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## VIVA! Communications – coverage report notes

### General:

- Title the google sheet/excel spreadsheet – i.e. “campaign title launch\_coverage report\_DATE”
- Divide the google sheet/excel spreadsheet according to type of outcome e.g. TV, radio, online, print, social media, medical/industry
- Please ensure you are continuously monitoring iSentia over the days post launch, the coverage report will need to keep pace with the outcomes that are generated

### TV outcomes:

- Go to iSentia, select the relevant brief you had set up for the campaign
- Select the type of outcome you would like to report on – i.e TV, (this makes it easier when entering outcomes into the coverage report)
- Click on an outcome to bring the full story up on your screen

**Feed**  
Good afternoon, here's what's been happening

☐ 82 media items **Reset All** **Opdualag** **TV** Last 12 months **Sort: Date (New)**

**Opdualag**

☐ Channel 10, Melbourne, 10 News First (... - TV - 21 Jan 2024, 5:00 PM  
News Headlines The tragic death of a baby boy. Police are trying to piece together how the two month old died. Queensland on cyclone alert again. Intense rainfall headed for a huge area of the already soaked state. A renewed focus on...

**Opdualag**

☐ Sky News Live, Sydney, Weekend Live - ... - TV - 21 Jan 2024, 12:13 PM  
Patients for advanced melanoma, aged 12 years and older, can avail the new treatment called **Opdualag** on the Pharmaceutical Benefits Scheme. It is hoped the treatment will provide more options for those with advanced cancer. Federa...

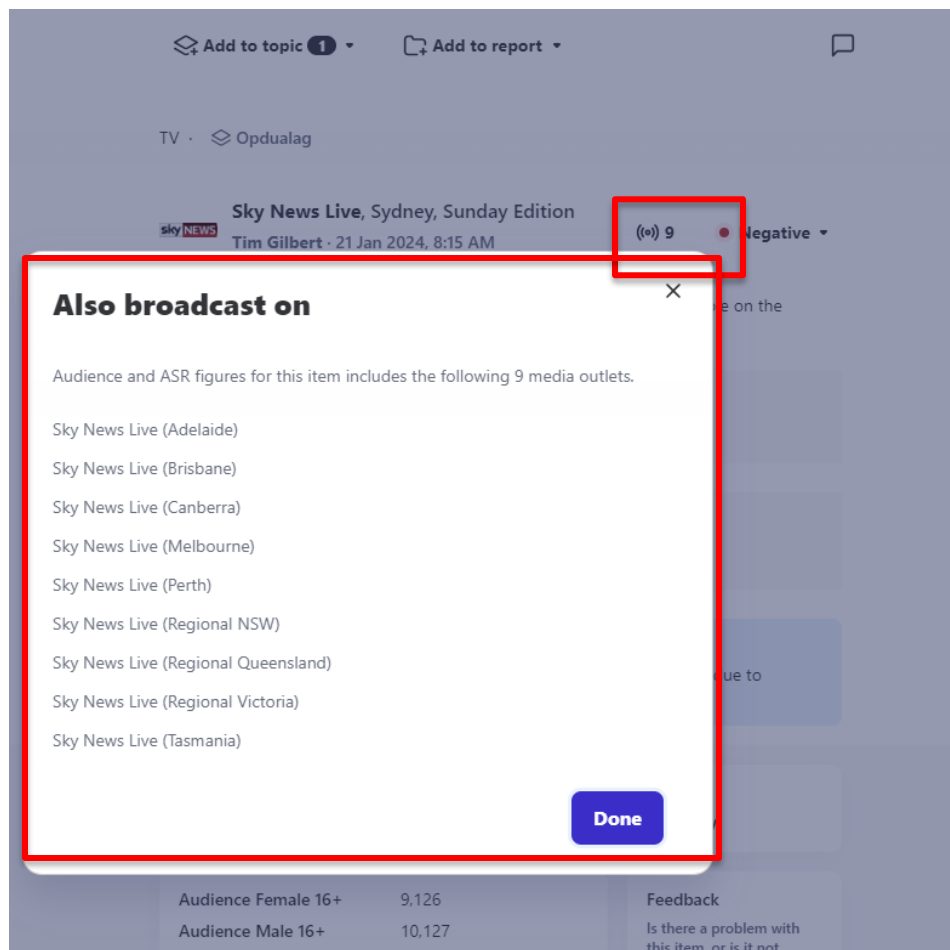
**Opdualag (1)**  
**Opdualag**

☐ Sky News Live, Sydney, Sunday Edition - ... - TV - 21 Jan 2024, 8:15 AM  
Advanced melanoma treatment called **Opdualag** is set to be made available on the Pharmaceutical Benefits Scheme.

