

## PR projects completed by Feehan Communications in the past 12 months.

A niche communications agency delivering exceptional results for not-for-profits and SMEs for 20 years.



Norelle Feehan, Courtney Goddard and Tina Elliott, photographed at one of this year's events

## MS response

Engaging the media in important stories about multiple sclerosis research earned us generous thanks from client MS Research Australia (MSRA). We were all pleased at media reports covering an event in Canberra to remind politicians of the urgency to increase Australia's funding for MS research. Results on TV and radio – ABC's *The World Today*, *RN Breakfast*, *666 Canberra*, *News Radio*, ABC TV 2 *Breakfast News* plus articles in *The Sun Herald*, *The Age*, *Canberra Times* and a powerful piece on *The 7.30 Report*, based on the personal family story of John Coombs.



Strong media coverage was also garnered for research funded by MSRA, with Australian and New Zealand scientists identifying the location of two genes which will help unravel the causes of MS and other autoimmune diseases. We co-ordinated interviews with researchers from 11 different science institutions covered by SMH, *The Age*, *The Australian*, *West Australian*, *Canberra Times*, *Daily Telegraph*,



ABC *The World Today* and ABC *Radio news* in most capitals, the ABC news website and TV news on 7, 9 and 10.

## Backing the blues for babies

Clocking up 15 Jeans for Genes campaigns – and we're still motivated for this client and cause – Children's Medical Research Institute. Results still strong and media continue to be supportive by highlighting the many colourful events and the reason behind them. In over 500 print media mentions and features – stories ranged from the personal to denim fashion. National magazines included *New Idea*, *Woman's Day*, *Australian Women's Weekly*, *OK!*, *Cleo*, *Dolly*, *Who*, *Limelight*, *TV Hits*, *Notebook* and *The Beast*. Newspaper sections and magazines too, *Daily* and *Sunday Telegraph*, *Sun-Herald*, *Perth Sunday Times*, *Adelaide Advertiser* and *SMH Careers* pages. Broadcast media mentions and interviews totalled 135 on topics about the cause of the day, the Sydney Opera House going blue, scientists as chefs and the celebrity jeans auction. *Mornings with Kerri-Anne*, *Ready Steady Cook*, *Network 7 weather* and *Neighbours* in which Ramsay Street got behind the day with an episode in which one of the characters became a 'genie' volunteer. Value of this publicity has been estimated at close to



\$3.5 million though the credibility factor 'priceless' with the reach into the community being extensive.

## Balloons take off over Sydney

Sydney skies brightened when Balloon Aloft, operating already from Hunter and Camden, decided to bring the experience to city dwellers. Magazines and travel sections took the ride and reported favourably to readers that it is an experience worth getting up for... pre-dawn! Words and pictures from



the air were in – *The Sydney Magazine*, *SMH*, *The Australian*, *Get Up and Go*, *Grazia*, *Sunday Telegraph*, *Sun-Herald*, *The West Australian*, *Selector*, *Outdoor Australia*, *Australian Traveller*, *Get Up and Go*, *marie claire* and *The Parramatta Advertiser*.

## Painting the Spectrum

Autism Spectrum Australia (Aspect) has had a full program this year and we've been keeping up the pace with publicity. First project of the year included an exhibition of beautiful artworks by adults with autism. Painting the Spectrum generated some colourful mentions in arts and what's on pages and a compelling 7 minute story on ABC TV's *Stateline*.

## Workshops that work

The media showed interest in a new program for parents and carers of school-aged children with autism. The Australian Autism Education and Training Consortium (AAETC) is funded by the federal government and includes our client Aspect and other agencies. Newspapers and radio helped encourage many in their communities to take advantage and attend these special workshops. From Blacktown to Broken Hill, from Katoomba to Katherine and Kalgoorlie – we arranged interviews for local papers and radio. For networking alone, participants found it valuable; reducing the isolation felt by families is one of the project's goals. Profiles on children and their parents gave rich material to regional and suburban media, and revealed the daily lives of families affected by autism. Close to 80 stories – and still counting – included ABC regional TV and radio and website links, metropolitan papers included the *Sunday Telegraph*, *The West Australian* and *The Brisbane Courier Mail*.

## Meanwhile . . .

**Global health gets local support** – making friends in the region for The Global Fund to Fight AIDS, Tuberculosis and Malaria was the message for the launch of Friends Pacific, reported in *The Age*, *SBS TV News*, *Sky News*, *ABC RN Health Report* and *Breakfast*, *Radio Australia* and *Australia Television* and more.

**Swtich Sticks** (the colourful walking and hiking sticks) enjoyed many more media mentions over the year.

**Norelle was thanked at** the 10<sup>th</sup> anniversary of St Andrew's Cathedral School's going co-ed (Feehan Communications coordinated communications to all stakeholders including media).

**The third Throw the Book at MS** once again challenged hundreds of readers while raising funds for MS Research Australia. Each year, the donations have doubled. Founded by Johanna Dwyer and Norelle Feehan, it is pro bono project.

**Ask us if you would** like to know about any of the above projects and view media stories or find links. Or ask about any projects you would like to have presented to the media.

## Topics for talking

The Asia Pacific Autism Conference assembled leaders in this field who spoke on stimulating topics. Media found much of interest – from the incidence of autism to employment issues and male brain theory . . . interviews were plentiful with keynote speakers, families and people with autism spectrum disorders and spokespeople including our client. **ABC TV News, Channel Nine News, Sydney Morning Herald, ABC Radio's PM, 702 Mornings** and **ABC Fora TV**. The client was extremely pleased with results which was given a dollar value some 30 times more than the budget. Features are also due to appear in *Reader's Digest*, *Australian Doctor* and *Medical Observer*.

## We're history!

The scandals, crime and corruption that shaped NSW resurfaced in print and broadcast items for this year's History Week in September. Over 140 events took place around the state and the dark shadows of our past were explored with interviews on **702 Mornings, 2GB's Ray Hadley** and local **ABC radio** programs. Infamous crimes and dubious characters were outlined in **SMH** and **Daily Telegraph** features and the events were pre-promoted in publications such as **Time Out, Sydney's Child, SMH Spectrum's The Planner** and **The Australian's Out and About** page. The events were well attended and client feedback was very positive suggesting the PR this year contributed to increased visitor numbers.

