

FEEHAN COMMUNICATIONS

making headlines

Welcome to the 2007 edition of Making Headlines - a summary of PR projects completed by Feehan Communications in the past 12 months.

Helping others see

Sunnies for Sight Day (for client ICEE) involves workplaces and schools wearing sunnies and making a donation to help supply glasses to those who go needlessly vision impaired. New Idea, Sunday Age, Body & Soul (all News Ltd Sunday papers), Notebook, TV Soap and a high percentage of local newspapers around Australia all ran Sunnies stories. TV too covered the day with Ch 10 in Sydney going all out in weather and news room. Health/what's on websites alerting people to the day totalled over 50.



Ch 10 News Tim Bailey and presenters get behind Sunnies for Sight Day 2007

PHOTO (from left) – Feehan team
Tina Elliott and Norelle Feehan.

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The quinella of TV news...

Our client Children's Medical Research Institute (CMRI) was rightly in the spotlight when findings were announced by researcher Dr Scott Cohen relating to the composition of an enzyme present in cancer cells. We invited major media (print, radio and TV) to a press conference resulting in extensive coverage across Australia and into Asia and Europe.

It was run by all five free-to-air news bulletins plus Singapore and Germany radio as well as ABC Radio and in the Sydney Morning Herald.

Breakthrough: one drug may stop most cancers

SMH
30 March 2007



CMRI Director Dr Roger Reddel on ABC Dr Scott Cohen on SBS News



Ch 9's Peter Harvey tell the story (Mar 30)

Multiple media mentions

Continuing our work to raise awareness of the work of Multiple Sclerosis Research Australia, we were pleased that some stories covered the issue in depth. *The Conversation Hour* interviewed three people with MS, (ABC Metro Radio www.abc.net.au/queensland/conversations/stories/s1945032.htm?sydney). The two main parenting magazines presented poignant features and *Body & Soul* (nationally distributed in all News Ltd Sunday papers) likewise

alerted its readers to MS research being needed.

Interviews on ABC RN Breakfast

www.abc.net.au/rn/breakfast/stories/2007/1942451.htm and Channel 7 news team also supported the goals of the day. The publicity of the campaign was estimated at over \$1 million.

We continue to do interviews and write the copy for MSRA's quarterly newsletter 'Next' newsletter and received very positive feedback about the new Corporate Brochure for MS ... 'Finding Multiple Solutions to prevent, treat and cure MS' – it's a great booklet, ask for a copy!



Practical Parenting June 07



Body & Soul - national Sunday papers - 3 June 07