**Opdualag (1)**  
**Opdualag**

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- To find out where the story has been syndicated to, click the little icon (see below) & the other places it has been broadcasted to will appear (we count syndications as their own story)
- Report the findings in the coverage report, detailing the name of the broadcast outlet, the title of the story & the time the story ran



Date	Publication	Title	Pages/time	Link	ASR	Impressions
TV						
January 21, 2024	Sky News Sydney Live	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	
January 21, 2024	Sky News (Adelaide)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	
January 21, 2024	Sky News Live (Brisbane)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	
January 21, 2024	Sky News Live (Canberra)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	
January 21, 2024	Sky News Live (Melbourne)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	
January 21, 2024	Sky News Live (Perth)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	
January 21, 2024	Sky News Live (Regional NSW)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	
January 21, 2024	Sky News Live (Regional Queensland)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	
January 21, 2024	Sky News Live (Regional Victoria)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	
January 21, 2024	Sky News Live (Tasmania)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	194	962,650
January 21, 2024	Sky News Sydney Live	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	
January 21, 2024	Sky News Live (Adelaide)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	
January 21, 2024	Sky News Live (Brisbane)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	
January 21, 2024	Sky News Live (Canberra)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	
January 21, 2024	Sky News Live (Melbourne)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	
January 21, 2024	Sky News Live (Perth)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	
January 21, 2024	Sky News Live (Regional NSW)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	
January 21, 2024	Sky News Live (Regional Queensland)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	
January 21, 2024	Sky News Live (Regional Victoria)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	
January 21, 2024	Sky News Live (Tasmania)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	<a href="https://drive.google.com/file/d/1RP0JDbOescv">https://drive.google.com/file/d/1RP0JDbOescv</a>	360	827,879

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- The next step is to download the clip from iSentia → upload it to the shared VIVA! google drive → create a sharable link → upload that link to the coverage report
  - *This is because our clients do not have access to iSentia, & if iSentia was to ever remove the outcome we would still have a copy of it on our own drive*
- Click the download icon at the top of the outcome → choose the 'edit clip' option; when downloading TV clippings, you need to manually listen & edit the video to the exact timecodes which showcase the outcome to ensure other news stories aren't included

TV · Opdualag

**News Headlines - Police are investigating two-month-old baby boy. - Qld is**  
**There is a renewed focus on water temperatures see thousands hit the**

[View full media abstract](#)

