

October 4, 2011

CLIENT BRIEFING

ATT: Dr. Vicki Bitsika



ABC Radio National – The Health Report

The Radio National is an Australian network owned by Australian Broadcasting Corporation. It reaches 98% of the inhabited area in the country and is the largest single network in Australia. One of the programs of the radio station is The Health Report.

- **Broadcaster/Journalist:**
Producer and presenter of The Health Report is Dr. Norman Swan. He is a medically qualified reporter and a multi-award winning producer and broadcaster. His main goal is it to investigate and report health topics in an easy-understandable way. He looks at a variety of different health issue, such as cancer, obesity, mental health, or gynecology, from a social, political and scientific point of view.
- **Audience:**
Listeners are specialists and students in the field of medicine and health as well as mainstream audience between 30 and 70 who are interested in health.
- **Interview Broadcast Time:**
The interview will be broadcasted and live-streamed over the Internet on Monday, October 17, 2011 at 8:30am and repeated at 8:30pm the same day as well as Tuesday, October 18, 2011 at 1:30am. MP3 downloads and a written transcript will be available online (<http://www.abc.net.au/rn/healthreport/>). The topic of the show will be - Important Autism Spectrum Disorder Research.
- **Journalist Contact Information:**
Dr. Norman Swan, Phone: (02) 8333 1424, Fax: (07) 3377 5171, email: nswan@abc.net.au

The Courier-Mail

The Courier-Mail is a daily newspaper published from Monday to Saturday and can be purchased throughout Queensland, as well as in parts of Northern New South Wales and the Northern Territory. With a circulation number of about 200,000 from Monday to Friday and about 300,000 on Saturday, The Courier-Mail has the fourth highest sale of any daily newspaper in Australia. About 75% of the readers are situated in and around Brisbane.

- **Journalist:**
Janelle Miles works for The Courier-Mail as the medical reporter. She solely focuses on stories with a medical, health or fitness theme. In many of her articles she tries to find an emotional angle to the story.
- **Readers:**
The newspaper is read by all demographics but especially by readers who are 25 years and above.
- **Publication of Story:**
The story will be published on Saturday, October 15, 2011 in the news section.
- **Journalist Contact Information:**
Janelle Miles, Phone: (07) 3666 6775, Fax: (07) 3666 6696, email: jmiles@qnp.newsltd.com.au

Expected Questions:

The Event: What is it about? Who is invited? When and where will it take place?

The CASD: The purpose, its different services, the obstacles it faces, the research and the findings of the studies, main goal, benefits for the local ASD families

Personal: Future goals, impacting personal experiences, reason for career choice, career overview

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PR Contact Information: Christina Wieselthaler, (04) 6832 4104, christina.wieselthaler@student.bond.edu.au