

# **Motor Neurone Disease (MND) Media Campaign Report Awareness Week: 1 - 7 May and Global Day: 21 June 2011**

**Prepared by JMM Communications, July 2011**

## ***The Campaign Overview***

MND Australia engaged JMM Communications to deliver a national media campaign around MND Week, 1-7 May and MND Global Day, 21 June.

The 2011 campaign theme was “incurable optimists” and focused on sharing the inspirational stories of people living with MND.

MND Australia used MND Week to again highlight the need for a National Disability Insurance Scheme, and outline its position on the topic.

## **Highlights**

- **Television coverage – 6:30pm with George Negus** in relation to the NDIS and highlighting key issues for people diagnosed with MND over the age of 65
- **Peter Ruddock’s interview with Lawrence Money for *The Age*** (Melbourne)
- **Local metropolitan and regional print media stories across the country** (VIC, NSW, SA, QLD, WA, TAS)
- **A 90% increase in print media exposure compared to 2010**

The extensive print media coverage generated this year, resulted in a combined exposure (in terms of accumulated circulation figures) in excess of 12,886,245 people up from 6,770,946 last year. This does not include the exposure generated through radio interviews.

## **Radio / TV interviews**

- **Wednesday 27 April**  
**2UE news radio** – telephone interview with Carol Birks for news grab that day on NDIS
- **Friday 29 April**  
**9.30 – 11.50am Channel 10 6:30pm with George Negus – Pre-record** story with Lyn Parker and son Andrew with a focus on NDIS aired in June at next stage of NDIS
- **Monday 2 May**  
**6.15am ABC Radio 774 Melbourne Breakfast with Red Symons** interviewed Prof Dominic Rowe  
**10.30am 2GB Morning Show: Ray Hadley interview with Prof Dominic Rowe**  
**2.30pm Radio ABC Hobart Afternoons Michael Veitch** interviewed Carol Birks, then Matthew Ratcliffe
- **Tuesday 3 May**  
**1.30pm SA ABC Radio 891 Carole Whitelock Afternoon Program** interviewed Matt Ratcliffe about living with MND **Saturday 7 May**  
**Radio 3AW Jane Edmanson** interview Melissa King about Mother/Daughter rose

- **Sunday 8 May**  
**Radio 2GB Linda Ross Gardening Program Linda talking to Melissa King about Mother/Daughter rose**  
**Prime TV – Wollongong – Stephanie Aceglav interview Matthew Ratcliffe for news bulletin**
- **Monday 20 June**  
**WIN TV – Canberra Global day walk to d’feet MND**

Dates of media coverage	Details	Circulation	State
April	<b>Cooroy Rag</b> – Obituary for Ronald George McClymont, page 18	7,000	
April 1	<b>Western Weekender Penrith</b> - Local girls' amazing comeback – by Andrea Tsanadis about Kirra Hall, page 23	59,220	NSW
April 6	<b>Border Chronicle</b> – Baker enters debate, about Dale Bake, page 4	2,033	SA
April 6	<b>Take 5</b> So Little Time: Story of Jasmin and Mat Eustace (Noosaville Qld ) Double page P6	216,077	National
April 7	<b>South Western Times</b> – Play proves an outlet for Aussie men - by Clare Negus about Morrie Schwartz, page 46	12,851	WA
April 7	<b>Newcastle Herald</b> – Family's fight for answers on crash - about Emma De Silva, page 16	48,000	NSW
April 7	<b>Hobart Mercury</b> – Power of friendship – about Tuesdays with Morrie play, page 36	44,094	TAS
April 7	<b>Mandurah Mail</b> – A life-altering friendship on stage – about Tuesday with Morrie play, page 73	35,944	WA
April 8	<b>Weekend Courier</b> – Rockingham – Tuesday Classic – About Tuesdays with Morrie play, page 92	34,012	QLD
April 9	<b>Sydney Morning Herald</b> – Brilliant minds need to be fed, not starved – By Vaness Yenson, page 20	341,041	NSW
April 9	<b>Daily Mercury</b> – 10 things to do this week – about Graham Smith charity event, page 42	18,671	QLD
April 10	<b>Sunday Mail Brisbane</b> – Sunday Best – about Eat for a Cause Gala Dinner, page 40	498,673	QLD
April 11	<b>Australian</b> – Out & About Vic, Tas – about Tuesdays with Morrie play, page 16	129,166	TAS
April 12	<b>Sydney Morning Herald</b> – Hidden cost in slashing medical research – by Christine Bennett and Peter Wills, page 11	209,644	NSW
April 12	<b>Mountain Views Mail – Healesville</b> – Link to old shire by Kath Gannaway about Geoff Kennedy, page 3	8,800	VIC
April 12	<b>Mornington Peninsula Leader</b> – Royal seal of approval for lunch – about Meesha Tindale, page 7	50,495	VIC
April 12	<b>Daily Mercury</b> – I'll lend a hand for Graham – by Melissa Woods about Graham Smith, page 3	14,491	QLD
April 12	<b>Australian – Out &amp; About Vic, Tas</b> – Tasmania Tuesday with Morrie play, page 14	129,166	TAS
April 13	<b>Maribyrnong Weekly</b> – Fumigation 'won't resume', but fight looms – by Goya Dmytryshchak, page 7	62,008	VIC
April 13	<b>Sound Telegraph</b> – A touching friendship – about Tuesdays with Morrie play, page 45	43,317	WA
April 13	<b>Mandurah Coastal Times</b> – Morrie returns to stage – about Tuesdays with Morrie play, page 55	42,000	WA
April 14	<b>West Australian</b> – Constable Care man dies – by Yolanda Zaw about Vick Evans, page 14	184,545	WA
April 14	<b>Hobart Mercury</b> – Morrie the mediocrity victim – about Tuesdays with Morrie play, page 14	44,094	TAS
April 14	<b>South Western Times</b> – Win tickets to Morrie on stage – about	12,851	WA