**Original Clip**  
Ready to download

**Edit Clip**  
Ready to trim and download

**Order Clip**  
Request trimmed clip

**Order Transcript**  
Request written transcript

TONIGHT  
**SUMMER SAFETY**  
10 NEWS FIRST

0:34

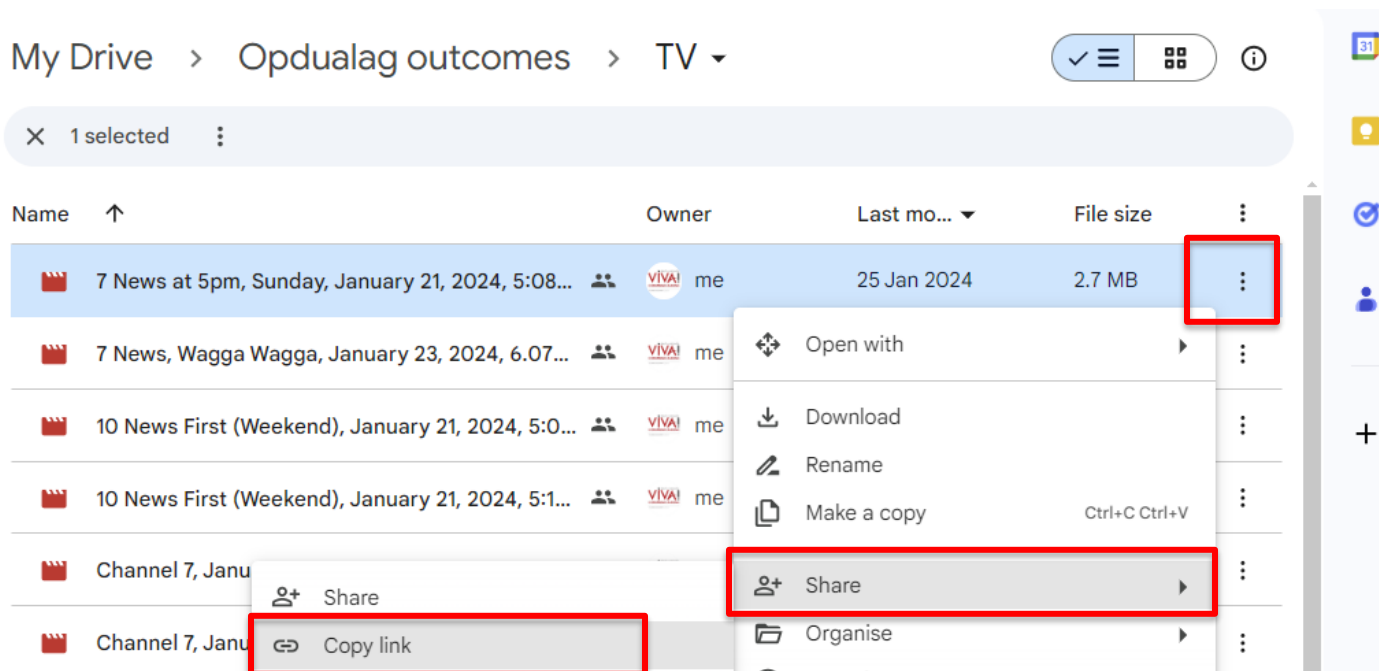
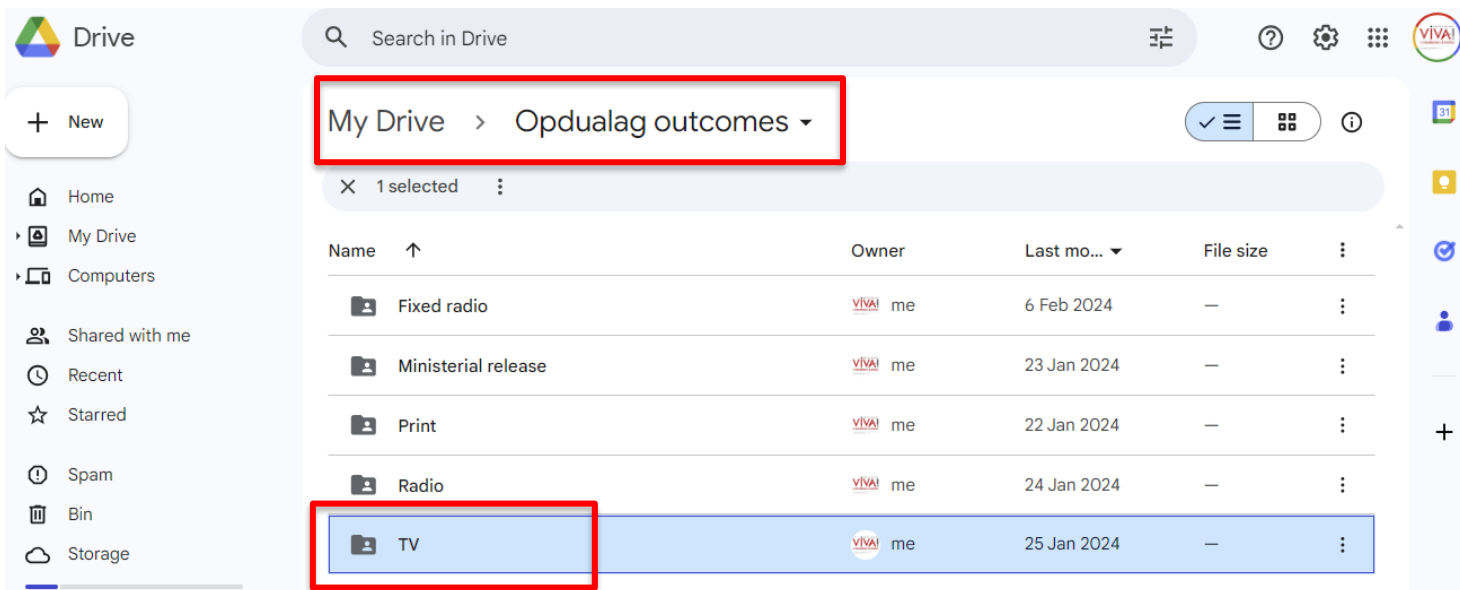
**Channel 10, Melbourne, 10 News First (Weekend)**  
Chris Bath · 21 Jan 2024, 5:00 PM

