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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. Feder... 

[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

TV · ⚡ Opdualag

Sky News Live, Sydney, Sunday Edition
skyNEWS · Tim Gilbert · 21 Jan 2024, 8:15 AM

Also broadcast on

Audience and ASR figures for this item includes the following 9 media outlets.

- Sky News Live (Adelaide)
- Sky News Live (Brisbane)
- Sky News Live (Canberra)
- Sky News Live (Melbourne)
- Sky News Live (Perth)
- Sky News Live (Regional NSW)
- Sky News Live (Regional Queensland)
- Sky News Live (Regional Victoria)
- Sky News Live (Tasmania)

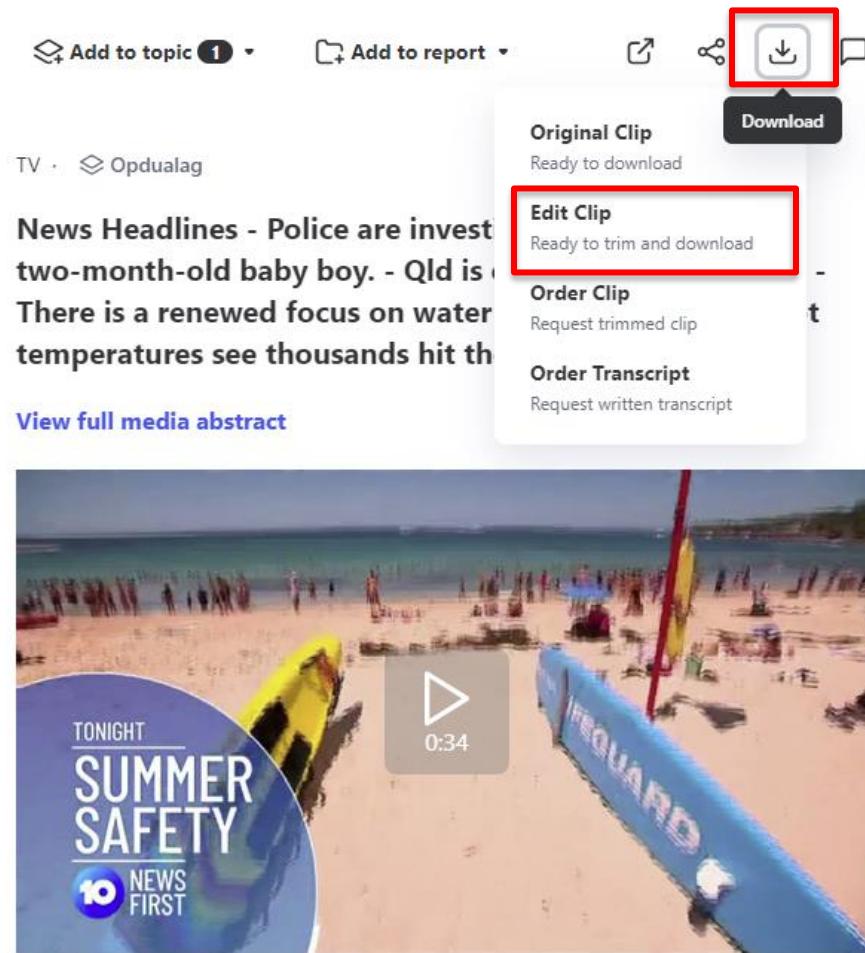
Done

Audience	Female 16+	Male 16+	Feedback
Audience Female 16+	9,126		Is there a problem with this item, or is it not
Audience Male 16+		10,127	

