chance. Fans of stonewash jeans and velcro straps rejoice - there's a particularly quirky trend train arriving that you won't want to miss.



8 seconds of your attention, please

Have you ever stopped to think about how technology has impacted our attention span? Our marketing guru discovers that our attention spans are now being likened to goldfish, so ... sorry what were we talking about again?

And in other news...

Check out our latest survey!

This month's hot question is off the back of Oxfam's media blitz. Are Australian banks ethical enough? Show us some lovin' and submit your response [here](#).



We support Kiva

Through microfinance organisation Kiva, we're currently supporting 63-year-old Phan, who has asked for a loan to buy fertilisers and seeds for her farmland in Cambodia. Find out how you can lend a hand to people in developing countries [here](#).

Monthly dose not enough? Check out our [Facebook](#), [Twitter](#) and [LinkedIn](#) pages.

The fine print: We disclaim nothing. In fact, we're quite proud of our newsletter!

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