



## ***EFFIE IN LOVE ME TINDER* TOUR 2019 PUBLICITY REPORT**



### **PRESS RELEASES**

Issued on Monday 19<sup>th</sup> August 2019 | View [here](#) | Download PDF [here](#)

Issued on Monday 14<sup>th</sup> October 2019 | View [here](#) | Download PDF [here](#)

### **SUMMARY OF PUBLICITY OUTCOMES**

Over the period 16<sup>th</sup> August – 16<sup>th</sup> December 2019 Fox & Flynn PR secured the following coverage:

- x 36 items of coverage online
- x 25 items of coverage in print publications
- x 21 items of coverage on radio
- x 5 items of coverage on television

### **PUBLICITY OUTCOME HIGHLIGHTS**

Some highlights of the campaign included:

- Coverage in the Blue Mountains Gazette on 4<sup>th</sup> September | View print [here](#) | View online [here](#)
- Coverage in The Western Weekender on 30<sup>th</sup> August | View print [here](#)
- Coverage on Wave FM 'Breakfast' on 3<sup>rd</sup> September | Listen back [here](#)
- Coverage on Channel 9 'Today' on 5<sup>th</sup> September | Watch back [here](#)

- Coverage in The Daily Advertiser on 21<sup>st</sup> September | View print [here](#)
- Coverage on Triple M 'Kennedy Molloy' on 5<sup>th</sup> September, 16<sup>th</sup> October & 18<sup>th</sup> November | Listen back [here](#), [here](#) & [here](#)
- Coverage in the Coast Community News on 5<sup>th</sup> September | View print [here](#)
- Coverage in The Daily Telegraph 'Sydney Confidential' on 6<sup>th</sup> September | View print [here](#)
- Coverage in the Herald Sun 'Confidential' on 6<sup>th</sup> September | View print [here](#)
- Coverage on Channel 7 'The Morning Show' on 17<sup>th</sup> September
- Coverage on ABC Sydney 'Breakfast with Wendy Harmer and Robbie Buck' on 19<sup>th</sup> September | Listen back [here](#)
- Coverage on ABC Radio Melbourne 'The Friday Revue' on 20<sup>th</sup> September & 6<sup>th</sup> December | Listen back [here](#)
- Coverage on ABC Riverina 'Breakfast' on 26<sup>th</sup> September
- Coverage on Hit 92.1 Riverina 'Herbie & Dane for Breakfast' on 26<sup>th</sup> September
- Coverage on ABC Central Coast 'Breakfast with Scott Levi' on 27<sup>th</sup> September
- Coverage in City Hub Sydney 'Arts Attack' on 3<sup>rd</sup> October | View print [here](#) | View online [here](#)
- Coverage on Prime7 'News Wagga' on 7<sup>th</sup> October | Watch back [here](#)
- Coverage on Channel 7 'The Daily Edition' on 18<sup>th</sup> October | Watch back [here](#)
- Coverage on ABC Local Radio 'Lunch with Myf Warhurst' on 22<sup>nd</sup> October | Listen back [here](#)
- Coverage in the Sydney Morning Herald 'The Shortlist' on 1<sup>st</sup> November | View print [here](#)
- Coverage in the Newcastle Herald 'Weekender' on 6<sup>th</sup> November | View print [here](#) | View online [here](#)
- Coverage on Triple M Newcastle 'Weekend Agenda with Frankie and Nikki' on 9<sup>th</sup> November
- Coverage in Neos Kosmos on 9<sup>th</sup> November | View print [here](#) | View online [here](#)
- Coverage on Channel 9 'Today Extra' on 21<sup>st</sup> November | Watch back [here](#)
- Coverage in the Herald Sun 'Screen' lift-out on 9<sup>th</sup> December | View print [here](#)
- Coverage in the Bayside Leader, Caulfield Glen Eira Leader, Progress Leader, Port Phillip Leader & Stonnington Leader on 10<sup>th</sup> December | View print [here](#), [here](#), [here](#), [here](#) & [here](#)
- Coverage on JOY FM 'Drive' on 11<sup>th</sup> December | Listen back [here](#)
- Coverage on the Hit Network National 'Summer Breakfast with Grant Denyer and Yvie Jones' on 13<sup>th</sup> December | Listen back [here](#)

## **FULL LIST OF PUBLICITY OUTCOMES & MEDIA FEEDBACK**

View [here](#)

## **FOLDER OF CLIPPINGS / AUDIO**

View [here](#)

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**Please note** we make an effort to check a wide range of media outlets for coverage, however, it is impossible to collect everything without a paid media monitoring service so we expect that further publicity outcomes were achieved throughout the course of this campaign.