

Fingerprint Communications



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Australia's Most Effective Editorial PR

Fingerprint Communications is an editorial-focused PR company – generating media releases, providing media strategy, media training, promoting conferences, and gaining media profile for genuinely good story angles.

It is the leader in its field and was established in 1994 by Walkley Award winning News Director Brian Johnson.

The agency's no-nonsense approach to PR has seen it deliver realistic expectations and strong profile to major organisations. From *60 Minutes* to *Reader's Digest*, and from the *Australian Republican Movement* to *Gardening Australia*.

"It's not about spin, cocktail parties or stunts. It's purely about the story. It's about gaining profile for a genuinely good angle and useful information," notes Johnson.

"As such, Fingerprint has been able to develop productive and long-term relationships with key media."

"This organisation deals with people as people, and won't try to blind you with science."

CLIENTS HAVE INCLUDED

<i>60 Minutes</i>	<i>World Energy Congress</i>
<i>Reader's Digest</i>	<i>Spillcon Oil Spill Conference</i>
<i>Australian Tourist Commission</i>	<i>Women's Hospitals Australasia</i>
<i>Wheels Car Of The Year</i>	<i>Handyman</i>
<i>Reuters</i>	<i>Gardening Australia</i>
<i>National Nine News</i>	<i>Australian Republican Movement</i>

Career Highlights

- 1982 Voted Australia's best new journalist by the Australian Journalists Association.
- 1986-88 Australian correspondent for KFWB, Los Angeles
- 1987 Winner of the Walkley Award for journalism, for a documentary on the implications of the emerging AIDS crisis.
- 1987-92 News Director at Triple M Melbourne – working with Eddie McGuire, the D-Generation, and Richard Stubbs.
- 1992-95 News Director at Triple M Sydney – working with Doug Mulray, Club Veg, Paul Vautin and Stuart Cranney.
- 1992-93 Extensive coverage of the Sydney Olympic bid, resulting in winning a Gold Medal at the International Radio Festival of New York.
- 1994-now *Fingerprint Communications.*

“

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Award Winning Service!

Brian Johnson won Australia's most prestigious prize for journalism – *The Walkley Award* – in 1987. He was recognised for a documentary on the emerging AIDS crisis. Johnson worked on the project for six months, in his own time, and became the first journalist from FM radio to win the coveted accolade. He worked on many documentaries and special projects over the years.

Other awards during his media career included the *Gold Medal* at the International Radio Festival of New York. This was for his behind-the-scenes coverage of Sydney's successful Olympic bid in 1993. Johnson's reports from Monaco – where the vote was taken – edged out news coverage submissions from the likes of the BBC and CNN.

Brian Johnson – Background

Brian and his family

Brian had the good fortune to meet Sue and marry her in 1984.

They have three sons – Matthew (born 1989), Sam (born 1991) and Joe (born 2000).

Brian and Sue both play golf to the best of their ability, and the entire family are avid Sydney Swans fans.

A broad range of music can also be heard emanating from the Johnson household – sometimes simultaneously!

Fingerprint - A brief history

Brian was born in Glen Innes, in northern New South Wales, in 1963. After being confronted with the prospect of selling underpants in a local menswear store for the rest of his life, he decided that he would become the "next John Laws".

Such was his focus, that the country boy even knocked back the chance to be sidekick to Laurie Oakes in Canberra (much to the amazement of the Sydney news boss offering the position).

Brian would land his first job as a radio announcer at 7AD Devonport, Tasmania, only to discover he *wasn't* going to be the next John Laws and that – in fact – journalism was where his talents were taking him.

A cadetship with 2CA Canberra followed, and from there on to Triple M in Sydney and Melbourne (and back to Sydney) where he'd worked his way up to News Director.

With a Walkley and various other awards to prove he'd made the right move, it was time to move on. The fact that his (then) small children were kissing him good night - for his 14th straight year of early starts – settled the matter.

Over the years of working in newsrooms, 90-percent of the media releases Brian had received had gone straight into the bin. Some were too long, some were too desperate, and some simply had no idea.

Fingerprint Communications was born.

TESTIMONIALS

To view testimonials from clients and media

→ [CLICK HERE](#)



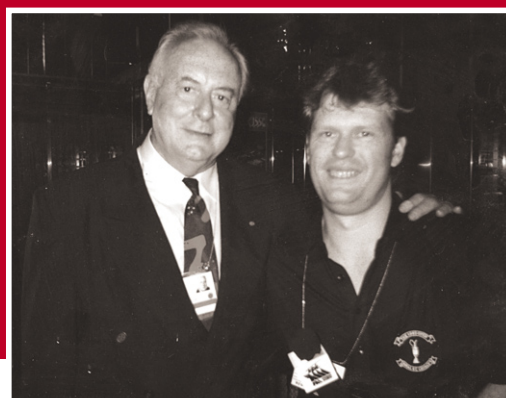
With IOC President, Juan Antonio Samaranch, after Sydney's successful bid for the 2000 Olympics.



