

Despite the huge changes in the media this year, we found ways to get our clients 'out there'. We distributed press releases and made personal calls; we emailed, tweeted and Facebooked – the latter activities are now part of our daily tasks.

For those of us in the traditional media mindset, it's a challenge. But we rose to deliver; driven by the desire to get results for our wonderful clients. For example...



Feehan team – Left: Mark Humphries & Norelle Feehan at a *Kiss Goodbye to MS* event
Right: Alex McClintock meeting the talent for *Save a Life* (see p2)

Start a conversation



Ita launches NAPWA's campaign

In April a recommendation from a former client introduced us to the **National Association of People Living with HIV/AIDS (NAPWA)**. We only had two weeks to try for publicity before the launch of a national campaign to encourage people to have a conversation with a GP about updated treatments. Have a look at this impressive list:

Those of you reading the electronic version of our newsletter can click on the (incomplete) list below for sample stories.

- ABC Radio National Breakfast with Fran Kelly
- ABC Radio's PM with Mark Colvin
- The Sydney Morning Herald
- One of the top 10 reads on smh.com.au
- ABC online
- Ninemsn.com.au
- The Drum and ABC homepage
- The Daily Telegraph



Story on ABC home page for 36 hours

Kiss goodbye to MS



Colourful local stories (65 all up) incl Coffs Harbour Advocate 23 May '12



ABC TV News 8 May '12 (note the lipstick on the collar!)

Red lipstick, red hair, red clothes; once again everyone was asked to wear red (lipstick preferred) and **Kiss Goodbye to MS** for our popular campaign for MS Australia. We developed it as a means to bring attention to the incidence of MS and the 'face' of MS, predominantly young women. So women's and lifestyle magazines printed and tweeted to send MS a kiss goodbye, as well as websites and blogs (including *The Hoopla*, *Mamamia*, *Mindfood* and more).

Not to mention TV, including weather segments on Chs 7 and 10 and Ch 9's *Morning Show*, where David Campbell dared to wear red lipstick! There was red featuring in over 65 local paper stories too giving the topic more than just lip service. Exposure was broad and offered great value for increased awareness.



Screen shot www.hoopla.com.au

Balloons above

We continued our colourful stories for **Balloon Aloft** including the recent Balloon Fiesta over the long weekend, including front page of *Newcastle Herald*.



Mindfood July '12

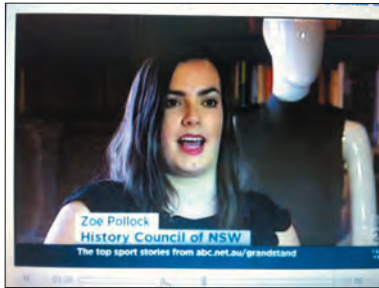


Newcastle Herald 2 Oct '12

History's in fashion

The 2012 History Week campaign for the History Council of NSW was popular in mainstream and social media with its theme of 'Threads'.

Stories on clothing through our history were featured in the *Sun-Herald*, *Daily Telegraph* (full page), *Time Out* (full page) and *Sydney Morning Herald* shared information about many of the talks and *ABC TV News* gave the topic a fresh look. *ABC 702* interviewed some of the speakers and our tweets and Facebooking added new audiences. Over 40 events were covered in local papers and regional radio.



ABC TV News item rolled over weekend of 8/9 Sept.



Sydney Morning Herald - 7 Sept



Daily Telegraph (full page) 1 Sept'12



Time Out - Sept '12 issue (+ online)

A pet cause for animal lovers



10 Network News 31 Aug '12



MX Sydney 29 Aug '12

Animal Welfare League of NSW, approached us in July to help with publicity for 'Save a Life in September'. The organisation called for people to adopt pets at a time of year when shelters fill up as spring, and the breeding season, approaches. *Ten News* did a thorough piece about the situation and vet Dr Lisa Chimes was a popular spokesperson for media. We also managed to get coverage on *2GB News* and *ABC Regionals*, as well as a huge photo on the inside cover of *MX*.

Other activities

Sydney artist Gabrielle Courtenay's exhibition 'Colliding Worlds' was publicised in *SMH* and *Time Out* and this artist was recently accepted as a finalist in the Portia Geach Prize. An historic book about architect Charles Blackmann, by Norma Perry, was covered by *ABC Launceston*, *Daily Telegraph*, *Inner West Courier* and *SMH*. Norelle also continued this year with the 6th Throw the Book at MS.

A former staffer, Siena Perry, invited Norelle to speak to students at the University of Queensland on the topic of PR for not-for-profits. Feedback after the lecture was very good and Norelle spoke enthusiastically about campaigns and results for clients over the years. A campus TV interview before her talk captures some of what was covered and a snippet is now up on www.feehanpr.com



Norelle Feehan and Siena Perry at UQ

Have a wonderful final quarter of 2012 and here's to a productive lead-up to the festive season from Feehan Communications.

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