

Dates of media coverage	Details of the coverage	Circulation	Clipping rec/d & printed	State/ Nat
	MND Week			
March 19	Herald Sun – Fiona Hudson did article on David Williamson’s passing – with a note on how to donate to MND and also a call to donate organs.			VIC
From Tuesday March 10	Femail.com.au: MND Week information plus the Facts and info from media release posted on the website			NAT
April 26	Macquarie Network: Health Matters – Dr. John D’Arcy’s radio program syndicated to 61 regional radio stations. Pre-recorded interviews with Nicky Wallis and Dr Dominic Rowe.	340,000+	YES	NAT
April 27	New Idea (Australia and New Zealand)–Living With MND ‘Brave mum Nicky Wallis battles adversity and vows to lead a fulfilling life for her family’ P88 double page spread – interview with Nicky Wallis, plus photo and ‘What you need to know about MND, plus break out box with Dr John d’Arcy.	333,218	YES	INT
April 29	Werribee Banner – Werribee family battles a crippling blow to their lives. Doris Freiberg, with her husband Neville, who was diagnosed with motor neurone disease	38,546	YES	VIC
April 29	Point Cook Banner – Werribee family battles a crippling blow to their lives. Doris Freiberg, with her husband Neville, who was diagnosed with motor neurone disease.	6,934	YES	VIC
April 09	Link Magazine – Link is cross-disability magazine. Facing down motor neurone disease: Interview article with Nicky Wallis who has MND, triple page spread, p. 20 -22, plus photo and ‘What you need to know about MND, plus website, telephone number and MND week 3-9 May.	?	YES	NAT
May Edition	Royal Auto Magazine – MND Week listing	1,463,049	YES	NAT
May Edition	Style magazine – ‘pro active’ The family of Pro Hart is launching the Pro Art program to coincide with MND Awareness Week. School children encourages to create their own work of art by taking inspiration from his painting In the Scrub. Contact details	69,970	YES	NAT
May 1	Bendigo Weekly – Raising awareness of crippling disease by Annika Smethurst	366,190	YES	VIC
May 1	North Shore Times – Encouraging signs in global research. By Sue Shilbury. Article on MND and Cornflower Blue Day, and explanation of the disease.	71,344	YES	NSW
May 1	Bay Post – Bay’s loss in Canberra’s gain. Article on Heather Powell, artist and author, whose husband has MND.	3,400	YES	NSW
May 1	Mudgee Guardian & Gulgong Advertiser – Andrea, Eileen do their bit. By Lynn Pinkerton. Article on two women who lost their husbands to MND. Story, pi,c and explanation of MND – what it is and how it affects sufferers.	3,472	YES	NSW
May 1	Tumut & Adelong Times – MND Week – street stall in Wynyard Street to raise public awareness and funds. Blue cornflowers, badges, and other merchandise will be sold.	3,045	YES	NSW
May 2	The Age Careers Page The Switch – Justin Yerbury writing piece to be included in both SMH & The Age on his switch from working in his families post office to researching MND	286,750	YES	VIC
May 2	SMH Careers Page The Switch – Justin Yerbury writing piece to be included in both SMH & The Age on his switch from working in his families post office to researching MND	360,200	YES	NSW
May 2	Central Western Daily – Raising Awareness – Andrea Sauerbier and Eileen Falk are taking to streets of Mudgee to raise awareness and money for MND.	5,135	YES	NSW
May 4	Radio 720 Perth – Morning Show with Geoff Hutchinson – interviewing a local person (not JMM – possibly organised through local MND association)			WA

May 4	Radio 2HD Newcastle Breakfast Luke Grant (Producer Brook Forbes) would like an interview with Ralph Warren			NSW
