

FEEHAN COMMUNICATIONS

making headlines

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Welcome to a review of the public relations activities and media highlights of the past year for Feehan Communications.

PHOTO (from left) Feehan team – Felicity Hyde, Julia Holman and Norelle Feehan at Jeans for Genes auction. (Far right) Jac Wilson .



Sight for all eyes

The in-the-field work of ICEE (mentioned to right) needs on-going funds – hence National Sunnies for Sight Day, the first Friday each February. Australians' generosity for tsunami recovery did affect donations – but the media covered the day and its goals well. Readers Digest, Woman's Day, Voyeur, Dolly, loads of locals, as well as Channel 7 and 10 News.



Weather for sunnies Ch 7 Feb 25, 2005



Readers Digest January 2005

The eyes of the world ...

The media has picked up on some great stories about vision issues for client Vision Cooperative Research Centre (VCRC). Subjects ranged from research to profiles, through to awareness of blindness prevention programs for their International Centre for Eyecare Education. ICEE and the optometry profession have been sending volunteer optometrists to Sri Lanka following the devastating Boxing Day Tsunami. These stories have been picked up by many local papers, the Herald-Sun and SMH.



Australian Financial Review Aug 2004



SMH Health & Science 16 Jun 2005

Front page story

Coinciding with a book launch on the devout Eileen O'Connor – founder of Our Lady's Nurses for the Poor – we felt we had pulled off her first miracle ... our press release resulted in a front page article, with photo, in the Sydney Morning Herald! The cause for this lesser known contender for a possible sainthood was given a lift indeed. We were also pleased with a follow-up one month later on page 3 of the SMH on a special prayer day. This story was also run on ABC Radio 'PM', the Southern Courier, the Catholic Weekly and website Catholics Online.



SMH Dec 9 2004



Sun Herald 24 April 2005

Top job

In April this year Australian bureaucrat Helen Evans was appointed to one of the most urgent health roles in the world – 2IC at the Global Fund, a not-for-profit group seeking to rid the world of HIV-AIDS, TB and malaria. We arranged interviews with her including Radio National breakfast and a full-page feature plus news story in the Sun Herald.

Keen for Jeans for Genes

The 2005 Jeans for Genes campaign was a winner with media around the country – in print and on the airwaves. The popular charity day stretches us from stories on all manner of topics – denim furniture, country schools, movie stars, sports heroes and the all important stories about families affected by genetic disease. The Feehan team's approach is unfailingly enthusiastic and events especially were covered well. See Sunday newspapers, Cosmo, Take Five, Woman's Day,



Mornings with Kerri-Anne 15 July 2005

New Idea, Who Weekly, Fresh and numerous sections of metropolitan and local newspapers. TV coverage included a segment on Mornings with Kerri-Anne, Good Morning Australia, Sunrise and even Margaret and David wore badges on the Movie Show!



Cosmopolitan September 2005

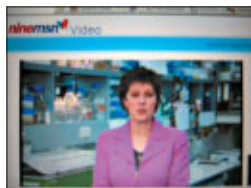


Sunday Life 31 July 2005

... and the reason for the blue season



Sydney Morning Herald 2 Feb 2005



Channel 9 News 3 Aug 2005

Scientists at the Children's Medical Research Institute have received recognition this year in many areas. Apart from career profiles in LabWatch (SMH) and the Daily Telegraph their research has been reported in features on ABC TV, National Nine News, The Age, Sydney Morning Herald, Parramatta Advertiser, Australian Biotech News, ABC Radio News and 'PM'.

IN OTHER NEWS

Breast coverage The YWCA Encore Program, an exercise for program for women recovering from breast cancer, gained widespread coverage, especially for the Darwin launch with TV and radio interviews, as well as newspaper features.

Book PR for other titles including 'Create Your Own Inspiring Wedding Ceremony' for celebrant Wendy Haynes and 'What Can the Church Say' by Michael Goonan.

AND new ... CommuniTEA cash – just announced is an alternative to the chocolate sales and raffle tickets ... www.bushellscommunitycash.com.au. It runs till next July ... so put the kettle on!

Talk about thyroid

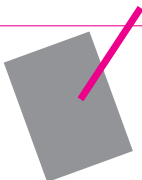
The Australian Thyroid Foundation had their 2004 Awareness week promoted in SMH Health & Science, Sun-Herald, Parramatta Advertiser, 2UE and 2GB Alan Jones. This year's campaign looks to be bigger and better, with interest from women's magazines, pharmacy media, health and medical publications keen to alert all to the increase of the disease and the issue of iodine deficiency.



SMH Health & Science 2 Sep 2004



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