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	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News (Adelaide)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News Live (Brisbane)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News Live (Canberra)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News Live (Melbourne)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News Live (Perth)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News Live (Regional NSW)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News Live (Regional Queensland)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News (Regional Victoria)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 AM	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News Live (Tasmania)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	8:15 PM	https://drive.google.com/file/d/1RP0JDb0escv 194		
January 21, 2024	Sky News Sydney Live	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		
January 21, 2024	Sky News Live (Adelaide)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		
January 21, 2024	Sky News Live (Brisbane)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		
January 21, 2024	Sky News Live (Canberra)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		
January 21, 2024	Sky News Live (Melbourne)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		
January 21, 2024	Sky News Live (Perth)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		
January 21, 2024	Sky News Live (Regional NSW)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		
January 21, 2024	Sky News Live (Regional Queensland)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		
January 21, 2024	Sky News (Regional Victoria)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		
January 21, 2024	Sky News Live (Tasmania)	Sky News Sydney Live, story + interview with A/Prof Shaheen Sandhu	12:13 PM	https://drive.google.com/file/d/1RP0JDb0escv 360		

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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



- 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



Google Drive interface showing a list of files in the 'Opdualag outcomes' folder. The 'TV' file is selected and highlighted with a red box. The 'Fixed radio', 'Ministerial release', 'Print', and 'Radio' files are also visible.

Name	Owner	Last modified	File size
Fixed radio	viva! me	6 Feb 2024	—
Ministerial release	viva! me	23 Jan 2024	—
Print	viva! me	22 Jan 2024	—
Radio	viva! me	24 Jan 2024	—
TV	viva! me	25 Jan 2024	—

My Drive > Opdualag outcomes > TV ▾

✓ ≡ grid info

X 1 selected ⋮

Name ↑	Owner	Last modified	File size	⋮
7 News at 5pm, Sunday, January 21, 2024, 5:08... ...	me	25 Jan 2024	2.7 MB	⋮
7 News, Wagga Wagga, January 23, 2024, 6.07... ...	me			⋮
10 News First (Weekend), January 21, 2024, 5:0... ...	me			⋮
10 News First (Weekend), January 21, 2024, 5:1... ...	me			⋮
Channel 7, Janu ...	Share			⋮
Channel 7, Janu ...	🔗 Copy link			⋮

⋮ Open with

⬇️ Download

✍️ Rename

📄 Make a copy Ctrl+C Ctrl+V

👤 Share

📁 Organise

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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	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2AD, Armidale	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2BH, Broken Hill	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2DU, Dubbo	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2EL, Orange	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2GF, Grafton	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2HD, Newcastle	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2LM, Lismore	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2MG, Mudgee	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2MO, Gunnedah	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2NZ, Inverell	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2PK, Parkes	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2RE, Taree	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2TM, Tamworth	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2VM, Moree	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	4WK, Toowoomba	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	Triple Z, Lismore	Today, we'll see the PBS listing of a novel treatment for advanced melanoma 5:01 AM	https://drive.google.com/file/d/1gzwGq7oeznl 2,874
January 21, 2024	2GB	Australians aged 12 years and older who've been diagnosed with an advi 5:33 AM	https://drive.google.com/file/d/1x87MtenxHrc 43,000
January 21, 2024	2BS, Bathurst	Australians aged 12 years and older who've been diagnosed with an advi 5:33 AM	https://drive.google.com/file/d/1x87MtenxHrc 63,000
January 21, 2024	2EC, Bega	Australians aged 12 years and older who've been diagnosed with an advi 5:33 AM	https://drive.google.com/file/d/1x87MtenxHrc 63,000
January 21, 2024	2GN, Goulburn	Australians aged 12 years and older who've been diagnosed with an advi 5:33 AM	https://drive.google.com/file/d/1x87MtenxHrc 63,000
January 21, 2024	2LT, Lithgow	Australians aged 12 years and older who've been diagnosed with an advi 5:33 AM	https://drive.google.com/file/d/1x87MtenxHrc 63,000
January 21, 2024	2QN, Deniliquin	Australians aged 12 years and older who've been diagnosed with an advi 5:33 AM	https://drive.google.com/file/d/1x87MtenxHrc 63,000

