

Day 2

Facilitated by Melissa Fox, Health Consumers Queensland, with a message from Hon. Dr Steven Miles, Minister for Health

Consumer Voices in the Media

- **Janelle Miles, Health Journalist, The Courier Mail**
- **Sean Parnell, Health Editor, The Australian**

Melissa Fox: Welcome back from afternoon tea, the 2018 session of our forum. For those of you that were around yesterday morning, you may have spotted a glimpse of our Health Minister. It was great to have the minister Steven Miles, Minister for Health and at our forum. I know he met lots of you and heard about the work you're involved in projects across the State and he was able to hear directly from you the passion and the change you've been able to impact on the health system. He was very disappointed that he couldn't stay for longer. Unfortunately, we had probably chosen before the Parliament sitting weeks had come out we'd chosen the worst possible week for the annual forum, the Budget week when he wasn't allowed to leave Parliament, but it was great to have him there yesterday morning and he recorded this message for us while he was here.

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Hon Dr Steven Miles: After six months as Queensland's Health Minister I've gotten to nearly every HHS around the State and what has impressed me is we have amazing doctors, nurses, midwives, health professionals, support staff who every day go to work wanting to deliver for Queenslanders, deliver for their patients, but I also get a lot of feedback, mostly positive, but sometimes with areas we could improve and to improve, we need to make sure that consumers, that all Queenslanders have a voice in how our health system delivers services to them. That's why the work of Health Consumers Queensland is so important and why I'm so pleased to be at their conference today. (APPLAUSE)

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Melissa Fox: So for this session, I'd like to welcome to the Stage Two health journalists, Sean Parnell is health editor of 'The Australian' and Janelle Miles is health journalist for the 'Courier-Mail' and I'm going to lead them through a conversation and then we will end with question and answers from the floor. (APPLAUSE).

So welcome to the both of you to our annual forum. I'd like to start by asking, because I'm curious why health journalism? Why not the economy, international relations, politics - why health?

Janelle: So I'll go first. I started my career at Australian Associated Press which is a wire service, so we had to do a little bit of everything from sport to Parliament to health so I did a fair bit of health there, but when I got to the 'Courier-Mail', I decided to specialise in health when the health reporter left and I feel like it was a good fit for me, because I spent most of my childhood in and out of hospital, so you know, it's important to me to promote issues that were important to me as a child, that I saw growing up. So I felt it was a good fit.

Sean: I probably got into it by accident in a way. I started out as I guess an 18-year-old journalist from the country working at the 'Courier-Mail' with no idea about anything, but a bit of an interest in everything and after a few years writing about crime and courts and all those things that they get young journos to do, I wasn't happy and I tried to quit and go to another paper and my boss heard about it and said "We don't want you to quit, would you like to do health?" It was one of those times where I thought I haven't even thought about health before that, but it had those similar veins to issues like crime and courts where the really serious complicated issues and then there's the really emotive personal side of it, and it was just a compelling - that was really I guess my first introduction to journalism even after years of doing it and then I went away into other rounds and probably did ten years of politics which again is intricately involved in health and then I've come back to it again from more of a health policy point of view. Everyone here would

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know that health is fascinating. You can never know everything about health. We were just discussing that before. There's always something new and interesting and it's a great realm.

Melissa: That's for sure. As consumers, what's your advice for us about how we can raise issues in the media? So either local issues maybe around access to services or a shortage of services or individual experiences that might highlight gaps in the system, or positive experiences of care, which we think should be replicated across the State?

Janelle: So I guess there's a lot of different aspects to that question. So I would first of all say if you're a part of an organisation, sometimes relationships are really important in journalism, because as a journalist I get to know who I can talk to freely to get information, which people I can trust to give me accurate information and that sort of thing. So relationships are really important to develop stories. So I would say try and get to know your local journalist whether it's journalists at Quest for a local issue or you know, journalists at the 'Courier-Mail' or 'The Australian'. I would say relationships are extremely important. The second thing is writing a press release. So we would receive hundreds of emails a day, lots of phone calls and the number of journalists in Australia is shrinking, so we're under massive -

Sean: The number of PR people is increasing, we're outnumbered massively.

