



Mundaring Truffle Festival

Weekend August 8 - 9, 2009

MEDIA RESPONSES

MEDIA OUTLET	ACTION / RESPONSE
Wire Services	
AAP	Published images & Information 11/6

National Newspapers	
The Weekend Australian	Published May 30 (online and hard copy)

Metropolitan Newspapers	
The West Australian	Published Festival results 9-10/6 online General News: Pic Story 8/8 FRESH: Story 7/8 and 1/8 + Rick Ardon story
The Sunday Times	Published in STM guide 29/3 Gail Williams – Bites 26/7
WA Business News	Published truffle article online & hard copy 25/6 and follow article in October 2009 on economic benefit

Community Newspapers & WA Publications	
Western Suburbs Weekly	Published article and social pages 16/6
Post Newspapers	Published article in Good Taste 20/6, another 8/8.
Guardian Express	Published article and social pages 16/6
National Seniors WA	Published pic story in July issue
Hills Gazette	Published general article 13/6 and article in Breakaway Section
Eastern Suburbs Reporter	Published article in Breakaway section 16/6
Cockburn Gazette	Published article in Breakaway section 16/6
Fremantle Gazette	Published article in Breakaway section 16/6
Midland Reporter	Published article in Breakaway section 16/6
Kalamunda Reporter	Published article in Breakaway section 16/6
Melville Times	Published article in Breakaway section 16/6
South Perth / Belmont Southern Gazette	Published article in Breakaway section 16/6
Stirling Times	Published article in Breakaway section 16/6
Canning Times	Published article in Breakaway section 16/6

Joondalup Weekender	Published article in Breakaway section 18/6
Wanneroo Weekender	Published article in Breakaway section 18/6

Food Media	
The West Australian – Fresh	Published in Food News 30/7 and What's On 6/8,
Perth Woman	Published in online events section May.
Scoop – entertainment	Published in Winter edition
Box Magazine	Published in June edition
Cravings Magazine	Published in Vol 10 Winter edition
Spice	Published in Junes Winter Edition and due to be published in September edition
Eating WA	Published article 8/6
Crème de la Crème (One World Publications)	Published in events pages and an article in April edition
Swan Magazine	Published in May edition
Menu Magazine	Published feature article and in events page in Issue 7 (July) with mention on front page 1/7.

National Food Media	
The Age – Epicure	Published hard copy and online 12/6
Courier Mail – Q Weekend	Published article on weekend of Festival, small mention.

Tourism & Travel Media	
The Sunday Times – travel	Published Escape WA section 19/4
The West Australian – travel	Published article 2/5
Travel Talk Magazine	Jessica Zoiti published article in June edition (also noted in 'freelance' section)
Horizons	Published in August Issue, What's On section
Innovations – Tourism WA	published June 2009
Jetsetters Blog	Published 1/7
Flight Centre website	Published in events section in February
City Search Perth (Online)	Published 6/8

National Tourism & Travel Media	
Caravan & Motorhome	Published story In events page

International Media	
Bloomsberg Market Magazine (New York)	Published in August issue
Singapore Bloggers	Email from TWA in Singapore, attended Festival. Published 17/8 on line

Airline Publications	
Jetstar	Published in July events section.

National Television	
7pm Project (Channel Ten)	Aired in Metro Whiparound with Em from 92.9

Online	
Australia.com magazine	Published 6/6
Margaret River Bookshop	Published in events page June 2009
Huey's Cooking Adventures website	Published online on website events section

Perth Now (Sunday Times online)	Published 15/6
WA Today	published articles 13/6, 18/6 & 21/7
Wordonthestreet	Published in June (Eating WA article)
Fremantle Press	Published 3/8 in conjunction with Emmanuel Mollois' book, Shop like Grandma 2/8
Loconut	Published 30/6
ABC 720 Online	Published 8/7
ABC Great Southern Online	Published 8/7
ABC South Coast Online	Published 8/7
ABC Melbourne Online	Published 8/7

Local Radio	
Radio Fremantle – The Food Hour	Interviewed 31/7
96FM – Community Switch	Published online and aired Community Service Announcements 3 times per week on 96FM from 1/7
94.5 – Community Events	Posted online 30/6
Sonshine FM – Diary / Events	Posted online 1/7
6PR	Interviewed by Steve Gordon 1/8 and by Harvey Deegan 31/7 Graham Mabury interviewed Peter Gilmore 3/8 and Vince Garreffa 6/8
Curtin FM	Sent 7/7, Liz Pye Interviewed Alain 4/8 and Adam Wilson 10/8
720 ABC Breakfast	Eoin Cameron Interview with Peter Gilmore, Wally, Damon and Nick on breakfast show 20/7, 21/7, 22/7, 23/7, 24/7 Sue/Leah interviewed 10/8 Aired in News updates 8-9/8 Listed in events by James Lush on 8/8
6IX – The Cafe	CS interviewed from the festival on 9/8
ABC Southwest	Interviewed 10/8

CHILDRENS EVENTS MEDIA RELEASE

Children's Publications	
Perth's Child	Published in August Calendar.

EVENTS MEDIA RELEASE

Events – Print, Radio & Online	
WA Today	Published 13/7