

# FEEHAN COMMUNICATIONS

**making headlines**

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**PHOTO (above)** Norelle Feehan (centre) with new team Helen McDonald (left) and Siena Perry (right) at the Jeans for Genes auction.

Yes, there have been changes since the last 'Making Headlines'. As you see above, the arrival of new staff is the big news. Aviva moved on after seven years here and is replaced by Helen McDonald - who brings loads of experience in not-for-profit PR and corporate writing. Supporting us on occasions is Siena Perry, between tutorials and essays required for her BA studies.

We have also finally gone broadband and will soon create a website at [www.feehanpr.com](http://www.feehanpr.com) and we will keep you posted. Note Norelle's new email address is [norelle@feehanpr.com](mailto:norelle@feehanpr.com)

Thank you and please visit us at 60 Park Street in the city - we make a pretty good coffee or herbal tea!

## 10 campaigns - Jeans for Genes

It's still got legs! Many stories for the 10th Jeans for Genes Day once again captured the imagination of Australian media. A winner was the art retrospective - we knew it would be a colourful event & media opportunity, especially with the calibre of celebrities and artworks. Stories also revolved around supporters - from Amanda Keller with her healthy new baby to other personal accounts of living with a child with a genetic disease. Our work on this campaign continues to challenge and inspire us.



Daily Telegraph, 8 July 2003



Travelink, August 2003

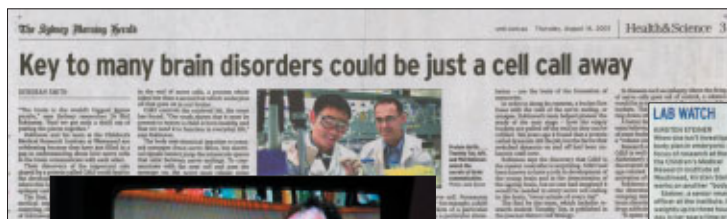


Women's Day, 28 July 2003

## And research results

Behind the popular fundraising Jeans for Genes Day - indeed the reason for it - is the basic research aimed at better knowledge and treatments. Our stories about scientists at the Children's Medical Research Institute have had a good run in the media including SMH, Nine News and ABC TV News.

Sydney Morning Herald, 14 August 2003



Chanel 9 News, 14 August 2003



Sydney Morning Herald, May 15 2003



Sydney Morning Herald, March 27 2003

## If the chemistry is right!

Encouraging pharmacists in Australia to attend this major international conference in September we provided stories to all the professional media in Australia and New Zealand. Stories included themes and issues to be covered in the local (PAC) and international (FIP) programs.

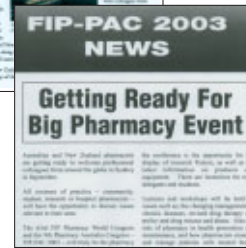
## Landcom views

Providing support to the PR & Community Development Manager at Landcom sees us writing media releases on land and housing issues, environment and triple bottom line processes and interesting business initiatives such as AusTool in Sydney.

Australian Pharmacist, June 2003



The Australian Journal of Pharmacy, August 2003



Pharmacy Guild of Australia, May 2003



Australian Financial Review, 28 May 2003



Campbelltown Chronicle, 15 April 2003



Wentworth Courier, 2 October 2002



Good Weekend

## Write away...

An important part of our day-to-day work is corporate and commercial writing. Annual Reports, Ministerial speeches, articles for newsletters and e-newsletters for clients including Landcom (Directions quarterly) Evans and Peck (Annual Report copy and Delivery) St Patrick's Business College (Shamrock) Macquarie Goodman (Leasing Quarterly). We also contribute stories for CMRI's Under the Microscope.

## Warmth of humanity

Last October we assisted with publicity for Wrap with Love's 10th birthday which resulted in radio interviews, a feature in Woman's Day, Good Weekend and Wentworth Courier. This generated on-going stories, including Better Homes and Gardens, and eventually a contact was made with the ABC Radio for a major 'knit-in'.

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