

FEEHAN COMMUNICATIONS **making headlines**

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Welcome to the 2007 edition of **Making Headlines** - a summary of PR projects completed by Feehan Communications in the past 12 months.



PHOTO (from left) – Feehan team Tina Elliott and Norelle Feehan.

Helping others see

Sunnies for Sight Day (for client ICEE) involves workplaces and schools wearing sunnies and making a donation to help supply glasses to those who go needlessly vision impaired. *New Idea, Sunday Age, Body & Soul* (all News Ltd Sunday papers), *Notebook, TV Soap* and a high percentage of local newspapers around Australia all ran Sunnies stories. TV too covered the day with *Ch 10* in Sydney going all out in weather and news room. Health/what's on websites alerting people to the day totalled over 50.



Ch 10 News Tim Bailey and presenters get behind Sunnies for Sight Day 2007

The quinella of TV news...

Our client Children's Medical Research Institute (CMRI) was rightly in the spotlight when findings were announced by researcher Dr Scott Cohen relating to the composition of an enzyme present in cancer cells. We invited major media (print, radio and TV) to a press conference resulting in extensive coverage across Australia and into Asia and Europe.

It was run by all five free-to-air news bulletins plus Singapore and Germany radio as well as *ABC Radio* and in the *Sydney Morning Herald*.



Clip SMH - 30 March 2007



CMRI Director Dr Roger Reddel on ABC Dr Scott Cohen on SBS News



Ch 9's Peter Harvey tell the story (Mar 30)

Multiple media mentions

Continuing our work to raise awareness of the work of Multiple Sclerosis Research Australia, we were pleased that some stories covered the issue in depth. *The Conversation Hour* interviewed three people with MS, (ABC Metro Radio www.abc.net.au/queensland/conversations/stories/s1945032.htm?sydney). The two main parenting magazines presented poignant features and *Body & Soul* (nationally distributed in all News Ltd Sunday papers) likewise alerted its readers to MS research being needed.

Interviews on *ABC RN Breakfast* www.abc.net.au/rn/breakfast/stories/2007/1942451.htm and Channel 7 news team also supported the goals of the day. The publicity of the campaign was estimated at over \$1 million.

We continue to do interviews and write the copy for MSRA's quarterly newsletter 'Next' newsletter and received very positive feedback about the new Corporate Brochure for MS ... 'Finding Multiple Solutions to prevent, treat and cure MS' – it's a great booklet, ask for a copy!

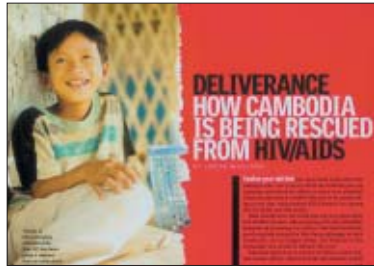
Practical Parenting June 07



Body & Soul - national Sunday papers - 3 June 07

Global campaign - local push

Our task was to invite journalists to visit Thailand, Cambodia and Vietnam for client The Global Fund to Fight AIDS, TB and Malaria. Tougher than you think! They did get to experience first hand the positive and uplifting results of the local prevention strategies and resulting stories were powerful reminders of this.



Readers Digest May 2007

The new Global Fund CEO, Dr Michel Kazatchkine, was interviewed during his recent visit to Australia on ABC Radio's *Health Report* <http://www.abc.net.au/rn/news.htm#healthreport> and the *Sydney Morning Herald*.



SMH, page 3, 23 July '07

'Women' for charity

Another fabulous event for Jeans for Genes was 'Women' an exhibition of photographs by Simon Upton. Coverage was extensive on TV (*Sunday, 9am*) and radio (ABC 702 <http://www.abc.net.au/queensland/conversations/stories/s1865763.htm?sydney>) as well as *Good Weekend*, *Spectrum*, *Wentworth Courier*, *Sunday Telegraph* and *Sun-Herald*.



Wentworth Courier 7 March 07



Daniel Macpherson on 10's 9am 8 March 07

Jeans for Genes Day – valuable results

Each year since 1994 Feehan gets busy with PR activities for this now well-established charity day. TV was a real winner this year with many news items featuring the art exhibition, the auction, *Do it with Denim* and *Jamm 4 Genes*. *Sunday, Today, Mornings with Kerri-Anne, 9AM, Temptation*, news on 7, 10 and 9 (with legendary comedian 'H.G. Nelson') with lots of interviews on radio around the country (ABC 702, 2SM, 2GB and more). Local papers again show how the community embraces the day and magazines like a colourful piece too - *The Bulletin*, *Virgin Blue*, *SMH Sydney Magazine*, *The Australian's Wish* magazine...in fact the estimated value of publicity was over \$3 million!



J4G client on Mornings with Kerri-Anne 1 Aug 07



Wish (Australian) July 07



Daily Telegraph 1 July 07

And in other news -

For CMRI we arranged launch of new research unit (with Minister attending) with large feature in *The Australian* 9 Feb; plus promoted a full-house Mother's Day lunch with Kylie Kwong and her mum Pauline (covered in *Wentworth Courier*, *Gourmet Traveller*, *Delicious*, *Good Living in SMH*) and a fabulous 'nude' charity calendar which got a run in seniors media as well as both 7's *Sunrise* AND 9's *Today* on the same day.

Feehan Communications has also just completed editing a booklet to help families advance the progress of a child with autism, for Aspect (Autism Spectrum Australia).

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