

CLIENT: Klick Communications
Media Title: Australian Traveller
Date: December/January 2009/2010

klick.com.au

FROM THE EDITOR



COMING ISSUES

Feb/March 2010 // Affordable Travel

Including:

Volunteer Holidays; Pet Friendly Travel (we promise this time, for real); Romance on The Reef; Brisbane's Best Veggie Burger; Australia's Oldest Holidays; Best restaurant desings in the country, the Poacher's Way in the ACT and literally tonnes more. *Tonnes.*

Ever heard of Scotty Iseri? That's him hanging out with me (or it could be the other way around) at Fraser Suites in Sydney recently. He's one of AT's – alright, my – new heroes. My first tentative foray into the bizarre world of his subversive hidden camera video blogging shenanigans came pretty late in the piece. It's kind of hard to explain, but to bring you quickly up to speed, he's gaining momentum as a bona fide "internet sensation", ever since he started secretly filming himself doing ridiculous things within the constraints of an excruciatingly boring office job in Chicago. He's irreverent, talented and a little bit anti-establishment . . . which is we love him here at AT.

My favourite episode of his hit online show (check them out at ScottyGotAnOfficeJob.com), comes in Season 2, Episode 11 – a particularly genius bit of short video in which Scotty is asked by his boss to attend a very serious meeting with a "Social Media Guru" to establish what, if anything, should be his company's social media strategy. In the course of the secretly videoed meeting, which as usual shows only Scotty, he sets himself the task of seeing how many times he can discreetly form MC Hammer's famous "Too Legit To Quit" hand signal over and over, while speaking all kinds of very convincing-sounding nonsense to divert attention

away from the fact that he's totally taking the piss. First with just the one hand, then boldly *double* handed, Scotty clocks up dozens of "2-Legit-2-Quit"s in the three-hour meeting, before shaking hands, bidding goodbye to his hapless victim and finishing off with a quick MC Hammer typewriter step, exit stage right. Genius.

So why am I banging on about Scotty? Well, in a move of sheer, brazen risk taking, one of AT's favourite PR companies – Klick Communications – went out on a limb and recently hired Scotty. Gave him an office job here, in fact. They flew him from the US to Australia, got some sponsors on board, and have let him loose on Sydney, on the touring route down to Melbourne, and to various other Australian locations. Never one to miss an opportunity, we've railroaded Scotty into investigating a few offbeat things for AT while he's in the country – and we look forward to having those to share with you in upcoming issues.

Until then, I'm very proud of my Too Legit photo with Scotty. He is living, breathing, walking-around proof that people out there are still interested in funny, engaging, entertaining content – something that AT strives to deliver with every issue. So, Scotty, if you ever get tired of your office job in Chicago, there's one waiting for you here any time.

Greg Barton