Janelle: There's a huge amount of, we're under a huge amount of stress, so when you're writing a press release or just an email that you don't have to hire a PR company to write a professional press release, just keep it short and to the point and I would say that's the most important thing, because like often you don't have time to read pages and pages of writing. If you keep it short, keep it to the key details then I can have a quick look at it and decide whether I can put it into my sort of schedule. So that's really important and the other thing is if you call, leave a short message about what it's about, because I would receive probably like close to dozens of calls a day and often pretty much all the time no one will actually tell me what it's about. So I'm rushing around trying to get things done and trying to write stories for the next day's paper and the deadlines are actually, you know

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some days are quite pressured so if you actually leave a message about what it's about I will write it down and then I'll say "Tomorrow that's the first thing I need to do, I need to ring that person and try to help them with a story". But if you don't leave a message about what it's about I might forget it, because the next day there's more emails to look at, more phone calls. And if you ring once and someone doesn't get back to you, try again, because as I say we are under a fair bit of pressure, so I would say ring again, leave a short message, or as I said before, leave an email, send an email and just keep it short and to the point.

Sean: And sometimes issues might stand alone. Like you might have an issue that you're raising that is of such concern or such importance that it stands alone as an issue, but other things that might concern you or might be something you really want to advocate for, to really have an impact it depends on your timing and it's hard to even explain this, but for example, if you were to raise an issue now... where are we, start of June, about the Federal Government not funding something like a prevention campaign which most likely they're not funding at all, but if you were to raise that sort of thing now, that might make a story, but they've already had their Budget. If you were to raise it five months ago or four months ago and it became a story, then it can have a little bit of impact and a little bit of resonance. We do get lots of emails and contacts every day and some are really obscure and are never going to make a story. But some are just, I tend to keep a lot of emails, because the time will come when they're really important. But for example now in the policy space there's a debate about out of pocket costs. You've seen things on 'Four Corners' and in the 'Courier-Mail' and 'The Australian'. As Janelle said if you're keeping relationships, talking to people about what's happening in your neck of the woods then just keep track of timing, and it may be that we're getting things wrong and we're writing that everything is fine over here. Well you jump up and you go "No, they're not", just awareness of the timing to maximise that impact is a good thing to know, as well.

Janelle: I would also say, sometimes there's breast cancer awareness day or something like that, and I've had calls at 4 o'clock on a Thursday afternoon and the next day is an awareness day and there's no way I'm going to be able to get a story up, do the research, find a case study in that amount of time. Like you really need to think in advance and even like, you know, a few weeks helps because then you can plan it into your day and

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say "I can do this interview now and develop it over time". But if you don't give enough time, it's just never going to happen.

Melissa: How much time does a story normally take?

>>: It varies so much depending on how long it is and how much, like if it's a 4,000-word magazine story it might take you over time if you need to find case studies you might work on that over 3 months as well as other things at the same time. But you could write a story in half an hour, as well if you had the information that you need to get it out there.

>>: I guess that goes to the other thing that not everything, not every contact you have with a journalist is going to be a 4,000-word story giving your full story. Sometimes, and I've gone to Melissa on occasion and said "I need a case study of a consumer with this quite specific issue, who have we got? "

>>: Today!

>>: When do you need it? Now, half an hour ago. And that's really hard from our point of view, but maybe it's that timing thing that it may have an impact then and that then goes to... we'll probably talk about that, that may only be a very brief conversation or opportunity for someone to advocate and by its nature that's all it's going to be, but then there are other opportunities that are longer and more detailed, so...

Melissa: Before I ask this next question I do want to stress that I'm only expecting you to answer this in your individual capacity not as employees of your employer, so if everyone can appreciate that. But I do want to raise two recent examples that have been brought to me by an attendee of the conference and which are of concern to me and get your perspectives, which relate to consumer privacy in the media. So the first is the recent 'Courier-Mail' coverage of what they termed "the poo jogger" and I want to acknowledge that you did not cover this story, Janelle. I opened my laptop last week to a full-screen image of a man's bare behind with his face clearly seen defecating on a neighbour's

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property with a screaming headline. This story along with his full name including middle name, job and place of employment has gone viral around the world. He has resigned from his job and through the court system has been fined.

Thankfully his employer has publicly stated they are committed to assist him to access whatever support he needs, so that's the first example. Second issue arose this week with the publication of a book by a former Queensland Health head of forensic psychiatry detailing information he had heard when interviewing people accused of murder. He has been severely criticised for revealing sensitive details that the victims' families were unaware of. He has been referred by Queensland Health to the crime and corruption commission and to the health ombudsman and his defence in the media has been the book included information available to offenders, their lawyers, prosecutors and mental health representatives. However, this week at least one parent said that she was unaware of the information that was in the book and heard about it for the first time. So whilst this second example relates to book publishers and not newspapers both issues raise concerns about privacy, decency, consideration and appropriate release of patient information to the public. Keeping in mind you are not the editors of your publications, where do you think the line or responsibility lies for media to respectfully and compassionately report on stories?

