

# FEEHAN COMMUNICATIONS **makes the headlines**

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## PR projects completed by Feehan Communications in the past 12 months.

The team, shown here is Norelle Feehan, Tina Elliott and Julia Holman photographed at this year's **Jeans for Genes Gala Dinner.**



## Denimstration for health

Girlfriend May 08



The 15th Jeans for Genes (for client Children's Medical Research Institute) was again a great hit, with media showing interest in colourful jeans photo stories to real life profiles of people affected by genetic disorders. Articles appeared in many national magazines such as Cleo, Madison, Australian Women's Weekly and marie claire. A half-page feature in New Idea had Network 7's Chris Bath talking about the scientist who inspired her to support the cause. Singer Ricki-Lee Coulter appeared on The Morning Show on 7, as well as 2DAY FM and lots of print media including the Daily Telegraph. Other stories – in Woman's Day and Girlfriend – were based on two young Jeans for Genes supporters whose optimism is heartening. Launches were covered in social pages of the metropolitan papers – Daily Telegraph, Sunday Telegraph and Sun Herald. Value of the campaign publicity was estimated at close to \$3.5 million, with the number of press clippings at 416, radio and TV spots were over 500 (includes networked items). This year's theme, *Mass Denimstration* (created by John Bevins Advertising), was a winner.



Woman's Day 21 July 08

New Idea 28 July 08



Chris Bath's Hero: The scientist who inspired her to support the cause. Singer Ricki-Lee Coulter appeared on The Morning Show on 7, as well as 2DAY FM and lots of print media including the Daily Telegraph. Other stories – in Woman's Day and Girlfriend – were based on two young Jeans for Genes supporters whose optimism is heartening. Launches were covered in social pages of the metropolitan papers – Daily Telegraph, Sunday Telegraph and Sun Herald. Value of the campaign publicity was estimated at close to \$3.5 million, with the number of press clippings at 416, radio and TV spots were over 500 (includes networked items). This year's theme, *Mass Denimstration* (created by John Bevins Advertising), was a winner.

## Support with style and colour

Giving a new look to the standard walking stick has given new client Switch Sticks a product to boast about. So far we have captured the imagination of the health writers in magazines and newspapers. With work still ongoing, we have already had items in the SMH's 'Essential', News Limited's national 'Body and Soul' liftout, HCF Fit and Well magazine – as well as seniors media and Bowls NSW.



Bowls NSW/Oct 2008

## Historic event

The Children's Medical Research Institute's milestone 50th year was celebrated with a full page article in the Daily Telegraph 'History' pages, which delved into the beginnings of the institution. The Australian Womens Weekly was inspired by a classic photo of one of the CMRI's early Telethons to publish a full page article, interviewing Roger Climpson, the host of the 60's and 70's Telethons.



Australian Women's Weekly May 2008

Body and Soul October 08



## The delights of the Cross

Our results for this bi-annual foodie event – Kings Cross Food and Wine Festival – included ABC Local radio 702, 'Metro' in the SMH, Sun Herald, Good Weekend, the Wentworth Courier and lots of websites. The tasty delights of the inner city offerings where so well publicised that on this sunny day there was hardly room to move but lots to munch!

## Garden party

Some of Mount Wilson's most glorious gardens were opened to the public earlier this year for Mountains In May for Mother's Day & fundraiser for MS research. The story was picked up by SMH's 'Essential', The Planner, the 'Sydney Magazine' and the Blue Mountains Gazette, Australian House and Garden, ABC Gardening Australia magazine and TV Weekender on Channel 7. Simon Marnie from ABC 702 also gave it a helpful push on the day.



SMH May 2008

## Banking on brains

In just four years, client MS Research Australia has transformed the way multiple sclerosis is studied in Australia, and Feehan has brought the public's attention to its great work.

This year we helped launch the MS Brain Bank, an institute that is storing and studying human tissue and helping researchers shed light on the neurological processes of this disease. The event attracted a full house and somehow our team manoeuvred through the crowd to assist four TV networks arrange individual interviews and images. The day started well with ABC RN Breakfast and ABC 702 having a lengthy interview with the Institute's Director Prof Simon Hawke. The story was also reported in the Sydney Morning Herald, Daily Telegraph and The Australian. To date some 550 people have pledged their brains.



The Australian 6 Feb 2008



Ch 9 News and website, 5 Feb 2008

## M\_S\_ing Link

Community awareness, with the help of the media, was our goal during a nationwide campaign in June for MS Australia. Coverage was diverse, with a feature in the Sydney Morning Herald 'Health & Science' pages, an interview with a person with MS in Take 5 magazine and one of our spokespeople with MS doing engaging interviews with Deborah Cameron on ABC 702 in Sydney, ABC Radio National 'Breakfast' and 'Life Matters' and Network 10's 9AM with David and Kim. The space value of this publicity is close to \$1 million. A highlight was the eight minute story on the 7.30 Report. It included an interview with the brother of a deceased man who was the first donor to the MS Brain

Bank. His reason for wanting to donate was very moving and the handling of this sensitive material was appreciated by everyone involved.



The 7.30 Report, 18 June 2008

## And coming soon

Look, up in the sky! Feehan launches a new take off point for hot air ballooning client Balloons Aloft – from Homebush. And Norelle makes a stopover in Switzerland to discuss future work with client the Global Fund to fight AIDS Tuberculosis and Malaria. She is pictured here with Jon Liden, Director – Communications and Rosie Vanek – Media Officer.



## Autism in every day life

Autism Spectrum Australia first asked us to edit a comprehensive booklet for families to give them basic information on this disorder. We were then approached to see if we could get some stories in selected media about ASA's services, in particular a new software offering educational tools, and about the increasing incidence and cost of autism.

A two-page spread in the SMH's 'Essential' and an article in Woman's Day online looked at the disorder's impact on families, supported by a profile in the Sun-Herald's Sunday Life on Dr Anthony Warren from ASA.



SMH Essential 1 May 2008

## Reading the future

Not only does Feehan Communications promote not-for-profit campaigns, we also conceive, organise and run them ourselves! At the second Throw the Book at MS, co-organised by Norelle Feehan and friend Jo Dwyer, challenging questions on books and writers were sent to book groups around the country, with a main event in Sydney. A small and effective media campaign included SMH 'Spectrum', ABC Local Radio 'Australia All Over', ABC TV First Tuesday Bookclub website and Good Reading magazine. Close to \$15,000 was raised, with all funds going to MS Research Australia.

