

Celebrating 20 years in business, Feehan Communications says thank you to our wonderful clients and their inspiring projects. Here's a snapshot of some of our 2010 work.



The 2010 team Tina Elliott, Louisa Farrar and Norelle Feehan (at Throw the book at MS)

Children's Medical Research Institute



The findings of a young scientist is accepted in *Nature Biotechnology*. We hold a press conference. Interested media includes *ABC 2 Breakfast*, *ABC Radio National Breakfast* and 'AM', *2GB*, *Ch 7*, *Sky News*, *ABC TV News*, *Radio NZ*, *ABC Health Report* plus *Sydney Morning Herald*. <http://www.abc.net.au/rn/breakfast/stories/2009/2750117.htm>

Multiple mentions and kisses

Asked to bring attention to the incidence of MS and issues facing those affected (mostly youngish women) we created Kiss goodbye to MS. More than lip service, the topics of employment and research were also covered in *The Age*, *SMH*, *Life Matters*, *Courier Mail*. Stunning community service announcements for TV and radio got a good run on free to air and online and women's mags loved the red lips logo and were happy to encourage support.

Other MS stories this year for MS Research Australia included one about a conference on Vitamin D (*ABC RN breakfast*) and another discussed the origins of MS (*SMH*). Please listen to this story <http://www.abc.net.au/rn/breakfast/stories/2010/3019554.htm> We are also up to Issue 21 of 'Next' the quarterly newsletter for MS Research Australia.



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The world with a different Aspect



For client Autism Spectrum Australia (Aspect) we had a winning project. We had to create an awareness around a young UK artist, Stephen Wiltshire, visiting Sydney and known for his capacity to do artworks based on an eye, and memory, for incredible detail. Our message was; with the right opportunities a person on the autism spectrum can have a fulfilling career and life. We had two stories in *The Australian*, two stories in the *SMH*, *Yen*, *Who Weekly*, *A Current Affair* and *Mornings with Kerri-Anne*, *Triple J Hack*, *ABC News*, *702 online*, *SMH online video*, *Ch 9 News* and local papers as well. For this client we also did many many stories about new programs around the state. <http://www.abc.net.au/triplej/hack/stories/s2886183.htm> Another part of our work involves this client and workshops for parents and teachers – AAETC – which was on *Conversation Hour*.

No mother-to-child HIV transmission by 2015 – could be

Born HIV free was launched through social media all through Europe. We arranged, with The Global Fund to Fight AIDS, Tuberculosis and Malaria, to have an editorial on the *ABC online's 'Drum'* by Carla Bruni-Sarkozy and an interview with our Geneva client on *ABC2 Breakfast News* and *ABC RN Breakfast*. www.abc.net.au/rn/breakfast/stories/2010/2904297.htm



Carla Bruni-Sarkozy – 30 May '10

Jeans still fit – Australia

In 16 years we still keep Jeans for Genes as youthful as ever and this year we introduced a new art dimension with 'Gene Expression' an idea to reclaim the genes in the awareness message. Not to be outdone the jeans got a fabulous turn on *Australia's Next Top Model*. Once again the newspaper, magazine, radio, online and TV coverage was en par with previous years – too numerous to itemise here, please ask for details.



Australia's new models promote 'the day' Aug '10

History Week

With the Faces in the Street theme we had some fabulous stories in all forms of media, including on-line. Our client was effervescent in praise and great to learn that the hits on their website increased nearly tenfold! We were thrilled with interviews on *Phillip Adams Late Night Live*. <http://www.abc.net.au/rn/latenightlive/stories/2010/3000988.htm> and a networked event on *ABC Regional radio* and two on *ABC 702 Deborah Cameron* <http://www.abc.net.au/bestof/archive/20100907.htm> plus *SMH* and lots and lots of local papers and radio.

20th anniversary – past employees and where they are now (the edited version)

Michelle Wills – Sydney Olympics, Channel 7 now

Balloon Aloft (yes a client) I was lucky to start working at Feehan Communications during the last year of my arts degree. My favourite project was doing an internal newsletter for the Opera House. We had the opportunity to hangout in the Green Room with their staff members and the performers. Norelle has been a great mentor to me for over 20 years now, and a wonderful friend. Happy 20th anniversary!

Julia Langham – home mum for now Although it was such a long time ago, I'd like to say thanks for giving me a chance to gain valuable communications experience after the 1990s recession had me waiting on tables and wiping them down with my BA! All the very best! I know you'll keep going from strength to strength!