Sean: I'll cover both those and there's related issues there even though I haven't written on either of them. There's a little bit of a crossover in things that happen in the criminal justice system and things that happen in health and to its extreme there'll be incidents and there's been a few of these lately, where perhaps a health issue has played out and it's had criminal implications and then there's a debate about where health starts and where crime starts. So with the jogger, my wife and I discussed this and we're polar opposites, but we have the same sort of principles and initially when that story came out and he wasn't identified I thought that's a quirky story, that's gross, that's it.

Then when he was identified, I felt sick and felt bad and so did my wife so we shared the view there. Others, though, may have a different view because it was... not a crime so much as I guess a misdemeanor, so that information is potentially out there and

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it can come out from different sources and people may not be aware of it and that goes for the book, as well. That there's a lot of information out there and you may not be aware of the information that's out there on you. I've over the years discovered things that have been written about me and gone "that's not true" and you may think that's ironic, journalist says something is not true about them so you can't really complain, but news is subjective and everyone has a different view on what news is. Everyone has a different view on who has a right to privacy and who has a right to be treated with respect. You can't really control what someone will find out about you or what someone will think of you, but all I can say is just take steps to I guess protect your own privacy. Some of the younger journos in the office are very good at boom going straight through social media and finding out everything about someone. Here's something about someone, who's this person? And then boom, they have all the photos, all the things are up there on on-line and in that social media world a lot of those privacy rules are kind of being broken every day, so you can't dictate how society will take things or how the media as a whole will take things or how publishers will take things, but you can take steps to hopefully protect your own privacy and I think that's all you can do, really.

Melissa: So I understand what you're saying and maybe Janelle you can answer this I guess with both of those instances there were probably circumstances beyond all of those person's control that they weren't able to protect themselves. Janelle, what are your thoughts?

Janelle: I'll probably take a little bit of a different tack. So what goes into the paper is up to the editors at the end of the day. So I can write a story, but whether it is published or not is an editor's decision. What I would say, and what Sean says is right, is there is a crossover between health and the criminal justice system and I when I read a story, I don't necessarily always agree with how it's portrayed, but I do respect that it's at the end of the day an editor's decision. But I have knowledge about mental health that maybe editors don't have, because I am a health reporter and I've read a lot about mental health and what I would say is, if you ever disagree with how a story has been portrayed in my paper or any newspaper, I would write a letter to the editor and I would encourage my friends, my relatives, anybody if they disagree, write letters to the editor. Pick up the

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phone, try and contact the paper, because at the end of the day if they get enough letters and calls, they will have to think about how they portray certain issues.

Sean: And as Janelle says, the final decision may be with the editor, but the 'Courier-Mail' and the Oz take different views on things as is well known and what you don't see is there's often quite fierce debate within a newsroom about how to cover things and sometimes it continues well after it's been published whether it was right or wrong. Don't tar us all with the same brush and don't think that if we've made a mistake that sometimes issues haven't been considered. Sometimes they have, sometimes they're still being argued about.

Melissa: And I guess if we - and I hear what you're saying Janelle, that if we feel that the media isn't upholding community standards around community expectations of reducing stigma around mental health, of considering the implications of stories on families, that that is our role to speak out. For consumers who may wish to share their story to further an issue, how can we maximise the likelihood that our personal experience or issue is covered accurately and respectfully?

Janelle: I would say find a journalist you trust and that would be the first thing, because if you find a journalist that you can trust, you can talk to them off-the-record, you can talk to them about what issues you want to be in the story and perhaps what issues you don't want to be in the story. I think that's first and foremost the most important thing is maybe try and find someone who is on your wave length, someone who's prepared to sit down at length and I was discussing this with Melissa and Sean before. I actually... not for highly political stories, but if it's a highly emotive story relating to a family or an issue, I will agree at times to show people the story so that they're happy with what I've written. The problem is, though, that at the end of the day the editors will have a final decision about how big or small that story is. Sometimes it might be rewritten, but what I try to do is keep an eye on it and try to make sure that it's not rewritten to a situation where I'm not happy with it. So I would say first and foremost try and find a journalist that you can trust.

