

MEDIA COVERAGE REPORT

HIGHLIGHTS OF UOW IN THE MEDIA
WEEK ENDING 17 MAY 2015

TOP COVERAGE

Associate Professor Sarah Ferber, from LHA, was interviewed by Channel 9 Today on Sunday about the renewed interest in exorcism on 17/5/15. It was broadcast on Channel Nine Sydney, Melbourne, Brisbane, Adelaide and Perth, as well as on 25 regional WIN and NBN TV stations around Australia. It reached an estimated audience of 418,000, with an estimated advertising worth of \$245,000.

Professor Rodney Croft, from SOC, was interviewed by Channel 9 News about the link between mobile phone radiation and the increase in brain cancer rates. The segment ran across prime time news in Melbourne, Perth and Adelaide, as well as on 11 regional WIN stations on 11/5/15. It reached an audience of 620,000 in four states, with an estimated advertising worth of \$57,000.

Professor Sue Turnbull, from LHA, commented on an article about ABC's coverage of the budget. The story ran in the Sydney Morning Herald (which has had a print and digital audience of 5.4million in the past four weeks) as well as The Canberra Times and across 144 other Fairfax websites around Australia.

Sydney Morning Herald - [Federal budget 2015: ABC pours cold water on concerns reporters froze](#), 13/5/15

iAccelerate was mentioned in The Australian for a story on startups. It reached an audience of 104,000 and had an estimated advertising worth of \$4,600.

The Australian - [New deal for start-ups a winner](#), 15/5/15

Vice-Chancellor Professor Paul Wellings and **Ms Monique Harper-Richardson**, Director of Advancement, received much local Illawarra coverage for the Community Fellowship Award presented to Lifeline South Coast. The VC was interviewed by WIN Wollongong and Ms Harper-Richardson was interviewed by ABC Illawarra and i98FM. It was also covered by the Illawarra Mercury.

Illawarra Mercury - [Lifeline South Coast receives University of Wollongong Community Fellowship Award](#), 13/5/15

The Early Start Discovery Space was featured on the front page of Saturday's Illawarra Mercury in the lead up to the launch. Ms Michelle Kellaway and Professor Marc de Rosnay were quoted in the article and Professor de Rosnay was also interviewed by ABC Illawarra.

Illawarra Mercury - [UOW childrens museum: a discovery space for young minds](#), 15/5/15

MEDIA HIGHLIGHTS

Professor Clive Schofield - LHA/Global Challenges

CNN - [Why the world is wary of China's 'great wall of sand' in the sea](#), 14/5/15

Associate Professor Katina Michael and Dr MG Michael - EIS

The Conversation - [The Apple Watch heralds a brave new world of digital living](#), 14/5/15

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Shiva Pillay - UOW Alumnus

Reuters - [SevOne Expands Executive Sales Leadership in the Americas and Asia-Pacific](#), 14/5/15

Vice-Chancellor Professor Paul Wellings

WIN Wollongong - Brief interview with Prof Wellings about last week's federal budget, 13/5/15

Professor Judy Raper, DVCR, and **Ms Elizabeth Eastland**, iAccelerate CEO

Illawarra Mercury - [UOW innovation](#), 13/5/15

Professor Sharon Beder - LHA

3CR Melbourne - Interview with Prof Beder about private vs. public electricity suppliers, 13/5/15

Associate Professor Michael Lerch - EIS

Illawarra Mercury - [Bulli students to see the Large Hadron Collider](#), 12/5/15

ABC Online - [A European science excursion to discover the big bang for Bulli students](#), 12/5/15

Dr Mitch Byrne - SOC

Illawarra Mercury - [UOW's Understanding Our Peers shifts attitude to autism](#), 14/5/15

ABC Illawarra - Interview with Dr Byrne about the program he is adapting to help children better understand and interact with children with autism, 12/5/15

Ms Julie Croft - Human Resources Division

Illawarra Mercury - [University of Wollongong wins praise from LGBTI guide](#), 14/5/15

Prime 7 - [University of Wollongong receives praise](#), 15/5/15

Radio National, Triple J - Mention of UOW's good record in supporting LGBTI students, 11/5/15

Professor Marc in het Panhuis - SMAH/ACES

ABC Goulburn, Shepparton - Interview with Prof in het Panhuis about 4D printing, 12/5/15

Professor Elizabeth Farmer - SMAH

Australian Doctor - [Test architect defends KFP as valid](#), 15/5/15

Professor Geoff Spinks - EIS

ABC Illawarra - Interview with Prof Spinks about the launch of the Southern Manufacturing Innovation Group, 13/5/15

Professor Stephen Tanner - LHA

ABC Illawarra - Interview with Prof Tanner about the future of journalism, 15/5/15

Associate Professor Philip Laird - EIS

ABC Illawarra - Interview with Prof Laird about Australian state's rail systems and revenue, 13/5/15

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Dr Bob Wheway - EIS

Kiama Independent - [University of Wollongong Engineering Roadshow for KidsFest Shellharbour](#), 12/5/15

Dr William Tibben - EIS

Illawarra Mercury - [NBN better in apartments: academic](#), 15/5/15

Dr Glenn Mitchell - LHA

ABC Coffs Coast - Regular history segment, 14/5/15

Professor Richard Fleming - SMAH

Building Better Healthcare - [Australian study to probe link between the indoor environment and agitation...](#), 11/5/15

UOW

Pacific Island News Association - [Pacific Island countries urged to increase tuna consumption](#), 12/5/15

Illawarra Mercury - [Businesses teeing off for charity](#), 13/5/15

Illawarra Mercury - [Showcase needs cash to hit stage](#), 11/5/15

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