Aviva Lowy – Communications Consultant There was a joy working on Jeans for Genes and watching it grow; to actually be out on the street selling badges on the Day; being warmly received by commuters. Great to be part of something become well-known and a well-loved brand. Working at Feehan Communications is a family affair. My children grew up with it and were used whenever a photo opportunity with child was needed for Jeans for Genes or UNSW. They were mini stars and were not alone – during school holidays, any number of the Feehan clan could be found helping out with office duties. So many clients were friends to start with or became friends. We used to joke about changing the business name to 'Nice Clients Only'!

Helen McDonald – volunteer teacher of English to migrants

I too must say that my favourite project was Jeans for Genes. I loved all the activities surrounding it; including counting the money, collected at Town Hall station, sitting on the carpet of the bank branch, surrounded by thousands of gold coins! It felt so satisfying knowing we had created the publicity that prompted commuters to come over and buy a badge. I followed Aviva and learned the principle of "Nice Clients Only"! The best thing from being part of Norelle's team is that the clients were great and varied; a small business run by a young environmental scientist, Healthy Habitat, to a major not-for-profit, The Global Fund, we were easily and equally swept up in their vision.

Siena Perry – AusAID/Youth Ambassador Development, and Masters, Behavioural Communications

I worked for Norelle in 2003-04, and then again in 2009-10, but once you are a Feehanette, you're in for life. I love bouncing ideas around with her and her brilliant staff, and I hope to work there again some day. Norelle inspired in me a passion for public relations and a deep understanding of how it can be used for good, not only evil! Public relations and communications have now become my profession and I love it. Like others I loved Jeans for Genes day. Selling badges then banking the coins – such a feeling of achievement as I had been a small part of making this happen. In one of those sacks could be a dollar that would fund a researcher, who in turn, could be the one to make that amazing breakthrough. My time working with Norelle has resulted in many similar inspiring moments.

Felicity Hyde – IBM, now Clayton Utz (and studying law)

A funny thing happened on the way out of a tutorial one day – this woman offered me a job! And we laughed lots over the next two years. We also worked hard – I learned that you can enjoy work and have a happy environment. The clients were great

and I was thrilled to bring in the Bushells Community Cash business which had massive publicity AND we got to do day trips with Shane Gould. I feel extremely lucky for my time at Feehan, especially for meeting Norelle – she is a life-long mentor and friend, and made a nice speech at my 21st!

Julia Holman – Southern Star, now at ABC Radio

I remember my first day very clearly. I was 19, fresh faced, and just back from South America. I had known Norelle for years through family, but I didn't know anything about her work. She said she did PR and assumed as I had done 12 months of a communications degree that I would know what it was. But alas, no idea... (shhh, I thought it was advertising). So the first day, Norelle pointed at the phone and asked me to call magazines about a competition for Jeans for Genes. I was terrified. I think she was too, listening to my stammering calls to fashion editors of the country's most prestigious magazines. She really pushed me further than anyone in getting my career on the right track. She encouraged me to contact newspaper editors and radio producers when I had done a story (independent of our clients). And it was her pushing that meant that I got my first article published. She introduced me to wine bars, good coffee and Chinese pancakes (still one of my favourite restaurants!). Her passion and energy are the things I admire so much.

Courtney Goddard – Sony Foundation My most memorable moments ...

- Sitting in Bambini Wine Bar celebrating Tina's success with an MS story on 7.30 Report – the phone rings, it's the ABC. We are all petrified the story has been killed. Not so – it is now the lead-story!
- Dressing models backstage at Kerri-Anne. With 20 seconds to get a tight denim number off and another on – needless to say the viewers never got to see that outfit!
- Working with Stateline on story about art by adults with autism – the power of art unlocked
- History Week and the Annual History Lecture at Government House.
- Generally just working with Norelle, and learning from her was the great start to my career – much better than anything I had imagined. Her passion and dedication is unmatched in the often clinical media world.

Tina Elliott – lifestyle change! I discovered that work can be about doing things that matter. It's a huge plus, and generates a great atmosphere. Aside from general fun there is the bonus of talking to fundraisers and scientists who are making real milestones. A favourite moment was when one of the CMRI scientists discovered the composition of an enzyme active in most cancers. A whopper for researchers the world over as it pulled focus on their work. I had not been long at Feehan and was expecting it could be tricky to tease out the best bones of this and engage the media but we got the quinella of TV news coverage. It was a great experience too to hear the clarity with which he, Scott Cohen, explained his elegant research and its ramifications!

Louisa Farrar – one year, still here. Thanks for giving me no space Norelle ... !

What a team. And a heartfelt 'thank you' to others who contributed over the years and stayed friends – clients and suppliers; and so many family and friends who licked stamps, updated lists and attended functions and in so doing, helped us do a good job – from Norelle