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Sean: And if you have an intermediary like Melissa or the consumer forums, then it's good to know what you think the journalist is after. You may have gone through a lot over a long period of time and you may have picked up a lot of information and a lot of emotion and you may be chomping at the bit to talk about it. But if the journalist just wants to talk about one aspect, then that may not work. So what are they going to be asking about it? Ask the journo, what do you want to know, what are you going to be asking, what's your interest in this, what's your view? If the journo's talking about... I don't know, services in a local area well, what's your view, what have you picked up? And that will help inform you of okay, they might be coming at it from this perspective. The other thing is, a lot of people don't, and sometimes it's part of the I guess perverse pleasure of being a journalist that you wave your way through an interview and get two answers, but sometimes it's quite a path to get there and it's quite interesting itself, because some people don't know how they feel about particular issues or how to articulate it. Have a conversation with yourself in your head. I do, and I don't admit it, because you sound crazy when you admit it, but if I was to be asked about depression, ask myself in your head - when were you diagnosed? What was your fear? How did you deal with it? What was your strength, that sort of thing and work out your own answers, how you'd like your answers to come out in the paper. Often times I think eight out of ten times people see their stories written... particularly my stories maybe it's different when they're feature-length or magazines and they think there could have been more written and that's true, there can always be more written. But if your chances is that much, aim to make "that much" really good.

Janelle: Make it count.

Sean: I would say too that sometimes our stories don't run, but that doesn't mean that - I always think it's still a good opportunity when I write a story and I try to explain to people that sometimes it doesn't run and that could be a timing issue. I had a story in the paper the day princess Charlotte was born and the first five or six pages of the paper were just pulled never before to be published again and they put princess Charlotte in the paper. But having said that, sometimes they might run a brief on a story, but then two months down the track it comes up again and I'll have a copy of it in my Word documents and I'll go

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"Oh, I actually can use that bit of that story again", so I'll go and revisit it then.

Janelle: Sometimes people are looking out for those, that might be their topic and they might see a short story. You might be unhappy you didn't get the full impact, but they might see that and it might agitate them to talk about it, too.

Sean: I never think it's a waste to have a chat to a journalist and work on a story together, because down the track it may actually lead to another story and further stories.

Melissa: So I've got a final question before I'll throw to all of you. So we've seen incredible impacts that journalists can have when they run on a particular issue and I'm thinking in the first instance Joanne McCarthy's coverage, she's from the Newcastle 'Herald' on the transvaginal mesh scandal and the impact that's had in raising the issue. So for you, what have been some stories that you're really proud of? Some examples that you really feel have led to an improvement in the health system in shining a spotlight on particular issues?

Janelle: So I would say first and foremost, and it's the one that sticks in the my mind the most, because it's the most personal story I've ever written, it's the story about my nephew has diagnosed epilepsy. So he has what's called status epilepticus which is seizures that last up to four hours, so no drug really worked on him. He's unable to have surgery, because the seizures, they're not in a certain place, so they're generalised so they're all over the brain so that doesn't lend itself to surgery. So I wrote a magazine piece about why you would, about medicinal cannabis and about because nothing else worked, medicinal cannabis was something that my family wanted to try with him and so I feel very strongly that that led to some changes in medicinal cannabis laws. I don't think they've gone far enough and I think that it's going to take years to sort out the issue, but he's actually on a medicinal cannabis trial now and he's gone from having three 000 calls a week to going several weeks without one ambulance call. And his seizures aren't as long as what they used to be, so he comes out of, he can come out of a seizure now with Medazalin which can be administered at home, so that story was close to my heart, but other stories, sometimes you can write a positive story, I've written a lot of stories about organ donation

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and I wrote a story about the Queensland's first heart transplant patient who had a baby and I was told that that increased the number of people signing up to the organ donor register. And even research stories, so I've written, I wrote a story a few years ago about research into cone snail venom being looked at as a possible pain-killer and the Institute of Molecular Bioscience got an 800,000 donation after that story. So you can have benefits in different ways, depending on what sort of story it is.

