

A year of clear and present media coverage and social networking hits – daily we email, write, telephone, tweet, Like, tag, hashtag and follow!

Clients' stories are expressed in single page press releases and supported with engaging images and ideas. The campaign we wish we had? Newspapers and magazines – we'd love to shout-out to everyone who values them to take a subscription. It's less than your daily coffee spend!



Norelle (left) and Sinead Feehan sending Kirribilli House guests the Kiss message

Kiss Goodbye to MS



OK Magazine – 06 May '13



Aust Women's Weekly – 29 May '13



The Today Show (Ch9) 13 May '13

Read our lips! **'Kiss Goodbye to MS'** received extensive publicity in magazines, TV shows and radio stations. We worked hard to win an overwhelming response on social media networks - photos on Instagram, tweets from celebrities and beauty bloggers and shared items on Facebook. Special people, undertook amazing journeys (one woman with MS raised over \$50,000 alone, riding her lawnmower from Melbourne to Sydney, M to S). She was featured on *Today Show*, *ABC online*, *Australian Women's Weekly* and numerous country and suburban media along the way, plus *Canberra Times* and *Daily Telegraph*.

<http://www.abc.net.au/radionational/programs/breakfast/world-ms-day-2013/4714348>

<http://aww.ninemsn.com.au/dietandhealth/healthnews/8666369/an-aussie-mums-journey-to-mow-down-ms> among the media coverage

The kiss 'brand' appealed to media across the platforms. From TV to Cootamundra Herald - there were hundreds of mentions, posts and clippings. The reach was estimated as some 7 million people (please ask to see our report) and the hits on the website increased 25% from 2012. The activities and awareness had a purpose; to raise funds for research and services for people with multiple sclerosis... and to thank their carers, many of them young children. Happily reporting now, that the funds doubled that of the previous year.

The fan club – so cool!

Creative, colourful fans by www.julijanajoseph.com tells the story of the fan language and the reasons they will always be a handy and fashionable item for women.



Good Weekend, 21 Sept '13

Check out Instagram #staycool

United in their way to lift literacy levels

Shocking to learn that Australia ranks among the lowest literacy standards in the western world.

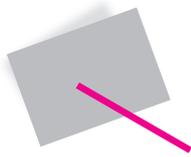
Global charity *United Way* (with help from Dolly Parton Foundation) aims to change that with *Read Learn Succeed*. We arranged for worldwide CEO to share details with Fran Kelly on *ABC RN Breakfast* and stories in the SMH and Age, print and online.

<http://www.abc.net.au/radionational/programs/breakfast/corporate-and-not-for-profits/4995500>

<http://www.theage.com.au/national/dolly-partons-reading-scheme-gets-children-working-0-to-5-20131027-2w9sj.html>



SMH/Age 28 Oct '13



HIV remains an issue

SMH 21 Oct '13



Pedestrian TV 23 Oct '13

SBS News - 18 Oct '12



The past year saw us engage with the **National Association of People Living with HIV/AIDS (NAPWA)** on a couple of projects. The Australian HIV/AIDS Conference (Melbourne 2012 and Darwin 2013). It was great to have someone on the ground in Melbourne who worked so well, helping networks and newspapers get the best briefings on the current issues, and ensured our client's spokespeople were included in interviews on *ABC TV, ABC Radio National, PM, SBS, Pedestrian TV* and in *The Age/SMH* and *The Australian*.

The other **NAPWA** project was an inter-active day with representatives for people living with HIV to share tips on how to best engage with the media. We talked about today's media enterprises and the necessary tools needed to get a story selected. We encouraged participants to think like journalists so that maximum media attention on HIV issues could be achieved. We worked with participants to expose them to the workings of a news room and the new digital landscape. Positive feedback was received and indicated participants felt more comfortable in conducting themselves in a more confident manner to represent their community.

<http://www.abc.net.au/news/2013-10-21/mitchell-australia-is-falling-behind-in-prevention-of-hiv/5034588> 21 Oct '13

<http://soundcloud.com/triple-j-hack/australians-not-playing-safe>

<http://hivaidconference.com.au/In-the-News>

Walking at work - Treadmill Desks

This project had us on our feet from the beginning. **Infiniti Fitness** has recently introduced a product known as the Treadmill Desk. Growing concern exists with the number of sedentary hours Australians spend at work and home. It has a startling impact on the nation's health. We launched a great media campaign grabbing the attention of the *Today Show*. The program's presenter, Karl Stefanovic trialled the innovative design, with great success. Also *Body & Soul* wanted to highlight the importance of maintaining an active lifestyle, even in a work environment. Reader's Digest editorial team asked if they could buy the Treadmill Desk we lent them to review!



Karl on Today Show 12 June '13

B+S WHAT THE...?

TREADMILL DESKS

The company behind this unusual invention sent one to the body + soul offices to trial for a week, and before we knew it we were typing away while burning calories.

The average person spends 12-14 hours sitting each day and this sedentary lifestyle is having a negative impact on our health. One of the keys to

combatting these effects is to get up every 30 minutes. That's not always possible when you're chained to a desk, so this bad boy serves its purpose. It's unusual at first, but you get used to it. We were surprised at the number of calories we burned.

For more information, visit infiniti.com.au



Body & Soul (in all News Ltd Sunday papers) 29 Sept '13

In other news...

look out soon for www.gardenkit.com.au...a service to get you started with your balcony herb garden. More about that next time. Merry Festive season from Feehan Communications.