	Tuesday with Morrie play, page 64		
April 14	<b>Hobart Mercury</b> – Morrie has medical message, by Kane Young, about Tuesdays with Morrie, page 14	44,094	TAS
April 15	<b>MX Brisbane</b> – Euthanasia film row, page 6	43,743	QLD
April 15	<b>MX Melbourne</b> – Euthanasia film row, page 10	90,179	VIC
April 16	<b>Manly Daily</b> – One more year, Beaver – about Brian Floyd, page 69	91,816	NSW
April 16	<b>Daily Mercury</b> – Retirement suits footy star Rogers just fine – by Melissa Woods about Graham Smith charity event, page 20	18,671	QLD
April 16	<b>Adelaide Advertiser</b> – Outcry over author's euthanasia documentary by Liz Thomas London, page 67	239,319	SA
April 16	<b>Winning Post</b> – Bodey back in town with a treble by John Kennedy about Geoff Kennedy, page 45		NAT
April 18	<b>Melbourne Leader</b> – Words pay the way for stricken writer, page 5 about Rocky Wood	55,689	VIC
April 18	<b>Kalgoorlie Miner</b> – Esperance Diary – about play 'Tuesdays with Morrie', page 10	5,665	WA
April 18	<b>Queensland Times</b> – Motor neurone disease discussed, page 11	10,498	QLD
April 19	<b>Stonnington Leader</b> – King-dom open to takeover, about Rocky Wood, page 3	54,310	VIC
April 19	<b>Progress Leader</b> – Snipper with snap, obituary about Brian Slattery, page 17	70,100	VIC
April 20	<b>Kiama Independent</b> – Police Ball, page 8	2,457	NSW
April 20	<b>City North Messenger</b> – On the march for Ray – about Ray Kopp, page 10	38,043	SA
April 20	<b>Toowoomba Chronicle</b> – Raffle winners, page 6	22,385	QLD
April 23	<b>Daily Mercury</b> – Roger draws crowd, re Graham Smith Charity dinner, page 51	18,671	QLD
April 23	<b>Weekend West</b> – Battle of nerves spurs walk – by Tayissa Barone and Agnes Phua, about Roger Ridley, page 26	333,768	WA
April 25	<b>Melbourne Leader</b> – Words pay the way for stricken writer – by Michael Gleeson, about Rocky Wood, page 5	55,689	VIC
April 26	<b>Surf Coast Times</b> – MND week to raise awareness, page 102	20,000	VIC
April 26	<b>Bellarine Times</b> – MND week to raise awareness, page 102	19,000	VIC
April 26	<b>Lilydale and Yarra Valley Leader</b> – What's On – Awareness Week, page 45	40,479	VIC
April 26	<b>Bayside Leader</b> – A story to tell – about John Chesterman, page 9	40,403	VIC
April 26	<b>Progress Leader</b> – Still motoring along by Holly McKay about Peter Ruddock, page 1	70,100	VIC
April 27	<b>Wentworth Courier</b> – Dateline, Awareness Week, page 21	48,569	NSW
April 27	<b>Weekly Times Messenger</b> – Events about Walk to D'Feet MND, page 16	66,079	SA
April 27	<b>Northern Argus</b> – Snowtown to host central Zone umpires, page 40	4,694	SA
April 27	<b>Gold Coast Bulletin</b> – Not all bad news on our footy stars – about Mat Rogers, page 20	39,128	QLD
April 27	<b>East Torrens Messenger</b> – On the march for Motor Neurone – about Ray Kopp, page 9	35,243	SA
April 27	<b>Daily Mercury</b> – Couple raises \$82,000 for MND – about Graham Smith, page 13	14,491	QLD
April 27	<b>Benalla Ensign</b> – Devastating Disease, about Michael Rodger, page 14	3,917	VIC
April 27	<b>Mirror</b> – Mt Best's therapeutic Easter show about Mary Lucy's paintings	1,931	VIC
April 28	<b>Daily Mercury</b> – The Fatty File about Mat Rogers, page 48	14,941	QLD
April 29	<b>ABC SA</b> – Making the most of the time that is left by Brett		

