

# SKV Communications - new website launches 'a more intelligent conversation' online

Submitted by: SKV Communications Ltd

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Award-winning Spinoza Kennedy Vesey PR is now SKV Communications as it extends its client offer to include a wide range of online PR as well as traditional public relations services.

The refreshing of the 10-year-old public relations (<http://www.skvcommunications.co.uk/>) agency's name comes as it launches new website [www.skvcommunications.co.uk](http://www.skvcommunications.co.uk) based around 'a more intelligent conversation.'

The new site includes a bespoke Northwest media search engine and a bespoke SKV application which visualises media coverage.

There is also actively managed client news, staff blogs, RSS feeds and SKV TV – a section dedicated to moving image content produced or secured by the agency.

Andrew Spinoza, MD of SKV Communications, said: "Today's media landscape is changing fast and the best public relations now responds to the fact that a myriad voices online are now shaping reputation, as well as traditional media.

"SKV is a team of expert communicators - whatever the platform."

The re-positioning of the Manchester PR agency (<http://www.skvcommunications.co.uk/>) is led by director Daniel Kennedy, in charge of SKV's recent online PR (<http://www.skvcommunications.co.uk/online-pr-and-marketing/>) and social media campaigns (<http://www.skvcommunications.co.uk/online-pr-and-marketing/#>), including the viral seeding campaign for animator AHD's 'redundant robot' AHD168 and SEO-focused news generation for Swinton Insurance.

Says Kennedy: "The challenge for any enterprise is how to hold an intelligent conversation with the growing numbers of individuals, groups and networks which can influence perception.

"The classic PR professional's skills are as vital as ever: building relationships with key influencers, understanding the agendas, knowing what a story is and how to tell it – whether through the press and broadcast (<http://www.youtube.com/watch?v=EVunl4wyGMU>) or social media blogs, forums and networking sites."

"SKV's new website will be a continual intelligent conversation, and we encourage others to join and participate. It will be a dynamic environment which demonstrates our expertise across all media."

The site was developed by SKV Communications (<http://www.skvcommunications.co.uk/>) and online specialists Push On (<http://www.pushon.co.uk/>).

For more information call 0161 838 7770 on [firstname.lastname@skvcommunications.co.uk](mailto:firstname.lastname@skvcommunications.co.uk)

## Notes to Editors - About SKV Communications

SKV Communications has a team of directors with more than 50 years experience in media and communications. It employs 16 staff at its Manchester office and turnover year end March 2008 was £1.4m. The agency was formed in 1998, first as Spin Media, by Managing Director Andrew Spinoza, a former Manchester Evening News journalist and founder of Manchester's City Life magazine. Other directors are Daniel Kennedy and Geraldine Vesey. SKV's client list includes large private enterprises, professional services practices, public sector organizations, and major financial and corporate companies.