May 4	Radio 891 Adelaide Afternoons with Carole Whitelock – speaking to Ralph Warren and then Julee Tonks			SA
May 4	ABC Radio 612 Brisbane – Afternoons with Richard Fidler (relayed statewide as public holiday). Spoke to Carol Birks and Rick Searle firstly about MND and then about the film.			QLD
May 4	Radio ABC Northern Tasmania Afternoon program interviewed Ralph Warren. Spoke about the story so far re treatments and coping strategies - for patients and carers. Look at where research is too.			TAS
May 4	Daily Telegraph health column <i>On The Pulse</i> with Erica Watson <i>MND Awareness</i> – column piece on the week with website	369,000	YES	NSW
May 5	Today Tonight: 10-year-old Jak Billing looking after his father with MND. See http://au.todaytonight.yahoo.com/article/5542499/general/young-hero		YES	NAT
May 5	Warragul & Drouin Gazette – Organisation provides ongoing support to people with Motor Neurone Disease by Mieke Hammond. Raises awareness about MND week, living better for longer, and included website & contact details.	10,396	YES	VIC
May 5	Cooma Monaro Express – From the Editor: Announces MND week 3-9 May. Remembrance Day on May 2 at Olympic Park Sydney, includes MND Global Day June 21	1,712	YES	NSW
May 5	Burnie Advocate – Button Days – MND of Tasmania will hold button days in Devonport, Ulverstone and Latrobe to raise funds. Mentions MND Awareness Week.	23,576	YES	TAS
May 6	Phoenix radio (University of Southern Queensland – online radio) spoke to Carol Birks re MND. (5 minutes)			QLD
May 6	Banktown Canterbury Torch (NSW, Sydney) – The Good & The Bad. st MND week and blurb	90,538	YES	NSW
May 6	Gold Coast Sun - Donate to MND research Call to action for MND week, plus back ground on MND and website	166,401	YES	QLD
May 6	South West News – ‘Big is Bette’r – by Christopher O’Leary and’ A bub in time makes nine for supermum’ – article on Kathy Heufel with photo	43,976	YES	QLD
May 6	Nambour Weekly – General news – Support Group – The Sunshine Coast MND support group – information and next meeting information	9,904	YES	QLD
May 6	Ballarat News – Cork donations to help fund purchase of wheelchairs for MND can be left at Dan Murphy’s in Ballarat, contact details	33,186	YES	VIC
May 6	Mount Barker Courier - Refunds turn discarded rubbish into rich pickings. Community group has raised \$1,000 for MND by collecting plastic containers. Mentions MND Awareness Week.	13,074	YES	SA
May 6	Rugby League Week – father of English rugby player Sam Burgess suffered MND.	20,319	YES	NAT
May 6	Gympie Times - Wallabies coach offers training tips, by Matthew Lee. Annual Dinner held in Brisbane in aid of MND research	5,644	YES	QLD
May 7	Scone Advocate - Support for motor neurone stand. Lindsey Carter & Sharyn Morris (MND widows) thanks Acone community for supporting MND, raising almost \$900 in four hours.	1,845	YES	NSW
May 7	Blayney Chronicle – Written by Betty Wilson, widow of Ted Wilson who died from MND, offers background information on MND, highlight MND weeks and fundraising efforts and records more that \$25,000 has been raised through various community efforts.	1,486	YES	NSW
May 3-9 MND week	Queensland Times – Interviewing Denise from MND support group in Anarla (40 mins from Ipswich) resulting in feature article during start of May, highlighting the MND week plus the discussing the fact			QLD

	there is no support group in Ipswich. The article is intended to raise awareness about MND and perhaps result in a support group based in Ipswich.			