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	https://www.canberratimes.com.au/
January 21, 2024	The Canberra Times	Here's how much patients saved on prescriptions last year	https://www.canberratimes.com.au/story/B492
January 21, 2024	The Area News	Melanoma patients to benefit from cheaper treatments	https://www.areanews.com.au/
January 21, 2024	The Area News	Melanoma patients to benefit from cheaper treatments	https://www.areanews.com.au/news/
January 21, 2024	The Area News	Melanoma patients to benefit from cheaper treatments	https://www.areanews.com.au/health/
January 21, 2024	The Area News	Melanoma patients to benefit from cheaper treatments	https://www.areanews.com.au/story/8492897/
January 20, 2024	Merimbula News	Subsidy for new treatment of 'national cancer' melanoma	https://www.merimbulanewswEEKLY.com.au
January 20, 2024	Merimbula News	Subsidy for new treatment of 'national cancer' melanoma	https://www.merimbulanewswEEKLY.com.au/ne
January 20, 2024	Merimbula News	Subsidy for new treatment of 'national cancer' melanoma	https://www.merimbulanewswEEKLY.com.au/ne
January 20, 2024	Merimbula News	Subsidy for new treatment of 'national cancer' melanoma	https://www.merimbulanewswEEKLY.com.au/ne
January 20, 2024	Katherine Times	Subsidy for new treatment of 'national cancer' melanoma	https://www.katherinetimes.com.au
January 20, 2024	Katherine Times	Subsidy for new treatment of 'national cancer' melanoma	https://www.katherinetimes.com.au/news
January 20, 2024	Katherine Times	Subsidy for new treatment of 'national cancer' melanoma	https://www.katherinetimes.com.au/news/hea
January 20, 2024	Katherine Times	Subsidy for new treatment of 'national cancer' melanoma	https://www.katherinetimes.com.au/story/8492
January 20, 2024	The Border Mail	Subsidy for new treatment of 'national cancer' melanoma	https://www.bordermail.com.au
January 20, 2024	The Border Mail	Subsidy for new treatment of 'national cancer' melanoma	https://www.bordermail.com.au/news
January 20, 2024	The Border Mail	Subsidy for new treatment of 'national cancer' melanoma	https://www.bordermail.com.au/health/
January 20, 2024	The Border Mail	Subsidy for new treatment of 'national cancer' melanoma	https://www.bordermail.com.au/story/8492897/

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 ↗

Newcastle Herald

HERALD
SOUTHERN CALIFORNIA

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

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- 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
January 21, 2024	Sunday Mail Brisbane	Wonder melanoma drug now on PBS	Page 3
January 21, 2024	Sunday Canberra Times	Patients save millions on prescriptions	Page 3
January 21, 2024	Sunday Mail Adelaide	Melanoma drug added to PBS	Page 6
January 21, 2024	Sunday Tasmanian	New weapon against deadly cancer	Page 2
January 22, 2024	Western Advocate, Bathurst	Subsidy for new treatment of melanoma	Page 3
January 22, 2024	West Australian	Just what the doctor ordered	Page 15
January 22, 2024	Launceston Examiner	PBS adds melanoma treatment	Page 5
January 22, 2024	Newcastle Herald	Cheaper treatments for melanoma patients	Page 5
January 22, 2024	Illawarra Mercury	Melanoma treatment added to PBS	Page 11
January 22, 2024	Bendigo Advertiser	Melanoma treatment added to PBS	
January 22, 2024	West Australian, Perth	Just what the doctor ordered	Page 15
January 22, 2024	Geelong Advertiser	States save in medicine changes	Page 5
January 23, 2024	Central West Daily	Couple makes it all count	Page 1
January 27, 2024	Adelaide Advertiser	New skin cancer treatment	Page 9
January 27, 2024	Adelaide Advertiser	Thanks for saving us	Page 9