26 Neutral

- Please

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- Once the clip has been downloaded from iSentia you need to upload it to the shared google drive & into the relevant folder, then create a sharable link & upload the link to the coverage report





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## Radio outcomes:

- Repeat all the above steps from TV outcomes for radio outcomes
- Please note: you will also have to manually listen to the outcomes to determine the timecodes for when downloading the clip from iSentia

Radio			
NSW			
January 21, 2024	2SM, Sydney	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2AD, Armidale	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2BH, Broken Hill	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2DU, Dubbo	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2EL, Orange	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2GF, Grafton	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2HD, Newcastle	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2LM, Lismore	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2MG, Mudgee	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2MO, Gunnedah	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2NZ, Inverell	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2PK, Parkes	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2RE, Taree	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2TM, Tamworth	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2VM, Moree	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	4WK, Toowoomba	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	Triple Z, Lismore	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	<a href="https://drive.google.com/file/d/1gzWGa7oeznv/2.874">https://drive.google.com/file/d/1gzWGa7oeznv/2.874</a>
January 21, 2024	2GB	Australians aged 12 years and older who've been diagnosed with an advc 5:33 AM	<a href="https://drive.google.com/file/d/1x87MtenxSHrG/43.000">https://drive.google.com/file/d/1x87MtenxSHrG/43.000</a>
January 21, 2024	2BS, Bathurst	Australians aged 12 years and older who've been diagnosed with an advc 5:33 AM	<a href="https://drive.google.com/file/d/1x87MtenxSHrG/43.000">https://drive.google.com/file/d/1x87MtenxSHrG/43.000</a>
January 21, 2024	2EC, Bega	Australians aged 12 years and older who've been diagnosed with an advc 5:33 AM	<a href="https://drive.google.com/file/d/1x87MtenxSHrG/43.000">https://drive.google.com/file/d/1x87MtenxSHrG/43.000</a>
January 21, 2024	2GN, Goulburn	Australians aged 12 years and older who've been diagnosed with an advc 5:33 AM	<a href="https://drive.google.com/file/d/1x87MtenxSHrG/43.000">https://drive.google.com/file/d/1x87MtenxSHrG/43.000</a>
January 21, 2024	2LT, Lithgow	Australians aged 12 years and older who've been diagnosed with an advc 5:33 AM	<a href="https://drive.google.com/file/d/1x87MtenxSHrG/43.000">https://drive.google.com/file/d/1x87MtenxSHrG/43.000</a>
January 21, 2024	2QN, Deniliquin	Australians aged 12 years and older who've been diagnosed with an advc 5:33 AM	<a href="https://drive.google.com/file/d/1x87MtenxSHrG/43.000">https://drive.google.com/file/d/1x87MtenxSHrG/43.000</a>

54,790

## Online outcomes:

- For online outcomes, repeat the steps you would take for both TV & radio until the downloading step;
- Click on the title of the story, iSentia will direct you to the webpage/publication which the story was published on;

Online · Opdualag

### New treatment for melanoma to be listed on PBS



The Australian

21 Jan 2024, 2:46 PM

Positive

A new treatment for advanced melanoma is set to be made available on the pharmaceutical benefits scheme. **Opdualag** is a combination of immunotherapies which help a person's own immune system fight cancer. It will be available to those 12 years and older d. ...