Interviewing Prime Minister Bob Hawke in 1989.



Interviewing Prime Minister Paul Keating during the 1993 election campaign.



An interview with Gough Whitlam in Monaco.



Suzie & Brian Johnson
Fingerprint Communication
PO Box 93
Rydalmere Business Centre NSW 1701

Dear Suzie and Brian

Thank you very much for all the wonderful work Fingerprint Communication did both before and during the 5th National Homelessness Conference we recently held in Adelaide.

Fingerprint Communication was professional at all times and with all types of media. Suzie and Brian handled our key media speakers and high level guests, including the Prime Minister, the Hon Kevin Rudd, MP's needs with complete understanding of conference media and communication needs. Homeless Australia would recommend them to anyone doing small to large scale conferences and events.

Regards

Simon Smith
Executive Officer

17 June 2008



14 February 2007

TO WHOM IT MAY CONCERN

Unfortunately the phrase "Nice Guys Finish First" is rarely heard in the media world. Courtesy and common decency often get railroaded in the rush to be first, or to make the most noise.

Brian Johnson is a rare exception. It's been a joy to work with him – alongside me during my three years as Editor-in-Chief of The Bulletin and, over the past year, with the Nine Network.

Perceptive and with the instincts of an outstanding reporter, Brian helped take a little-noticed magazine and turn it into an almost weekly media event. He increased awareness of the magazine around the country and, week in, week out, helped increase our readership.

In fact, one study we commissioned showed that in a three-month period he helped provide \$16.25 million in media exposure for The Bulletin...this, for a magazine that had almost no marketing budget.

Brian writes a sharp, accurate and lively press release. But it's his personal dealings with clients – and his extensive contacts in the media industry around the country – that sets him apart from the rest of the field. A nice guy who finishes first.

A handwritten signature in black ink, appearing to read 'Garry Linnell'.

Garry Linnell
Director of News & Current Affairs

From: "Bruno Bouchet"

Date: Wed, 24 Jan 2007 12:27:54 +1000

To: "Brian Johnson" <fprint@intercoast.com.au>

Hey Brian,

I wanted to thank you for your all round help and proactivity in bringing us some great content and information. I'm in a position where I'm handling two breakfast shows every morning and to be able to deal with someone like yourself who I consider to be a no-nonsense and efficient person is an absolute blessing! I've particularly valued the updates (and subsequent interviews) that you've handled for The Bulletin magazine – It's made for some amazing content on the air.

I value our working relationship and look forward to working with you in 2007!

All the best,

Bruno Bouchet

Breakfast Producer

97.3FM

Classic Hits 4KQ

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To Whom It May Concern

This is to certify that I have known and worked with Brian Johnson, of *Fingerprint Communications*, since 2002.

During this time Brian was retained by *Wheels* magazine as a freelance public relations expert, dealing with issue-specific public relations.

I found Brian to be a consummate professional in all of our dealings.

I can unreservedly endorse the quality of his work, both in terms of his editorial abilities and the quantity of media exposure generated.

Brian also showed a great ability to get to grips with *Wheels'* often technically complex content, and to distil information into clear, coherent communications.

His strong media contacts and excellent understanding of media proved invaluable, as did Brian's excellent follow-through and attention to detail.

I have no hesitation in recommending Brian and *Fingerprint Communications* to anyone looking for a public relations specialist who can deliver a high quality communications strategy on time, at a reasonable price and in a personalised manner.

Regards,

Ged Bulmer
Editor
Wheels



WOMEN'S &
CHILDREN'S
HOSPITALS
AUSTRALASIA

Mr Brian Johnson
Fingerprint Communications

Dear Brian

Many thanks for your assistance with promoting our annual conference in the national media. Your help at this rather stressful time was invaluable for a not for profit organisation like ours, with limited resources and little knowledge of external communication strategies.

I was very impressed with your ability to quickly assimilate the key issues and turn them into an eye catching media release. It was truly remarkable. Your knowledge of critical media contacts and distribution channels is something that we could never replicate even with hours of effort.

Community awareness of some key issues around women's and children's hospital care - such as the status of newborn babies in hospitals - was increased markedly by your effective media release design and distribution service.

I hope to work more closely with you during 2007 to ensure that the Australian public and politicians are more aware of important issues around women's and children's health.

Many thanks and best wishes for 2007,

Joanna Holt
CEO Women's and Children's Hospitals Australasia



January 25, 2007

To Whom It May Concern

This note is to sing the praises of Brian Johnson who was responsible for overhauling, rejuvenating and enhancing 60 Minutes' publicity in 2006.

After 27 years on-air, Brian brought a fresh approach to the shows public relations and promotion.