MND Week	Werribee Banner – doing story on Week (and trying to include local person) Talking with Rod Harris Victoria.			VIC
MND Week	Bendigo Weekly, Annika Smethurst Journalist, Bendigo Weekly, Ph (03) 5442-5448 speaking to Sylvia and Bill Aitken. Sylvia has MND and Bill is her husband and carer.			VIC
11 May +	Northern Star – Jessica Kellette to write article about MND week and interview case study Bob Delaney - to run the week after MND Week.			NSW
May 7	Robinvale Sentinel – The story of Peter & Michelle Everett and MND	1,200	YES	VIC
May 7	Burnie Advocate – Little to treat victims of cruel illness. Article on MND Awareness Week, and Taking it one day at a time – article by Sarah Webb on MND sufferer Darren Billing	23,576	YES	TAS
May 8	Southern Highland News – Help Flick neurone disease Raises awareness about MND week, quotes Ralph Warren, and include 5 facts on MND.	3,094	YES	NSW
May 8	North Shore Times – Burst of colour for Colleen, Cover story by Mary Powis. Colleen Parker, one of Australia’s foremost artists ... died in March last year as a result of motor neurone disease. Her husband and daughter have arranged an exhibition with raffle to raise funds for MND.	71,344	YES	NSW
May 9	Courier Mail – Eight wasn’t enough to make it a mother’s day to remember. Mentions couple with eight children and grandfather with MND	296,054	YES	QLD
May 9	Sunshine Coast Daily – Uncle’s illness spurs Amber by Kate Sundstorm. Article about Amber Werchon and her uncle, Ian Bell who has MND are hoping to raise awareness of the cruel condition.	21,170	YES	QLD
May 9	Gympie Times – Big test awaits Hammers, story by Matthew Lee. Fundraising dinner at South’s Rugby Union Club in aid of MND research. Australian Wallabies coach Robbie Deans in attendance with many other identities of the game.	5,644	YES	QLD
May 12	Mudgee Guardian: Raising the profile of Motor Neurone		YES	NSW
May 15	Bay Post (Ulladulla) – Spreading the word on crippling disease Jacki Harding and Deidre Jones raising funds and Awareness for motor neurone disease in Moruya	3,400	YES	NSW
May 16	Northern Star – Treading ‘why me’ path warily – MND sufferer Bob Delaney finds its silver lining	22,653	YES	NSW
May 20	Manly Daily – we farewell an independent spirit. Rowena Patrick lost to MND	91,060	YES	NSW
May 21	The 7:30 Report: featured Judith Durham (MND patron), her upcoming solo performances in Melbourne and her new lyrics for the national anthem. Also included footage of her at the hospice where her husband was cared for and some short grabs about MND and the importance of donations to help find a cure.		YES	NAT
May 26	City North News: ‘Optimism helps’, profile on Tony and Dot Hynes, Tony’s battle with MND and launch of ‘The Glass Half Full. Refers to Mr Hynes as becoming ‘the face of MND Australia.’		YES	QLD
Dates of media coverage	Global Day Details of the coverage	Circulation	Clipping rec/d & printed	State/ Nat
June	Radio stations 2CC, Mix 106.3 and FM 104.7 agree to play radio CSA in lead-up to Canberra Walk.			ACT
June 17	Radio ABC Northern Tasmania Afternoon Program: Elaine Harris interviewed Matthew Kiernan – talking about research			TAS
June 18	ABC Radio 666 in Canberra: Alex Sloan Morning Show Carol Birks to talk to Alex Sloan about the Walk to d’Feet.			ACT

June 20	Bendigo Advertiser – General News, pic of Anne and Leo Janssen looking forward to musical afternoon at MND event, with contact details for event	14,850	YES	VIC
June 20	Sunshine Coast Daily – ‘ Amber new ambassado’r – Real Estate Section. Amber Wenchon chosen as ambassador for MND Queensland. Pic with story.	34,960	YES	QLD
June 21	Sunday Canberra Times – General News, Sunday notice board, what’s on – Motor Neurone Walk	34,350	YES	ACT
June 21	Catholic Leader - General News, ‘Pro Art inspires creativity’. Pic an story of art competition for MND and students from Mary Immaculate School in Annerley who are supporting competition.	13,000	YES	NAT
June 22	WIN TV News, Canberra: Weekend wrap , footage captured at walk on Sunday			ACT
June 23	Sydney Morning Herald – The Diary – what’s on today - -National Motor Neurone Disease conference Sydney	212,700	YES	NSW
June 24	Bunbury Mail – General news, ‘Blue day at St John of God’ – St John of God Hospital palliative are staff dressed in blue to recognise MND global awareness day. Pic and story.	24,860	YES	WA
June 25	Bendigo Miner - General news, ‘Music day to fight against disease’, by Lisa Korycki. Leo Janssen has lived with MND for 16 years. Musical afternoon to support MND at Bendigo. Story and pic.	14,580	YES	VIC
June 25	Northern Star - General news, ‘Brothers lairise for charity’, by Stephen Spinks. Marist Brothers Rugby League Club last year made \$19000 for former rugby league players who were diagnosed with MND.	14,900	YES	NSW
June 25	ABC TV News, national: Sophie Scott did a story on Matthew Kiernan’s clinical trial See http://www.abc.net.au/news/video/2009/06/25/2608807.htm .			NAT
July 1 to mid-August	Channel 10 Melbourne – running Stephen Hawking CSA for 6 weeks from 1 July			NAT