<https://drive.google.com/file/d/1K64ch9Mc6hc2303>
<https://drive.google.com/file/d/1gV2YAS4sBkh42>
<https://drive.google.com/file/d/1MN3CGJ2wm1509>
<https://drive.google.com/file/d/10pd9oXrVO1717>
<https://drive.google.com/file/d/1Pb5nuX-9Ns91>
<https://drive.google.com/file/d/1RwDns3UDV120>
<https://drive.google.com/file/d/1h28NArT3uRXf8371>
https://drive.google.com/file/d/1a76_OJn9ysiF17
https://drive.google.com/file/d/1vgGGHC10_55
https://drive.google.com/file/d/1aTq0_wZ5nCB42
<https://drive.google.com/file/d/11pNANj2oJF63>
<https://drive.google.com/file/d/1h28NArT3uRXf8743>
https://drive.google.com/file/d/1G_gnl5iCg46j98
<https://drive.google.com/file/d/1QpahDlyJl885294>
<https://drive.google.com/file/d/1RGK12-c69fuc20000>
<https://drive.google.com/file/d/1nEvY4Ktm1vg20000>

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 patients	https://www.linkedin.com/posts/melanoma-ins
January 21, 2024	Michael Wonder	It has been a long long time since a Prime Minister of any poli	https://www.linkedin.com/posts/michaelwond
January 21, 2024	Cancer Care Adelaide	Opduvalag will be funded on the PBS from 1st February 2024 su	https://www.linkedin.com/posts/cancer-care-c
January 22, 2024	Bristol Myers Squibb	We welcome the Pharmaceutical Benefits Scheme (PBS) listing	https://www.linkedin.com/posts/bristol-myers-squib
January 22, 2024	Dr Sara Al-Rawi	Every year 20,000 Australians receive a melanoma diagnosis,	https://www.linkedin.com/posts/dr-sara-al-rawi
January 22, 2024	Melanoma & Skin cancer Advocacy Network	MSCAN welcomes the listing of Opduvalag (nivolumab/relatlimab	https://www.linkedin.com/feed/update/urn:li
Twitter			
January 21, 2024	Melanoma Institute of Australia	"While prevention is paramount in reducing the incidence of melanoma, we must also ensure that those who are diagnosed with advanced melanoma have access to the latest treatments."	https://x.com/MelanomaAus/status/174885770
January 21, 2024	9News Australia	New hope and hope for sufferers of what's known as Australia's most common cancer	https://twitter.com/9NewsAUS/status/17489774
January 21, 2024	Josie_Shannon_	"Opduvalag" will now be available on the PBS as of Feb 1.	https://twitter.com/Josie_Shannon_/status/17489775
January 21, 2024	Kim Wingerer	Latest from AAP #news feed #auspol	https://twitter.com/kwingerer/status/174891450
January 21, 2024	The Project	A treatment for recurrent melanoma, called Opduvalag, has been approved by the PBS	https://twitter.com/theprojecttv/status/17489776
January 21, 2024	10NewsFirst	A lifesaving melanoma drug will become thousands of dollars cheaper	https://twitter.com/marggilroy/status/17489630
January 22, 2024	Health Times	Subsidy for new treatment of 'national cancer' melanoma	https://twitter.com/healthtimes_aus/status/1749153
January 22, 2024	studio26151	Subsidy for new treatment of 'national cancer' melanoma	https://twitter.com/Studio26151/status/1749153
Facebook			
January 21, 2024	10NewsFirst	Meanwhile, a lifesaving melanoma drug will become thousands of dollars cheaper	https://www.facebook.com/10NewsFirst/posts/174885770
January 22, 2024	10NewsFirst	A lifesaving melanoma drug will become thousands of dollars cheaper	https://www.facebook.com/10NewsFirst/posts/17489774
January 22, 2024	Truth & Lies other Liberal Promises	Affordable treatment for recurrent melanoma	https://www.facebook.com/Talaolp/posts/pfb
January 22, 2024	Guardian Australia	Australians living with recurrent melanoma will have a new treatment	https://www.facebook.com/theguardianaustr