	Williamson, Dr Peter Lawrinson,		
<b>April 29</b>	<b>St Kilda Football Club website</b> – Saints support MND week		
<b>April 29</b>	<b>Bunyip</b> – Supporting those affected by MND, page 18	9,700	SA
<b>April 29</b>	<b>Noosa News</b> – Frangipanis raffle, about Mathew Eustace, page 8	22,688	QLD
<b>April 29 onwards</b>	<b>ABC SA online</b> – interview with Dr (geneticist)	(printed)	Nat/SA
<b>April 30</b>	<b>Weekend West</b> – Your week by Chris Wade, about Walk to D’Feet, page 6	333,768	WA
<b>April 30</b>	<b>Weekend West</b> – Legal limits reduce chances of change for sufferers, about Roger Ridley, page 6	333,768	WA
<b>April 30</b>	<b>Sydney Morning Herald</b> – The Fitz Files, Ridd benefit about Nathan Ridd, page 20	341,041	NSW
<b>April 30</b>	<b>Northern Daily Leader</b> – The ‘incurable optimist’ spirit about Lorraine Gray, page 37	7550	NSW
<b>May</b>	<b>Fifty Plus News</b> – by Margaret Riddle about Peter Ruddock’s story, page 12	56,550	VIC
<b>May 2</b>	<b>Herald Sun – Sports Confidential</b> – Photo of Ross Lyons Saints coach wearing blue cornflower	495,000	VIC
<b>May 2</b>	<b>West Australian</b> – Don’t stand in way of ‘the keys to life’ by Jim McGinty – The Case For, page 18	184,545	WA
<b>May 2</b>	<b>Moreland Leader</b> – A King-dom up for grabs – by Michael Gleeson about Rocky Wood, page 17	66,973	VIC
<b>May 2</b>	<b>Hobart Mercury</b> – Thoughts on losing my voice by Werner Hayman about himself, page 22	44,094	TAS
<b>May 3</b>	<b>West Australian</b> – Tough disease is far from a stroll in the park by Lindsay McPhee about Janine Stoodley, page 23	184,545	WA
<b>May 3</b>	<b>West Australia</b> – Pro-lifers want research to end by Natasha Boddy, page 23	184,545	WA
<b>May 3</b>	<b>Mornington Peninsula Leader</b> – Teacher loses her voice by Lily Partland about Lyn Parker, page 14	50,495	VIC
<b>May 3</b>	<b>Melbourne Weekly – Eastern</b> – Stories of inspiration – page 13	92,797	VIC
<b>May 3</b>	<b>Maroondah Leader</b> – Motor Neurone Awareness, page 55	44,398	VIC
<b>May 3</b>	<b>Maroondah Leader</b> – Still motoring along, about Peter Ruddock, page 9	44,398	VIC
<b>May 3</b>	<b>Maroondah Leader</b> – A relentless killer swoops about Margaret Morgan, page 8	44,398	VIC
<b>May 3</b>	<b>Knox Leader</b> – What’s On, Times to learn, page 31	62,133	VIC
<b>May 3</b>	<b>Heidelberg Leader</b> – For the love of my mum – by Hannah Donnellan, about Jill Brophy, page 7	29,343	VIC
<b>May 3</b>	<b>Stonnington Leader</b> – Still motoring, by Holly McKay about Peter Ruddock, page 11	54,310	VIC
<b>May 3</b>	<b>Maryborough Advertiser</b> – Winter bowls about John Oliver, page 30	3,499	VIC
<b>May 3</b>	<b>Dalby Herald</b> – Bridge club pleased to boast big attendance figures, about Marie Walton, page 15	2,452	QLD
<b>May 3</b>	<b>Blacktown Sun</b> – Full life with many loves, obituary of Geoffrey Pfister, page 8	51,582	NSW
<b>May 4</b>	<b>Rouse Hill Times</b> – Fond farewell for Pfister by Lawrence Machado about Geoff Pfister, page 7	18,410	NSW
<b>May 4</b>	<b>Melbourne Weekly</b> – Cornflower Blues, page 16	110,027	VIC
<b>May 4</b>	<b>Northern Argus</b> – Snowtown to host Central Zone umpires training, page 48	4,694	SA
<b>May 4</b>	<b>Camden Advertiser</b> – Pair celebrates century of life, by Iliana Stillitano about Elsie Bellamy, page 10	16,872	NSW

