

WSAVA Foundation Media Coverage - 2014-2015

WSAVA Foundation/AFSCAN	Region	Topic	Date	Headline	Coverage type	Circulation	Quality rating
Animal Pharm	Global	launch	9.4.14	WSAVA network for small animal care in Africa	Large news story	2,000 - industry, global stakeholders	2
www.vetpol.co.uk	UK	launch	8.4.14	WSAVA and WSAVA Foundation launch initiatives to support the veterinary profession in Africa at BSAVA Congress	Releases used in full with pics	2,700 members	1
Veterinary Supplies Magazine	UK	Launch	9.4.14	WSAVA Foundation launches African Small Companion Animal Network	Large news story with pics	7,000	1
www.vetsonline.com	UK	Launch	14.4.14	WSAVA Foundation launches African Small Companion Animal Network	Release used in full	14,000 uvs monthly	1
www.vetsuppliesmag.com	UK	Launch	23.4.14	WSAVA Foundation launches African Small Companion Animal Network	Release used in full	1,500 uvs monthly	1
www.veterinarypracticenews.com	US	Launch	22.4.14	WSAVA working to bring African vets closer together	Release used in full	TBC	2
Veterinary Times	UK	Launch	5.4.14	WSAVA launches Africa vet care scheme	Large news story with pic	19,500	3

PetConnection	US	OHC/Foundation	30.6.14	Buyer Beware	References to WSAVA's work in One Health and AFSCAN	TBC	3
Veterinary Times	UK	OHC	28.7.14	Spreading the word on One Health	Large news story	19,500	2
www.vetsonline.com	UK	AFSCAN meeting	28.7.14	WSAVA aims to help companion animal vets in Africa	Release used in full	14,000 uvs monthly	1
www.vetclick.com	UK	AFSCAN meeting	28.7.14	Priorities agreed for WSAVA Foundation's AFSCAN Project	Release used in full	62,000 uvs monthly	1
www.vetpol.co.uk	UK	AFSCAN meeting	28.7.14	Priorities agreed for WSAVA Foundation's AFSCAN Project	Release used in full	2,700 members	1
www.vetwholesaler.co.uk	UK	AFSCAN meeting	6.8.14	Priorities Agreed for WSAVA Foundation's AFSCAN Initiative	Release used in full	NVS news feed	1
https://www.agranet.net/agra/animal-pharm	Global	AFSCAN meeting	20.8.14	AFSCAN agrees first priorities for small animal care	Release used in full	2,000 industry leaders globally	2
Veterinary Times	UK	AFSCAN meeting	25.8.14	Large news story with pic.	Release used almost in full	19,500	3
The Cube	UK	AFSCAN meeting	Oct-Dec	Priorities agreed for WSAVA Foundation's AFSCAN initiative	Full page using release	NVS magazine	1
www.vetwholesaler.co.uk	UK	World	29.9.14	WSAVA hails progress on World Rabies	Release used in	NVS	1

		Rabies Day		Day	full	newsfeed	
www.vetpol.co.uk	UK	World Rabies Day	29.9.14	WSAVA hails progress on World Rabies Day	Release used in full	2,700 active members	2
www.vetsuppliesmag.com	UK	OHC/VGG	1.10.14	WSAVA hails progress on World Rabies Day	Release used in full	7,000	1
Veterinary Record	UK	OHC/VGG	4.10.14	Vets and doctors call for global collaboration to eliminate rabies	Press release used as part of feature	13,000	3
www.vetclick.com	UK	AFSCAN	26.11.14	AFSCAN Announces Educational Initiative In Africa And Progress On Creation Of New Veterinary Associations	Release used in full	62,000 uvs	3
www.vetpol.co.uk	UK	AFSCAN	27.11.14	AFSCAN announces educational initiative and creation of new veterinary associations	Release used in full	2,800 members	2
www.agra-net.net Animal Pharm	Int	AFSCAN	27.11.14	African veterinary associations start to emerge	Positive story	2,000	3
www.mrcvs.co.uk	UK	AFSCAN	28.11.14	AFSCAN announces educational initiative in Africa	Release used almost in full	TBC	1
www.vetpol.co.uk	UK	AFSCAN	7.1.15	Veterinarians asked to run to help beat rabies in Africa for WSAVA	Release used in full	2,800 active members	1

www.vetclick.com	UK	AFSCAN	7.1.15	Veterinarians asked to run to help beat rabies in Africa for WSAVA	Release used in full	62,000 uvs monthly	1
www.vetsonline.com	UK	AFSCAN	8.1.15	Vets encouraged to run to help beat rabies in Africa	Release used almost in full	14,00 uvs	1
Veterinary Times	UK	AFSCAN	19.1.15	Fun run aims to promote rabies control	Release used almost in full	19,500	3
Veterinary Record	UK	AFSCAN	31.1.15	Running to help tackle rabies	News story	12,000	3
Veterinary Practice	UK	AFSCAN	February	Run for rabies at WSAVA's 2015 World Congress	News story with pic	12,000	3
www.vetsuppliesmag.com	UK	AFSCAN	24.1.15	Vets asked to 'Run for Rabies'during WSAVA World Congress	Release used in full	7,000	1
www.vetpol.co.uk	UK	AFSCAN	3.2.15	AFSCAN launches next phase of distance learning program at NAVC conference 2015	Release used in full	2,800 members	1
www.mrcvs.co.uk	UK	AFSCAN	5.2.15	AFSCAN	Shortened version of release used on front page	TBC	1
Animal Pharm	Int	AFSCAN	5.2.15	African veterinarians benefit from online support	Shortened version of release	2,000	3
Veterinary Record	UK	AFSCAN	28.2.15	Next phase of distance learning project begins	Half page story with pic	12,000	4

Veterinary Times	UK	AFSCAN	2.3.15	AFSCAN education programme unveils new resources aid	News story	19,500	3
Veterinary Supplies Magazine	UK	AFSCAN	March	Vetstream and Computers 4 Africa partner to enable African vets to access online training and development	Large news story	7,000	1
Veterinary Supplies Magazine	UK	AFSCAN	March	AFSCAN launches next phase of distance learning program for African veterinarians at NAVC Conference 2015	Large news story	7,000	1
www.avma.org	US	AFSCAN	March	NAVC kicks off the year	Info on AFSCAN	Page rank is 7/10	3
www.vetonline.com	UK	BSAVA press briefing	14.4.15	AFSCAN launches Scientific Projects Programme at BSAVA	Release used in full	Page rank is 4/10	2
www.vetpol.co.uk	UK	BSAVA press briefing	14.4.15	First Pledge Made as AFSCAN Calls for Support for Scientific Projects Programme	Release used in full	2,800 members	1
www.vetwholesaler.co.uk	UK	BSAVA press briefing	14.4.15	First Pledge Made as AFSCAN Calls for Support for Scientific Projects Programme	Release used in full	NVS newsfeed (NVS is a UK veterinary wholesaler)	1
www.noticiasaxoncomunicacion.net	Latin America	BSAVA press	14.4.15	First Pledge Made as AFSCAN Calls for Support for Scientific Projects Programme	Release used in full	TBC	1

		briefing		Programme			
Veterinary Record	UK	BSAVA press briefing	25.4.15	Supporting scientific research in Africa	Full page report	12,000	3