

Public Education to Public Prosecution

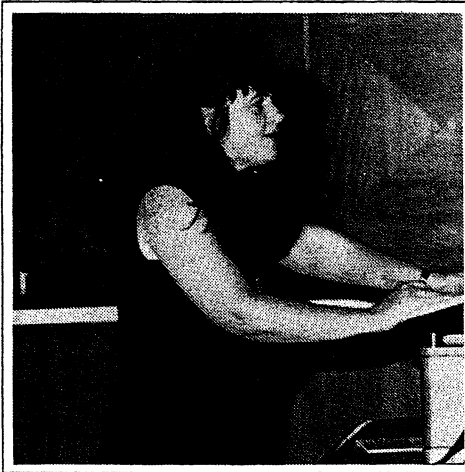
– Jenny Blokland

Jenny Blokland is well-known to Northern Territory practitioners and to the public at large most recently in her role as Dean of the Faculty of Law at the NTU. This will change as Jenny moves to take up an appointment with the Office of the Director of Public Prosecutions in the near future.

Jenny has been Dean at the Faculty of Law since 1996 and prior to that was Associate Dean (Research and Postgraduate Studies). Her career in the Northern Territory has incorporated a wide range of activities both as a legal professional and in a variety of community positions.

Following completion of articles in the Department of Law, Jenny practised as a solicitor at NAALAS, primarily in criminal and family law. This was followed by a period at the Australian Legal Aid Office (Commonwealth), practising in these areas and including some work in civil litigation.

In addition to these professional activities, Jenny is known for her dedicated contribution to both the legal and wider communities through membership of a number of committees, in-



Jenny Blokland

cluding the Red Cross International Humanitarian Law Committee (NT), the NT Criminal Code Review Committee, the NT Legal Aid Review Committee, the Central Land Council on Community Living Areas Tribunal and many others.

She served a three year period as President of the Criminal Lawyers Association of the NT and has been a member of the Law Society, the Australian and NT Bar Associations and LAWASIA.

Jenny has been active in the human rights arena as evidenced in her involvement in conferences on women's law, rights of indigenous peoples to the sea and most recently on the "Retreating from the Refugee Convention" conference.

As lecturer at the NTU, Jenny has taught evidence, public international law and criminal law. She was instrumental in seeing the first team from the NTU enter the Jessup International Law Moot Competition and was appointed a national judge for the 1992 national grand final of the Jessup Moot.

In addition to playing a major role in the curriculum development of the NTU's Faculty of Law degrees, Jenny has often been called upon to be guest lecturer in other departments, both university and government on a variety of topics and has assisted the Law Society with its CLE program.

There can be no doubt that her presence will be sorely missed at the Faculty of Law by colleagues and students alike. The Law Society wishes Jenny every success in her new position at the Office of the Director of Public Prosecutions.

Practical Marketing Skills – Writing a Press Release

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to attach the photograph to the press release, and not using cardboard or hardbacked envelopes to protect the photograph from the trials of the postal system.

Circulating Your Press Release

It is critical in the distribution process to send the release to the correct people in the media. Ensure that your contact list is up to date, and that address labels are correctly addressed. Failure

to do so may result in the entire exercise being a waste of time, money and effort.

If the release is urgent and the post will not be able to deliver in time, then send the release by facsimile. There is no point on faxing to quarterly or monthly magazines when they are near to publication deadline. Such publications are often written months in advance. It is also possible to distribute by e-mail. However, it is worth noting that documents attached to e-mail sometimes experience compatibility problems once they reach the recipient, who may not be

able to read them.

Once you have distributed the release, do not feel shy about following up with a phone call to check if it has been received.

Most of all, do not give up if your first few releases are not used. It takes practice to make a press release work. Take heart that factors outside your control, such as what other stories are being run on that day, can affect whether your release is used or not.