Sean: Being at the Oz, I tend to, and I deliberately write sort of serious heavy policy nerdy-type stories and one thing I get a nerdy kick out of is if a politician comes out and says "The situation is X" and because I've been around too long I can say "Well, no it's not because this is what happened last year" and you can pull them back to that and I'm trying all the time to write something that I can back up with the statistics or the data or the sources, or say that even though the government comes out and says that the bulk-billing rates have never been higher, then you can write that yes, but that's how you measure it and maybe that's not the full story. Just things like that, that I get a nerdy kick out of because it's, health is so emotive that it's so prone to people coming in with scare campaigns or with those false promises that they can fix everything. I think a couple of times a week I'll get an email about I should write a story about tum eric because one is selling it and it can fix everything and here's a case study about how it solves cancer. But there's so much of that sort of dross and nonsense at one level and then all the sort of politics at another level. I find it important to just sort of just keep going straight. Whether anyone reads it or not is a different thing, but that's what I like to do.

Melissa: And I was thinking in the middle of that are people's stories. Do you feel like maybe some of the stories that you've had the most impact on have been demonstrated through individuals' experiences?

Sean: Actually, Janelle mentioned something there, a couple of years ago when the euthanasia debate came up again, I remember interviewing a chap who has since died. A lovely guy in Darwin, I just can't remember his name, but we were talking about how he'd had cancer and he was open and frank with me and quite honest about his cancer and he was generally quite a positive person by nature, but he'd had surgery and the outcomes

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weren't what he wanted and he wanted to die. Sometimes it's those conversations where it's the answers they give on some of the peripheral or human issues that sort of resonate and I'd found myself and I couldn't work out how to ask and I said "I'm sorry, I'm going to be really blunt and I don't mean to be, but why don't you kill yourself?" I thought, I can't believe I've just asked that. He said "It's a great question, I love where I live and I like my flatmates and I don't want anyone to find me afterwards and pick up the mess." It's those peripheral things. I remember a woman telling me how she'd been sick and her husband would just look at her. That was his response, he didn't know what to do. She was so infuriated by it, but that humanised something and I think those sort of elements can sometimes really cut through to talk to everyone. Because not everyone has an illness or works in the health system or knows anything, but they might wonder what it might be like if they were on that other side.

Melissa: And it's very similar to the power of our work is through the power of consumer stories quite often.

Janelle: It's a brave thing for someone to tell their story, but without people who tell their stories, I don't think that things would change as much in the health system, because people really resonate with someone's story and when they're brave enough to tell it, it's so important. Even the positive stories I think make a difference, because it shows that the health system isn't all bad. Like there's a lot of good in the health system and people who tell positive stories I think it's just as important as highlighting the negative, because you don't want to catastrophise the health system either. My brother used to live in Tanzania and if you compare our health system with what they have there, there's a lot of areas we can improve, but there's also a lot of good things that happen in that health system every day.

Sean: That's true and the other thing about consumers is it's not only what gets to the media that is where consumer groups and forums can have an impact. I was talking to an insurer earlier in the week and having a go at them about my feeling that not a lot of people are informed about their health or their insurance policy and by the time they get to use it, then it's too late and they get done over and I was sort of trying to be critical and he

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said "No, what you don't understand is yeah, when people get a diagnosis they go on-line and they try and find out about it and more often now they're going into forums and they're joining organisations with similar people and the message we're getting out of that is quite strong and it's those forums that are driving sort of the improvements that might not get to the media, but knowing that someone else might be in your situation and might jump on and go, they're telling me I should expect this, or that's wrong, or that can be quite powerful and it leads to improvement and a better system, so.

Melissa: Absolutely. So it's time to turn the tables now. So these guys are used to asking the questions, but we're going to throw it open to the floor. So we've got a couple of roving mics and some time to ask questions. We've got one over here. One, two, and then three and then we'll see how we go for time.

Audience member: Hello. Just a question reflecting back to our conversation just then on the poo jogger and all that. We do some advisory work with some departments and other places where we've had success in getting decision makers to do disability awareness training and mental health awareness training and editors or any decision makers in papers doing anything like that to know the impact their words can have by running a story like that?

Panel member: There's an organisation called Mind Frame who I've had a bit of involvement with and they focus - it's hard to put this case, because this is an unusual case, it's hard to sort of liken it to anything else. But Mind Frame talk about how mental illness is depicted, talk about suicide and they're quick to react to anything that's happened particularly overseas or being reported and a lot of newsrooms - like we will put out the guidelines on how things fall through the cracks because newsrooms are big places. But they're very quick and quick to rapidly respond. I think with that case the main mental illness concern came after it was published. So that was the impact. I know there was a bit of debate over the incident and whether there was something there, but yeah, that was after it was published. In terms of the sensitivity and the impact you can have on people, they're just mainly, outside of mental illness they're judgment calls for a newsroom.

