

FEEHAN COMMUNICATIONS

making headlines

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Welcome to Issue 9 of Making Headlines - a quick look at some projects of Feehan Communications in the past 12 months.

Jeans for Genes Day – bigger than ever!

Even now we are excited to know our efforts brought the Day great media including TV shows Spicks and Specks, Temptation, Ready Steady Cook and Family Feud. Mags like Australian Women's Weekly, New Woman, marie claire, Vogue Living, Jigsaw, Mania, Girl Power, Better Homes & Gardens, also newspapers by the hundreds!



The Sunday Telegraph July 16, 06



Ch 7's Nuala Hafner with client, Jeremy Wright of MSRA



PHOTO (from left) – Feehan team
Norelle Feehan, Julia Holman and Felicity Hyde.

World first makes splash

Research which may lead to a better understanding of epilepsy was released by client Children's Medical Research Institute (CMRI). We called key media and attracted interest from The Australian, Daily Telegraph, Herald-Sun, Channel 9 News and Nightline, plus radio stations 2GB, 2CH, 2UE.



Dr Phil Robinson on Ch 9 News 29 May 06



The Australian 14 June 1966

Multiple tasks for new client

Already writing newsletters for new client Multiple Sclerosis Research Australia, we were asked to assist with PR for a fundraising day. Highlighting the urgent need to find a cure, we were thrilled when Life Matters (ABC Radio National) agreed to interview a young, high-achiever whose MS does not stop her fundraising efforts. <http://www.abc.net.au/rn/lifematters/stories/2006/1657663.htm>



Who Weekly 6 June 06

Other coverage... Who Weekly, SMH Health & Science, MX, Better Homes and Gardens website and a segment on Channel 7 news weather.

Yet **another** early morning for the enthusiastic Feehan team who sold wristbands on Town Hall station!



Feedback from MSRA has been very positive for our work on 'Next' newsletter.

Music, sport and health

'Is music better than sport' – a debate at the Royal Automobile Club with guests treated to repartee delivered by some fun characters! An event for Jeans for Genes, it was promoted in MX, SMH Metro, Sun-Herald, Wentworth Courier, Mosman Daily and a full-page review featured in The Bulletin.

Tea anyone?

Iconic Aussie brand **Bushells** supports the community with over 800 groups registering to win cash. We coordinated visits by swimming legend Shane Gould to schools and sport groups. Stories on this initiative were in local papers around the country, on NBN TV, radio interviews including two ABC networks.



Cover Manly Daily 7 Dec 05



The Bulletin June 06

Vision for all

Sunnies for Sight Day, (for client International Centre for Eyecare Education, ICEE), got top coverage with a story on some Malawi children being raised as blind, though only really needed glasses, the topic in a long interview on CH 10's 9am show. Also 7 and 10 News, Mornings with Kerri-Anne, 32 radio interviews, lots of print included Woman's Day, Family Circle, Yen Magazine, Good Medicine, MX (Syd and Mel); in fact over 200 press clippings.



Yen Magazine Feb 06



Kerri-Anne calls on viewers of her morning show to wear their sunnies! 24 Feb 06

Seeing the problem

Stories on research at Vision Cooperative Research Centre (Vision CRC) included a feature in 'Watch this Face', on a young scientist's discovery about aspirin and lens wear (SMH Sydney Mag December 05).

We also pitched Prof Brien Holden to deliver the **National Press Club**

talk in Canberra on eve of World Sight Day, broadcast nationally on ABC TV, twice, and picked up by the Sydney Morning Herald.



Prof Brien Holden delivers National Press Club address for World Sight Day Oct 05

And in other news -

A fruitful idea - A healthier option at snack time – Fruit at Work asked us to start telling media about this increasingly popular idea. Business, HR, food and health media have been our first target and a promotion on the Australian Financial Review's 'Boss' website offered fantastic exposure.

When the CEO of **The Global Fund to fight AIDS, TB and Malaria** visited Australia, we were busy calling the press. His meetings with Ministers hindered us a bit but veteran media man Phillip Adams interviewed him on his ABC Radio National Late Night Live.

Australian Thyroid Foundation once again sought our help on the important message of an often ignored health issue. We helped raise awareness of iodine intake to prevent thyroid disease. Seen in Who Weekly, Sydney Morning Herald Health & Science, Column 8 and New Idea.

Launch of a new fashion label, **Longina-Sydney**, was brought to the public's attention with their garments appearing in Cosmopolitan, Who Weekly and others.



Healthy Life – Winter 2006



Who Weekly Oct 05