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- Please note that every page the story features on will have to be recorded on the coverage report, i.e – Homepage, news page, health page
- To create clippings of the online outcomes, refer to the 'clippings pdf' on the staff hub


Online					
January 21, 2024	The Canberra Times	Here's how much patients saved on prescriptions last year	Homepage	<a href="https://www.canberratimes.com.au/">https://www.canberratimes.com.au/</a>	
January 21, 2024	The Canberra Times	Here's how much patients saved on prescriptions last year	Story	<a href="https://www.canberratimes.com.au/story/8492897/">https://www.canberratimes.com.au/story/8492897/</a>	
January 21, 2024	The Area News	Melanoma patients to benefit from cheaper treatments	Homepage	<a href="https://www.areanews.com.au/">https://www.areanews.com.au/</a>	
January 21, 2024	The Area News	Melanoma patients to benefit from cheaper treatments	News	<a href="https://www.areanews.com.au/news/">https://www.areanews.com.au/news/</a>	
January 21, 2024	The Area News	Melanoma patients to benefit from cheaper treatments	Health	<a href="https://www.areanews.com.au/news/health/">https://www.areanews.com.au/news/health/</a>	
January 21, 2024	The Area News	Melanoma patients to benefit from cheaper treatments	Story	<a href="https://www.areanews.com.au/story/8492897/">https://www.areanews.com.au/story/8492897/</a>	
January 20, 2024	Merimbula News	Subsidy for new treatment of 'national cancer' melanoma	Homepage	<a href="https://www.merimbulanewsweekly.com.au/">https://www.merimbulanewsweekly.com.au/</a>	
January 20, 2024	Merimbula News	Subsidy for new treatment of 'national cancer' melanoma	News	<a href="https://www.merimbulanewsweekly.com.au/news/">https://www.merimbulanewsweekly.com.au/news/</a>	
January 20, 2024	Merimbula News	Subsidy for new treatment of 'national cancer' melanoma	Health	<a href="https://www.merimbulanewsweekly.com.au/news/health/">https://www.merimbulanewsweekly.com.au/news/health/</a>	
January 20, 2024	Merimbula News	Subsidy for new treatment of 'national cancer' melanoma	Story	<a href="https://www.merimbulanewsweekly.com.au/story/">https://www.merimbulanewsweekly.com.au/story/</a>	
January 20, 2024	Katherine Times	Subsidy for new treatment of 'national cancer' melanoma	Homepage	<a href="https://www.katherinetimes.com.au/">https://www.katherinetimes.com.au/</a>	
January 20, 2024	Katherine Times	Subsidy for new treatment of 'national cancer' melanoma	News	<a href="https://www.katherinetimes.com.au/news/">https://www.katherinetimes.com.au/news/</a>	
January 20, 2024	Katherine Times	Subsidy for new treatment of 'national cancer' melanoma	Health	<a href="https://www.katherinetimes.com.au/news/health/">https://www.katherinetimes.com.au/news/health/</a>	
January 20, 2024	Katherine Times	Subsidy for new treatment of 'national cancer' melanoma	Story	<a href="https://www.katherinetimes.com.au/story/8492897/">https://www.katherinetimes.com.au/story/8492897/</a>	
January 20, 2024	The Border Mail	Subsidy for new treatment of 'national cancer' melanoma	Homepage	<a href="https://www.bordermail.com.au/">https://www.bordermail.com.au/</a>	
January 20, 2024	The Border Mail	Subsidy for new treatment of 'national cancer' melanoma	News	<a href="https://www.bordermail.com.au/news/">https://www.bordermail.com.au/news/</a>	
January 20, 2024	The Border Mail	Subsidy for new treatment of 'national cancer' melanoma	Health	<a href="https://www.bordermail.com.au/news/health/">https://www.bordermail.com.au/news/health/</a>	
January 20, 2024	The Border Mail	Subsidy for new treatment of 'national cancer' melanoma	Story	<a href="https://www.bordermail.com.au/story/8492897/">https://www.bordermail.com.au/story/8492897/</a>	

## Medical/industry outcomes:

- Repeat the above steps you would take for online outcomes

## Print outcomes:

- Repeat the above steps you would take for online outcomes however when you click on the link, iSentia will take you to a PDF copy of the outcome

Newspaper ·  Opdualag

## Cheaper treatments for melanoma patients

 HERALD

Newcastle Herald

Steven Deare & Kat Wong · 22 Jan 2024,

12:00 AM to 3:06 AM

 57 ▾

 Neutral ▾

AUSTRALIANS living with recurrent melanoma will have a new treatment option subsidised by the **Pharmaceutical Benefits Scheme (PBS)**. Patients with advanced melanoma will be reimbursed for a treatment called **Opdualag** - a combination of immunotherapies that help the body fight cancer. Australia has some of the highest rates of melanoma in the

- You will need to download the pdf & take the same steps you would for a TV or radio outcome, i.e – upload to the shared google drive & create a sharable link for the coverage report (see below).

