



2011 Media Award

The award was formally announced and presented at the Colorectal Meeting in Sydney on Saturday 19 November 2011.

2011 Media Award Winner:

Tim Brunero, Radio Adelaide

for the radio interview with

Mr Nick Lee from The Jodi Lee Foundation

presented on "Breakfast with Tim Brunero",
Radio Adelaide, Thursday 27 October 2011.

This year several articles from a variety of media were considered. The decision to award the prize was unanimous. The winner was Tim Brunero from Adelaide radio 101.5FM. He interviewed Nick Lee about the importance of bowel cancer and the utility of early detection via screening. This piece was felt to approach the subject in a very 'human' way by interviewing Nick Lee whose partner died of colorectal cancer at the age of 41. He established The Jodi Lee Foundation to raise awareness about colorectal cancer. This foundation has raised over \$490,000 to aid in this aim.

<http://radioadelaidebreakfast.wordpress.com/tag/jodi-lee-foundation/>

Notable other articles were a TV segment by Luke Waters, SBS on bowel cancer screening and a radio segment with Tony Eastley also on screening.