



cutting edge media services

communications, media
relations, marketing and
editorial content management



Rowe Media Services offers a new generation service using their instinctive news sense and insight by embracing the latest communication techniques and technology for our clients' benefit. Our professional team works with your business to create the news, set the agenda and build brands

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What can Rowe Media Services do?



YOU'VE got a good, strong message but no one is listening. Are you spending a small fortune on advertising for little result?

The same companies always seem to be in the press, but you've got a product or service which is better?

Rowe Media Services has the skills and expertise to help you maximise your exposure to a targeted audience in a cost-effective manner.

Rowe Media Services - specialists in communications, media relations, marketing and editorial content management - has a decade of experience working in and with the media industry.

Rowe Media Services uses a team of qualified and talented individuals who can manage every part of the communication, advertising and production process, maximising the engagement of clients' markets.

We can create ongoing and one-off marketing, promotional and public relations packages for all mediums of media - including social networking and the latest technology.

Well-written, exciting copy and interesting angles grabs media outlets' attention, giving your business priceless publicity and credibility - something advertising can't buy.

The key to brand development and event marketing is product reinforcement. Keeping a current and potential audience up-to-date with new and exciting news or events on a regular basis is a necessity in staying at the forefront of your audience's mind.

Contact Rowe Media Services now to discuss a tailored package which suits your individual requirements and budget.



Rowe Media: Helping you get your message across

Services

- Marketing development, production and distribution
- Public relations
- Copy and media release writing and distribution
- Media packs and communication strategy planning
- Advertising advice and design
- Customised publishing - editorial copy writing, layout, sub-editing and print production
- News and feature article writing

Benefits of using Rowe Media Services



Having a consistent media presence reinforces your brand name and keeps your product or service in the minds of your current and potential customers.

Constantly updating content on your website is an integral way of keeping your clients updated about your business, reinforcing your business' value.

If people have a reason to continually check back on your website, or read about you in the news, they are more likely to come back to you when it's time to buy your product or use your service.

Rowe Media Services offers a comprehensive product to keep your brand name at the forefront of your target market's mind.

Companies have used our services in the past to help promote their event and manage its media liaison in the lead-up and following the event.

Local government organisations have also used Rowe Media Services to assist in large-scale campaigns which it deemed to be of the national interest and to initiate debate within communities about tackling issues such as the scarcity of water.

Other benefits of using Rowe Media Services include:

- single point of contact to ensure tight deadlines are met;
- insightful advice and quality of work assured;
- professionally-trained writers who have worked in journalism and public relations fields;
- team work is a priority to ensure the best outcome possible for clients.

About Tim Rowe

Tim Rowe has more than a decade's experience as a journalist and sub-editor for the regional daily newspapers, The Daily Advertiser (Wagga Wagga) and The Shepparton News. He is also a regular contributor to Australia's biggest-selling racing newspaper, *Winning Post*, and other racing publications (print and online). Tim also worked internationally for worldwide business-to-business publisher Wolters Kluwer. He has a good understanding of the rural sector and strong connections in the agricultural sector role as editor of *The Rural*. His strong writing and marketing capabilities enable him to effectively communicate a broad scope of topics.

THE RURAL
Southern NSW's Weekly Rural Newspaper
Week ending Friday, December 07, 2007

Is Burke the right man?

'City slicker' named to lead agriculture

Thunderstruck
Storm causes crop damage across Riverina
PAGE 3

Summer gardening
Get your backyard in shape in time for Christmas
PAGES 6 and 7

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RACING LIFE

RACING LIFE COLUMNIST
TIM ROWE

TEAM WORK

It has been a whirlwind few months for Dan Morton and his father Len with the stable's two stars Scenic Blast and Scenic Shot taking all before them in the Autumn and Winter carnivals. **Tim Rowe** spoke to the pair on the eve of Scenic Blast's tilt at Royal Ascot.

WHEN THE MORTON WHITMAN Australian Morton family packed up after a few short stints in Melbourne and returned to their home state, patriarch Len decided to take a step back.

When his son Dan decided he wanted to train in his own right, and headed back to Perth and this decade, Len had already handed in his horses.

With a string of Perth premiership and racing success on the eastern seaboard, for most it wouldn't be a call more trainers would make.

But for Len it was simple. Dan and his eldest son Shaughan (an active pilot) are his best mates and the fact of the matter didn't see the point in training in competition with him.

"I decided to stand aside rather than work in competition with Dan," Len said this week.

"It's pretty hard to get a start in this game, and you have to have contacts to get the clippings. His contacts were my owners and it can cause friction."

"He was too good a mate for that to happen. Once he got up and going I've come back with a small team. It works for us."

Has it ever. Last week, Scenic Shot created a weight carrying record to win the Group 2 Brisbane Cup (2400m). It mounted out a successful Queensland season, as he was also victorious in the O'Brien Stakes (Group 2) and the Queensland Cup (Group 1).

The six-year-old son of Scenic has won \$1.85 million from 49 starts. Finally, it was Len who was on duty throughout his six-week Queensland campaign.

Dan, 34, stayed in Perth to prepare the other "Scenic horse", brilliant sprinter Scenic Blast, for a tilt at Royal Ascot glory in the United Kingdom next week.

Speaking to *Racing Life* from the renowned Newmarket complex in England this week, when Scenic Blast and veteran champion Takeover Target are being housed, Dan reflected on how well the stable's development had gone.

"I came back from Melbourne with one horse, but I was able to pick up a few old clients. I was lucky in that regard," he said.

Then along came those two horses who was able to campaign in the eastern states.

Along with Scenic Shot's recent success, Scenic Blast was also brilliant in his last campaign, winning the Group 1 Lightbulb Stakes, an unlikely fifth in the Oakleigh Plate and a stunning Newmarket Handicap victory down the Flemington straight in March.

The lightly-raced four-year-old has won seven races from 17 starts and has stakes earnings topping \$1.8 million.

However, it is a statement to the Morton that they are not resting on

Dan Morton with Scenic Shot after his first P/O Stakes win in 2006



There are no better racing promoters or analysts in the business

Rowe Media offers a specialist service to the racing industry - trainers, studs, jockeys and the gaming sector - to plan, promote and market their business. We can handle all communication and marketing aspects, such as website news updates and copy, media release writing and distribution, for the racing industry. Whether it is breeding brochures, regular newsletter production for clients or any other form of media, Rowe Media Services manages the whole process. We also provide regular content and editorial copy for a range of racing publications, including Winning Post. We can also provide expert and accurate form analysis for race meetings Australia-wide. There isn't anything Rowe Media can't do for your racing business. Contact us today to find out how we can grow your business.



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