May 4	<b>The Age:</b> Lawrence Money article on Peter Ruddock – ¾ page back page	190,000	VIC
May 4	<b>Kiama Independent</b> – Police Charity Ball, page 7	2,457	NSW
May 5	<b>Port Stephens Examiner</b> – Holiday parks turn to raising cash for cause, page 15	28,355	NSW
May 5	<b>Launceston Examiner</b> – Diagnosis not enough to stop sufferer smiling by Emily Bryan about Pat Stafford, page 16	32,221	TAS
May 6	<b>Launceston Examiner</b> – Veteran concerns, by Gwendolyn Adams about Senator Barnett	32,221	TAS
May 7	<b>Courier Mail – Qweekend</b> – No wife or kids should lose their husband and dad at such a young age, by Trent Dalton about Scott Sullivan, page 1	275,610	QLD
May 7	<b>Toowoomba Chronicle</b> – Social get-together, page 14	29,661	QLD
May 7	<b>The Saturday Age</b> – A special rose to remember by Denise Gadd about the Mother and Daughter rose and Janice Coates, page 10	296,000	VIC
May 7	<b>Weekend Australian</b> – Voice of the people about Ray Hadley, page 1		Nat
May 11	<b>Area News</b> – Holding on to hope is young mother's plan – by Tanya Pattison about Tania Magoci, page 1	5,495	NSW
May 11	<b>Area News</b> – Growth of shopping spots a boon for city – about Tania Magoci, page 6	5,496	NSW
May 11	<b>Border Watch</b> – Family issues call for help to grant father's last wish, by Sam Dowdy about Scott Lewis, page 5	7,605	SA
May 11	<b>Free Press Leader</b> – Giving up not an option, by Kimberley Seedy about John Reed, page 7	14,887	VIC
May 11	<b>Weekly Times</b> – 2011 Ryde Volunteer Recognition Awards about Motor Neurone Disease Massage Team Volunteers	53,930	NSW
May 11	<b>Herald Sun</b> – Willo's girl gets a wish, by Steve Perkin about Paul Williams, page 12	495,000	VIC
May 11	<b>MX Melbourne</b> – Science joy outlasts sex about Stephen Hawking, page 10	90,179	VIC
May 11	<b>MX Brisbane</b> – Let's get physics-al – about Stephen Hawking, page 10	43,743	QLD
May 11	<b>MX Sydney</b> – Science joy outlasts sex – about Stephen Hawking, page 10	98,811	NSW
May 11	<b>Narooma News</b> – AFL Narooma Auskick gets a new voice about Matt Ratcliffe, page 52	2,800	NSW
May 11	<b>Northern Argus</b> – Snowtown to host Central Zone umpires training about Wine Auction to raise money for MND, page 44	4,694	SA
May 12	<b>Adelaide Advertiser</b> – Hawking happy about Stephen Hawking, page 36	190,665	SA
May 12	<b>Courier Mail</b> – Hawking discovers happiness, page 24	201,687	QLD
May 12	<b>Herald Sun</b> – Happy Boffin, page 27	495,000	VIC
May 13	<b>Maryborough</b> – 49 for bowls about MND fundraising day, page 35	3,499	VIC
May 13	<b>Noosa Journal</b> – Tragedy prompts dream wedding by Isobel Coleman about Mat Eustace, page 1	22,498	QLD
May 14	<b>Adelaide Advertiser</b> – It taught me not to pity myself because others were worse off – about Stephen Hawking, page 56	239,319	SA
May 14	<b>Toowoomba Chronicle</b> – Bowlers roll out support for charity mentions Judith Maker-Field, page 24	29,661	QLD
May 14	<b>Daily Telegraph</b> – Bok great's motor neurone diagnosis about Joost van de Westhuizen, page 128	327,177	NSW
May 14	<b>Subiaco Post</b> – What's on about Volunteer lunch for MND, page 46	51,580	WA
May 15	<b>Sunday Herald Sun</b> – Body and Soul about story on MND, page 2 & My friend's grace in illness humbles me by Hannah Delaney about	495,000	VIC