Print				
January 21, 2024	Sunday Telegraph	Wonder melanoma drug now on PBS	Page 3	<a href="https://drive.google.com/file/d/1K64ch9Mc6hc2303">https://drive.google.com/file/d/1K64ch9Mc6hc2303</a>
January 21, 2024	Sunday Mail Brisbane	Wonder melanoma drug now on PBS	Page 3	<a href="https://drive.google.com/file/d/1gV2YA54sBkH42">https://drive.google.com/file/d/1gV2YA54sBkH42</a>
January 21, 2024	Sunday Canberra Times	Patients save millions on prescriptions	Page 3	<a href="https://drive.google.com/file/d/1MN3CGJ2wm1309">https://drive.google.com/file/d/1MN3CGJ2wm1309</a>
January 21, 2024	Sunday Mail Adelaide	Melanoma drug added to PBS	Page 6	<a href="https://drive.google.com/file/d/10pd9oXrVXO41717">https://drive.google.com/file/d/10pd9oXrVXO41717</a>
January 21, 2024	Sunday Tasmanian	New weapon against deadly cancer	Page 2	<a href="https://drive.google.com/file/d/1Pb5nuX-9N5g1794">https://drive.google.com/file/d/1Pb5nuX-9N5g1794</a>
January 22, 2024	Western Advocate, Bathurst	Subsidy for new treatment of melanoma	Page 3	<a href="https://drive.google.com/file/d/1RwDnS3U3DV20">https://drive.google.com/file/d/1RwDnS3U3DV20</a>
January 22, 2024	West Australian	Just what the doctor ordered	Page 15	<a href="https://drive.google.com/file/d/1h28NArTSuRX6371">https://drive.google.com/file/d/1h28NArTSuRX6371</a>
January 22, 2024	Launceston Examiner	PBS adds melanoma treatment	Page 5	<a href="https://drive.google.com/file/d/1a76_QJn7ysiP17">https://drive.google.com/file/d/1a76_QJn7ysiP17</a>
January 22, 2024	Newcastle Herald	Cheaper treatments for melanoma patients	Page 5	<a href="https://drive.google.com/file/d/1vgGHC1O_55">https://drive.google.com/file/d/1vgGHC1O_55</a>
January 22, 2024	Illawarra Mercury	Melanoma treatment added to PBS	Page 11	<a href="https://drive.google.com/file/d/1aTq0_wZ5nCB42">https://drive.google.com/file/d/1aTq0_wZ5nCB42</a>
January 22, 2024	Bendigo Advertiser	Melanoma treatment added to PBS		<a href="https://drive.google.com/file/d/11pNANJv2ojR63">https://drive.google.com/file/d/11pNANJv2ojR63</a>
January 22, 2024	West Australian, Perth	Just what the doctor ordered	Page 15	<a href="https://drive.google.com/file/d/1h28NArTSuRX6743">https://drive.google.com/file/d/1h28NArTSuRX6743</a>
January 22, 2024	Geelong Advertiser	States save in medicine changes	Page 5	<a href="https://drive.google.com/file/d/1G_gn5iCg4dJ98">https://drive.google.com/file/d/1G_gn5iCg4dJ98</a>
January 23, 2024	Central West Daily	Couple makes it all count	Page 1	<a href="https://drive.google.com/file/d/1QpahDlyZl885294">https://drive.google.com/file/d/1QpahDlyZl885294</a>
January 27, 2024	Adelaide Advertiser	New skin cancer treatment	Page 9	<a href="https://drive.google.com/file/d/1RGKl2-c67fu020000">https://drive.google.com/file/d/1RGKl2-c67fu020000</a>
January 27, 2024	Adelaide Advertiser	Thanks for saving us	Page 9	<a href="https://drive.google.com/file/d/1nrEvy4Ktm1vp20000">https://drive.google.com/file/d/1nrEvy4Ktm1vp20000</a>

## Social media outcomes:

- For social media outcomes you will need to conduct a keyword search on every platform i.e – LinkedIn, Twitter, Facebook & Instagram
- Once you have found an outcome, report the date, account who posted, the first sentence of the post & the link to the post in the coverage report (see below)

