

FEEHAN COMMUNICATIONS

making headlines

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Personalised Fabrics

Our concept media kit – individually printed on fabric – was designed especially for textile designer **Lola Phillips** and her **Direct Digital Print** stand at Designex, as seen in SMH Domain and Good Living, City Weekly and Australian House and Garden.

Sydney Morning Herald – Domain, 20 May 2004

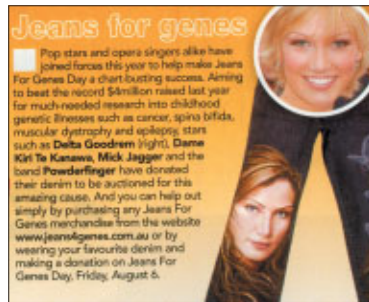


Wentworth Courier, 22 January 2004



Jeans for Genes – great results

“This year we really feel the name is so ‘out there’ ...” This comment came from client Children’s Medical Research Institute referring to this year’s Jeans for Genes Day. In an increasing variety of media we had stories in Australian Women’s Weekly, Woman’s Day, That’s Life, Girlfriend, Take Five, Harper’s Bazaar, Who Weekly, Marie Claire, TV Hits and numerous specialty media including Ragtrader, Brag, Drum, Barbie, JET and Yen. There was loads of TV coverage for the jeans auction and radio interviews around the country for the Day.



Woman's Day, Date 1/0



Who Weekly, July 2004



The Sun-Herald, 25 July, 2004

Write now ...

Publications over the year included newsletters for Landcom and St Patrick's Business College, Annual Report and e-newsletter for Evans & Peck, the YWCA National Encore information brochure and a suite of brochures – which included briefing designer – for Calvary Health Care Sydney - Hurstville Community Hospital.



Evans & Peck Annual Report



Landcom Directions Bulletin



Calvary Health Care – Hurstville Community Hospital brochures

Can wearing sunglasses help people see?

Invited by International Centre for Eyecare Education – a member of one of Australia's most successful CRCs (Co-operative Research Centres) – we assisted with PR on the second National Sunnies for Sight Day in February. Very positive media attention in local papers and radio around the country. Women's magazines too including extensive feature in Woman's Day – with follow-up over 2 issues in letters page – plus Dolly, Barbie and K-Zone. Also nursing, medical and optometry media advised readers of the Day.



Sydney Morning Herald Metro, 27 February 2004



Woman's Day, February 2004

YWCA Encore – vital exercises

Our two campaigns in the past 12 months for the YWCA Encore program (for women to regain mobility and confidence after the trauma of breast cancer surgery) brought many personal stories of recovery to Sunday Telegraph Body + Soul, SMH Health + Science and many local papers where the programs are held.



Sydney Morning Herald, 15 July 2004



The Sunday Telegraph, 26 October 2004

IN OTHER NEWS

We assisted with the PR for **Caredent's new Inter-Brush** (interview with Dr James Wright on 2UE and retirement media).

Launching **Healthy Habitat** www.healthyhabitat.com.au a website listing and selling personal and household products with even chemical-free packaging! (as seen in article from Wentworth Courier). Also mentioned in Sunday Telegraph Body + Soul, That's Life and Woman's Day.

Calvary Health Care Sydney-Hurstville Community – some local paper stories plus a cute piece in Radar about their weekly Cocktail meetings (SMH – Radar) and the front cover of the Catholic Weekly for the visit of Archbishop Pell.

Open hearts – open house



Sunday Telegraph, 4 April 2004

Providing PR support for Landcom for four years included PR support about the House of Hearts – a house built entirely on donated labour and products. A Landcom initiative – to support the Cardiology Unit at Children's Hospital Westmead – we obtained extensive media, with all Sydney property pages, many local papers, and Sydney and Central coast radio interviews.



New Choices for Retirement, May/June 2004



Wentworth Courier, 3 December 2003

Perhaps the most important global issue .. Take a minute to consider the statistics on AIDS, Tuberculosis and Malaria and then visit www.theglobalfund.org. Raising awareness for his Australian visit, we had the privilege of meeting Dr Richard Feachem who urged Australia to fight this most urgent 'war' against these pandemics. Our principal task was to alert media to the Fund's goals and managed to get two important national radio broadcasts. Visit <http://www.abc.net.au/worldtoday/content/2004/s1047167.htm>