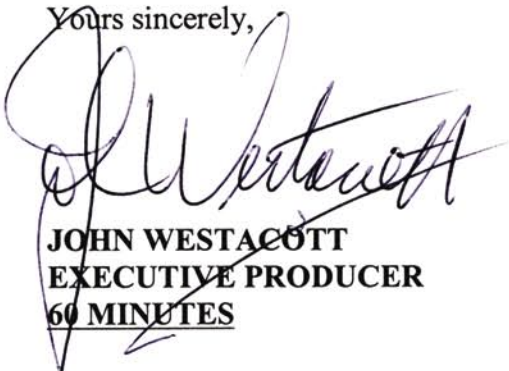
Brian's thoughtful attack on radio, the Net and newspapers won 60 Minutes invaluable support for our weekly stories.

Through clever press releases, which included audio and visual clips, Brian developed contacts with radio programmes and won interviews with our correspondents to discuss and promote their stories.

I'd be pleased to recommend Brian to anyone seeking to ramp up the awareness of their business or develop an overall public relations strategy.

As it is business, I'm sure Brian can sell himself better than I. However, should the reader wish to discuss his work here at 60 Minutes, I'd be pleased to receive a call.

Yours sincerely,



JOHN WESTACOTT
EXECUTIVE PRODUCER
60 MINUTES

To Whom it May Concern,

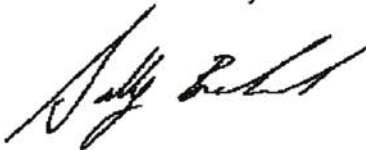
Brian Johnson from Fingerprint Communications has worked with Tour Hosts Pty Limited and our clients for over three years. Tour Hosts are Australia's leading conference producers for national and international trade associations and the business community. We provide a comprehensive service to all our clients, including media and public relations which we occasionally sub-contract. Over the past few years, we have hired Brian on behalf of our clients to provide a PR/Media management service for the lead-up and on-site at conferences. From Tour Hosts perspective we have been very happy with the service Brian has provided, primarily as our clients are always more than satisfied with the outcomes he achieves.

In recent years, some of the conferences Brian has provided public relations services to included: The World Energy Congress and the World Congress on Pain (both several thousand attendees), the Australian Palliative Care Conference and the Pacific Basin Nuclear Conference.

The Pacific Basin Nuclear Conference was held in October 2006 and was a fantastic opportunity for Brian and Fingerprint to work with a team of nuclear scientists and government ministers at a time when Nuclear Power was very much a hot topic. Although very newsworthy, the PR campaign had to be handled with sensitivity and the conference committee benefited enormously from Brian's experience and advice. Our client and therefore Tour Hosts, was particularly pleased with Fingerprint on this occasion.

As our conferences are events in themselves, they require short-term, high intensity media activity and all involved are expected to equip themselves with knowledge very quickly. Brian has proved himself to be reliable, informed, and most importantly effective on all occasions we have hired him. Regardless of the industry subject matter (medical, engineering etc) Brian has made effective relevant contacts and delivered to client expectations. I would not hesitate to recommend Brian and we will continue to use his services for our clients.

Yours sincerely,
TOUR HOSTS Pty Limited



Sally Bradfield
Media and PR Manager



From: "Paul Christenson"

Date: Wed, 24 Jan 2007 10:46:07 +1100

To: <fprint@intercoast.com.au>

"I have know Brian Johnson longer than either of us would care to admit , both as a workmate and a client (for want of a better word!) I have no hesitation at all in recommending the excellent service he provides"

Paul Christenson

Alan Jones Show



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19 February 2007

TO WHOM IT MAY CONCERN

Over the last four years ETF have had the pleasure of working closely with Brian Johnson on several of our event's media and publicity relations campaign.

The three events Brian worked on received significant PR exposure, and as a direct consequence, we were very pleased with the overall results of events.

I found Brian to be proactive and creative in his approach to event PR, and we have been very satisfied with the quality of service he has provided at reasonable cost.

I would have no hesitation in recommending Brian Johnson as a very competent event publicity manager on whom you can rely.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Robby Clark', written over a horizontal line.

Robby Clark
Event Manager

To whom it may concern

Brian Johnson, of Fingerprint Communications, undertook publicity work for our weekly newspaper Australian Doctor and our monthly magazine Focus during the period 2004-06.

I was very impressed with the service offered by Fingerprint, which involved promoting relevant news and feature articles to the general press. Brian obviously has a very comprehensive contact list, and understands how to gain maximum exposure.

Previously, we had generated our own press releases, with little pick-up. However, with Brian's help we lifted our profile substantially, being quoted regularly in the national print media and developing a radio presence through regional ABC radio, the latter leading to a regular weekly segment for our Medical Editor.

Brian was always very professional and approachable, but what most impressed me was his honesty in his recommendations and in managing our expectations.

Australian Doctor ceased to use Fingerprint on a regular basis only because of a policy change within this organisation, but we continue to engage his services on an ad hoc basis.

I would not hesitate to recommend Fingerprint Communications to those seeking the services of a media strategist.



Nadine Meehan
Editor
Australian Doctor
(02) 9422 2811