	Stacey Neild page 16		
May 15	<b>Sunday Mail Adelaide</b> - Body and Soul about story on MND, page 2 My friend's grace in illness humbles me by Hannah Delaney about Stacey Neild page 16	288,603	SA
May 15	<b>Sunday Mail Brisbane</b> - Body and Soul about story on MND, page 2 & My friend's grace in illness humbles me by Hannah Delaney about Stacey Neild page 17	498,673	QLD
May 15	<b>Sunday Telegraph</b> - Body and Soul about story on MND, page 2 & My friend's grace in illness humbles me by Hannah Delaney about Stacey Neild page 17	617,824	NSW
May 15	<b>Sunday Times</b> - Body and Soul about story on MND, page 2 & My friend's grace in illness humbles me by Hannah Delaney about Stacey Neild page 17	293,244	WA
May 16	<b>Woman's Day</b> - The Seekers Find their way about Judith Durham and husband Ron Edgeworth by Jackie Brygel, page 32	385,016	Nat
May 18	<b>Northern Argus</b> – Fine farewell for Clare lady who inspired many about Natalie Anne Dunstan, page 11	4,694	SA
May 18	<b>Northern Star</b> – Peter admired for his teaching passion by Rebecca Lollback about Peter Waldron, page 14	14,018	NSW
May 18	<b>West Australian</b> – Anti-apartheid actor found niche in Perth about Gil Berry, page 44	184,545	WA
May 18	<b>Redcliffe and Bayside Herald</b> – Peninsula called oj to help family about Glenn Sargood, page 24	34,835	WLD
May 19	<b>Hawkesbury Courier</b> – Riverstone's day of days about Geoff Pfister, page 3	20,366	NSW
May 19	<b>Sunshine Coast Daily</b> – Dying with dignity, page 16	19,879	QLD
May 19	<b>Kiama Independent</b> – Police ball July 29, page 6	2,457	NSW
June/July	<b>Link Disability</b> – running Werner's story – with photo for MND global Day		
	<b>Northern Daily Leader Tamworth</b> - interviewing Lorraine Grey at Northcott		
	<b>TOTAL CIRCULATION</b>	12,886,245	

## The Strategy – Global Day:

Following MND Week, the media strategy for the Global Day 2010 focused on:

- **The third annual *Walk to D'Feet MND*** around Lake Burley Griffin on Sunday 19 June
- **A media release promoting MND research to tie in with the Day**

## The Key Messages

The key messages below were reinforced in all media materials produced for MND Global Day:

- Global MND Day is on June 21. It is a solstice when the MND community hopes for a turning point in MND research

- We are getting closer to finding the causes, treatments and a cure for MND - this devastating disease - through research, made possible by public donations
- The community is urged to support MND research on June 21 - MND Global Day

### Summary of media response

A list of all media wins for Global Day 2011 appears below.

Dates of media coverage	Details of the coverage	Circulation	State/Nat
25 May	Grenfell Record and Bland Advertiser – Motor Neurone Disease Walk	710	NSW
26 May	Forbes Advocate – Walk for neurone	2,600	NSW
27 May	Muswell Chronicle – Down the road to a cure	2,587	NSW
7 June	Northside Chronicle (Canberra) – Walk to raise money and hope	40,277	ACT
15 June	Shepparton Advertiser – Motor Neurone Disease Global Day	34,739	VIC
18 June	Weekend Australian – Report offers new hope for disabled		NAT
20 June	Bendigo Advertiser – Motor Neurone Fundraiser	30,000	VIC
20 June	Canberra Times – Walkers make strides to defeat disease by Louis Andrews	32,116	ACT
21 June	The Age – Increasingly aware by Lawrence Money	195,900	VIC
21 June	Bendigo Advertiser – Motor Neurone Fundraiser	30,000	VIC
22 June	Kiama Independent – Police charity ball	2,457	NSW
22 June	Rouse Hill Times – Night for Geoff	18,410	NSW
22 June	Manningham Leader – A model fundraiser	44,421	VIC
	<b>TOTAL GLOBAL DAY</b>	434,217	