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Melissa: Next question.

Audience member: Hi, I'm Jill from Canberra. My question is about finding the right moment to approach a journalist. I think World AIDS Day or World Autism Day is a media opportunity potentially. You also talked about a budget, like a State or Federal Budget, the lead-up to that as being a media opportunity. What do you see as the key moments that we could be looking for to jump on to maximise our chances of our issue getting the air time?

Janelle: I would say when it comes to world days and health days, it's really hard now for us to keep up with everything, because I can have emails every day for every day, every week, every month there's something else. I would say just if you want something to be highlighted just pull together a good story. So find a case study that would resonate with people. Possibly pull together some stats on what you want to talk about and then approach the journalist that way. I will sometimes do stories related to a day if I've got time, but at the end of the day it will always come down to whether the case study can highlight an issue or something like that rather than just the fact that it's World AIDS Day or whatever day it is. So I would say just try and pull together a good story and then pitch it regardless of whether it's a day or not a day.

Sean: And it might depend on what impact or what outcome you want out of it. When I mentioned the budget, if your aim was to get more funding for something and you wanted something raised while the government's considering Budget then you do it before a Budget. If you want to raise awareness to something and you know the media may write about it, because it is World AIDS Day or whatever... I didn't even realise it was Men's Health Day yesterday and I'm a man, but every day there is an awareness day and sometimes we just raise awareness to things regardless of what day it is. It just might take our interest. So find a particular story. One thing I've noticed, and I don't do a lot of this because I'm a bit cynical about it, but pharmaceutical companies in particular will come to you, or come to a journalist with "we have an exclusive about this drug isn't being funded on the PBS. We have three case studies in various States", and they roll it all out and it's all there and I feel a bit uncomfortable when they do that, but it runs in some of the other

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papers. There'll be stories from patients unhappy that a drug that might help them isn't being funded and invariably that has an impact. I'm not saying that should be everyone's strategy, because I'm uncomfortable sometimes with the way that it's done. But find an interesting story, have it there, have it ready and chance your hand if you need to.

Melissa: So we've got time for one more question.

Audience member: Thank you. My question is in two parts. Have you written an article about what you perceive to be a significant public health issue, but it did not create the impact you had hoped for? Secondly, if this has happened to you, how do you reflect on this and what would you do differently, or have you done differently next time?

Sean: All the time. My brother's in the NDIS, he has severe disabilities and needs 24-hour care and even for us as a family trying to navigate the NDIS is a nightmare and I keep getting in trouble from the family, because I'm meant to know this stuff and I don't necessarily know this stuff and even when I read this stuff and the way things are meant to be, they aren't. But I wrote a couple of stories maybe a couple of years ago about some of the public advocates and guardians warning that those with severe disabilities that there may be more preventable deaths because of the move to the NDIS. That people who have swallowing difficulties might choke and there were statistics. I'd gone to a lot of effort. I had done a lot of interviews.

Sound technician: One, two.

Panel member: I hope that wasn't a heckler!

Sean: We didn't run it prominently. We ran three stories. None of them ran on the front page or on a right-hand page and it sort of sank without a trace, but it still got out there and it's something I'll still revisit. Sometimes you just have to live with that. You might think that you've written the best story in the world and other journos won't pick it up, no one will respond to it and often you can't convince your own paper. So you just

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have to live to fight another day.

Janelle: It's the same for me. It happens all the time. You'll write a story that you think is amazing and it might get cut. I wrote a story once just the first one that comes into my head on a woman who needed a heart transplant and her backstory was incredible. I won't go into it now, but it was just an amazing story. She was a lovely woman and the story was cut from about 1500 words or something to 250 words and yeah, it just lost, the whole story just lost the impact and it happens all the time. You might write a news story that's 400 words and it will be cut to 100. But having said that, I always like to think, my mother always says to me no education is ever wasted, so I always like to think, okay if I learn about an issue and I do the research and write the story, even if it doesn't run or if it's cut then usually it does come back at some stage so I can revisit what the research was I did at the time. That's the way I try to think about it, because otherwise you wouldn't be in the game and you'd get out.

Melissa: Well look thank you and I'm sorry to cut this session short. We want to make sure that you're out of here on time. It's been a big two days. Thank you so much Sean and Janelle. We've got a little gift to give you after you exit the stage. Thank you. (APPLAUSE).