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Who needs Trinity Mirror when you've got Fame?

TRINITY MIRROR'S local weekly Ayrshire newspapers the Ayrshire Post, Kilmarnock Standard and Irvine Herald have further reduced their business coverage, taken what little remains in-house, and dispensed with the services of former freelance business editor Murdoch MacDonald.

/24-7PressRelease/ - AYRSHIRE, SCOTLAND, March 26, 2008 -- TRINITY MIRROR'S local weekly Ayrshire newspapers the Ayrshire Post, Kilmarnock Standard and Irvine Herald have further reduced their business coverage, taken what little remains in-house, and dispensed with the services of former freelance business editor Murdoch MacDonald.

However, Ayr-based Murdoch is unlikely to find himself under-employed.

Already the proprietor of an innovative PR business Fame Publicity Services, last year Murdoch helped to set up the Elite Ayrshire Business Circle, an association of some of the top local companies.

And the Elite Ayrshire Business Circle has stepped into the breach left by Trinity Mirror by providing up-to-the-minute comprehensive news and feature coverage for Ayrshire businesses on its website Ayrshire Scotland Business News - <http://www.AyrshireScotlandBusinessNews.com> - which Murdoch edits.

And if that wasn't enough, a book written by Murdoch and his wife Lilian has recently been adopted by a major American university, the Alliant International based in California, as a set text for its doctoral psychology students. "Phoenix in a Bottle" is an account of Murdoch and Lilian's struggle with and recovery from alcoholism.

Dr. Gary W. Lawson is Professor of Psychology at Alliant International University. He says: "I adopted 'Phoenix in a Bottle' because the dilemma this couple struggled with and the questions they ask themselves are like so many others I have encountered in 35 years of clinical experience treating addictions.

"However, nowhere in addiction literature have I seen these issues examined and explained as well as Lilian and Murdoch do in "Phoenix in a Bottle".

"I also recommend 'Phoenix in a Bottle' to many of my patients as well."

Now Lilian and Murdoch are kept busy answering e-mails from Professor Lawson's pupils in California wanting to know more about the couple's challenge to conventional wisdom about alcoholism.

And 61 year old Murdoch, once called "the grandfather of the PR profession in Scotland" can't find enough hours in the day.

Who needs Trinity Mirror when you've got Fame?

Downloadable images available from:

<http://www.ayrshirescotlandbusinessnews.com/2008/03/who-needs-trinity-mirror-when-youve-got.html>

See also:

<http://www.FamePublicity.co.uk>

<http://www.AyrshireScotlandBusinessNews.com>

"Phoenix in a Bottle" is available from the publishers Melrose Books:

<http://www.melrosebooks.com/bookDetails.php?id=15>

And from Amazon:

<http://www.amazon.co.uk/Phoenix-Bottle-Lilian-MacDonald/dp/1905226144>

THE ELITE AYRSHIRE BUSINESS CIRCLE

The Elite Ayrshire Business Circle is a newly formed association of some of the top companies in Ayrshire.

Its purpose is to publicise its members, and to celebrate and promote the rich diversity of industry, commerce and business services available within the county boundaries of Ayrshire.

Members include the Clydesdale Bank, Ayr Racecourse and the Western House Hotel, and member company activities include building and construction, architectural practice, estate agency and land management, chartered accountancy, insurance broking, legal services, golf club management, marketing services and brand creation, web design and public relations consultancy.

For further information about The Elite Ayrshire Business Circle and to apply for membership, e-mail eliteayrshire@gmail.com or telephone 01292 281498.

Founder members of the Elite Ayrshire Business Circle:

Clydesdale Bank <http://www.cbonline.co.uk>
Ayr Racecourse <http://www.ayr-racecourse.co.uk>
Western House Hotel <http://www.westernhousehotel.co.uk>
CKD Galbraith Property Consultants <http://www.ckdgalbraith.co.uk>
Frazer Coogans Solicitors <http://www.frazercoogans.co.uk>
Accident & Injury Claims Centre <http://www.accidentclaims.com>
MacKay Corporate Insurance Brokers <http://www.mackaycorporate-brokers.com>
Donald Ross Estate Agents: <http://www.donaldross.co.uk>
William Skinner & Son Building Contractors <http://www.willamskinner.co.uk>
Sinclair Scott Chartered Accountants <http://www.sinclairscott.com>
Paligap Creative Agency <http://www.paligap.com>
ARP Lorimer & Associates Architects <http://www.arpl.co.uk>
Brunston Castle Golf Club <http://www.brunstoncastle.co.uk>
Visimetrics <http://www.visimetrics.com>
Fouters Restaurant <http://www.fouters.co.uk>
Christie Financial Planning Ltd <http://www.christiefp.com>
Allison Lightbody Waddell Chartered Surveyors <http://www.alwsurveyors.com>
Kestrel Press <http://www.kestrelpress.com>
Fame Publicity Services <http://www.famepublicity.co.uk>

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About Fame Publicity Services

Fame Publicity Services offers worldwide news distribution combined with search engine optimisation.