Social Media				
LinkedIn				
January 21, 2024	Melanoma Institute of Australia	PBS listing - Life-changing news for advanced melanoma pati	LinkedIn	<a href="https://www.linkedin.com/posts/melanoma-ins">https://www.linkedin.com/posts/melanoma-ins</a>
January 21, 2024	Michael Wonder	It has been a long long time since a Prime Minister of any poli	LinkedIn	<a href="https://www.linkedin.com/posts/michaelwond">https://www.linkedin.com/posts/michaelwond</a>
January 21, 2024	Cancer Care Adelaide	Opdualag will be funded on the PBS from 1st February 2024 s	LinkedIn	<a href="https://www.linkedin.com/posts/cancer-care-c">https://www.linkedin.com/posts/cancer-care-c</a>
January 22, 2024	Bristol Myers Squibb	We welcome the Pharmaceutical Benefits Scheme (PBS) listin	LinkedIn	<a href="https://www.linkedin.com/posts/bristol-myers-squibb">https://www.linkedin.com/posts/bristol-myers-squibb</a>
January 22, 2024	Dr Sara Al-Rawi	Every year 20,000 Australians receive a melanoma diagnosis,	LinkedIn	<a href="https://www.linkedin.com/posts/dr-sara-al-rawi">https://www.linkedin.com/posts/dr-sara-al-rawi</a>
January 22, 2024	Melanoma & Skin cancer Advocacy Network	MSCAN welcomes the listing of Opdualag (nivolumab/relatfin	LinkedIn	<a href="https://www.linkedin.com/feed/update/urn:li:c">https://www.linkedin.com/feed/update/urn:li:c</a>
Twitter				
January 21, 2024	Melanoma Institute of Australia	"While prevention is paramount in reducing the inciden	Twitter	<a href="https://x.com/MelanomaAus/status/174885770">https://x.com/MelanomaAus/status/174885770</a>
January 21, 2024	9News Australia	New help and hope for sufferers of what's known as Australia	Twitter	<a href="https://twitter.com/9NewsAUS/status/17489774">https://twitter.com/9NewsAUS/status/17489774</a>
January 21, 2024	Josie_Shannon_	"Opdualag" will now be available on the PBS as of Feb 1.	Twitter	<a href="https://twitter.com/Josie_Shannon_/status/1748">https://twitter.com/Josie_Shannon_/status/1748</a>
January 21, 2024	Kim Wingerei	Latest from AAP #news feed #auspol	Twitter	<a href="https://twitter.com/kwingerei/status/174891450">https://twitter.com/kwingerei/status/174891450</a>
January 21, 2024	The Project	A treatment for recurrent melanoma, called Opdualag, has t	Twitter	<a href="https://twitter.com/theprojectv/status/17489774">https://twitter.com/theprojectv/status/17489774</a>
January 21, 2024	10NewsFirst	A lifesaving melanoma drug will become thousands of dollars	Twitter	<a href="https://twitter.com/margilroy/status/17489630">https://twitter.com/margilroy/status/17489630</a>
January 22, 2024	Health Times	Subsidy for new treatment of 'national cancer' melanoma	Twitter	<a href="https://twitter.com/healthtimes_au/status/174">https://twitter.com/healthtimes_au/status/174</a>
January 22, 2024	studio26151	Subsidy for new treatment of 'national cancer' melanoma	Twitter	<a href="https://twitter.com/Studio26151/status/1749153">https://twitter.com/Studio26151/status/1749153</a>
Facebook				
January 21, 2024	10NewsFirst	Meanwhile, a lifesaving melanoma drug will become thousa	Facebook	<a href="https://www.facebook.com/10NewsFirst/posts/">https://www.facebook.com/10NewsFirst/posts/</a>
January 22, 2024	10NewsFirst	A lifesaving melanoma drug will become thousands of dollars	Facebook	<a href="https://www.facebook.com/10NewsFirst/posts/">https://www.facebook.com/10NewsFirst/posts/</a>
January 22, 2024	Truth & Lies other Liberal Promises	Affordable treatment for recurrent melanoma	Facebook	<a href="https://www.facebook.com/Talaalp/posts/pfb">https://www.facebook.com/Talaalp/posts/pfb</a>
January 22, 2024	Guardian Australia	Australians living with recurrent melanoma will have a new tre	Facebook	<a href="https://www.facebook.com/theguardianaustr">https://www.facebook.com/theguardianaustr</a>