

Thank you – our wonderful clients, friends, colleagues and supporters – what a year! Here is a sample of some of the exciting and productive projects and inspiring news stories.



Louisa Farrar, Norelle Feehan & Daily Telegraph cartoonist Warren Brown at *Painting the Spectrum* (see story below)

More kisses goodbye to MS

Fox Sports helped with the Kiss



Once again, with MS Research Australia and MS Australia, our campaign 'Kiss goodbye to MS' was received well by media. Created to bring attention to the

incidence of MS and the issues facing those affected, in particular young women...and we did just that! A feature story on *The 7PM project*. Daytime TV *The Circle* & *Ch 7 weather* gave shouts for the cause, *FOX Sport* made its own TVC and state government figures sported red lips and pins on *Q&A*. We were all over your television screens in the lead up to World MS Day. Also radio kings and queens Kyle and Jackie O (*2DAYFM*), Jonesy and Amanda (*WSFM*) and Andrew and Claire (*MIX*), shared the news and major newspapers *Sydney Morning Herald*, *Daily Telegraph* and *Herald Sun*, to name a few.

Embraced by the women's and lifestyle magazines, this campaign received acclaimed mentions in both *B&T* and *Adnews*. <http://www.bandt.com.au/news/breaking-campaign-capital-south-yarra>

Other MS stories this year for MSRA included our writing/editing of quarterly newsletter NEXT. For the 'Discoveries Need Dollars' crusade, our client was interviewed on *ABC RN Brekky*, and another feature story by *ABC health* reporter Sophie Scott on pregnancy and MS.



ABC TV News July 6

Aspects of Autism

Autism Month brought with it many inspiring stories in countless local papers and national publications such as the *Australian Women's Weekly*, see online story: <http://aww.ninemsn.com.au/dietandhealth/healthnews/8231656/the-joys-and-challenges-of-raising-an-autistic-child>



SMH May 5, 2011

<http://www.smh.com.au/national/families-search-for-truth-among-autism-treatments-20110504-1e8jf.html>

Activities included the colourful 'Painting the Spectrum' exhibition of artworks by adults with autism. Client Autism Spectrum Australia (Aspect) held a Research Forum and the media covered a vital research paper. This first ever Australian audit of treatments was reported in detail in *Sydney Morning Herald* and was in Top 5 'most read' stories that day. <http://www.smh.com.au/national/families-search-for-truth-among-autism-treatments-20110504-1e8jf.html>

The Circle too did story which was helpful for parents, as did ABC's *Gordon Street Tonight* with Aspect patron John Doyle to promote annual *Drautism* events (right).



And even more hits with newly appointed ambassador, *Daily Telegraph* cartoonist Warren Brown opening up to *Kerri-Anne Kennerley* about his role as both an ambassador and as a father of a child on the autism spectrum.

Delicious History

Kerri Anne talks historic food 29 August 2011



The 2011 History Week was our third campaign with client History Council of NSW. An *Eat History* theme lent itself to fantastic coverage in *Sydney Morning Herald* (double-page spread), *Vogue* and *ABC 702*. Deborah Cameron and Richard Glover selected different interviews and Simon Marnie asked audience for recipes from the past.

http://blogs.abc.net.au/nsw/2011/08/-recipes-through-time-competition-dinner-for-2.html?site=sydney&program=702_weekends

The *Two Murrays*, *2UE* talked history with our client, and one of the lecturers cooked a historic stew on *Mornings with Kerri-Anne*. Tons of local media coverage too. Whetting the public's appetite was delish and our client was pleased; giving us suitable praise!

Fair Business is good business

Introduced to Fair Business late last year, within a week we had a story in the *SMH*. Then we set up an impressive profile of founder, Alex Shead, an entrepreneur/philanthropist/ businessman in *Australian Financial Review's Boss* magazine. His passion for this business to create jobs/businesses for the long-term unemployed has won support in the media and business community, and work contracts too.

Aust Fin Review 'Boss' Feb 2011



Champs on line

If perhaps you missed our news last year – the 20th anniversary celebrations – check out Norelle and Louisa's performance at www.feehanpr.com (no, we won't give up our day jobs!). The singing duo were also asked to perform a special tribute to Foundation 5 million; people applauded – why?! Plus this year a pro bono project of Norelle's with co-founder Johanna Dwyer, the 5th Throw the Book at MS had a good response and raised over \$8,600.

Up, Up and Away!

We always have so much fun with Balloon Aloft! Whether we are suggesting famil. flights to *Woman's Day* and *Gourmet Traveller* journalists, or soaring the skies with Channel 7's *Sydney Weekender* production crew, we always know that this client promises to deliver on terrific travel stories loved by passengers and media.

ABC Newcastle Breakfast with Aaron Kearney



The Hunter Valley Balloon Fiesta, planned for the October long weekend, was sadly cancelled due to bad weather. But we created interest in the event and ballooning in *Vogue*, *Sydney Morning Herald*, *ABC Newcastle*, *Newcastle Herald* and other local newspapers.

Have a wonderful final quarter of 2011 and good preparations for a happy festive season from Feehan Communications.