



 [Facebook.com/ShineOnAutismResources](https://www.facebook.com/ShineOnAutismResources)

 [Twitter.com/ShineOnAutism](https://twitter.com/ShineOnAutism)

 www.ShineOnAutism.com

About The Show

Our son Jack was diagnosed with Autism Spectrum Disorder when he was 4 years old. But as parents, we knew there was something different about him much earlier. Our pediatrician told us it was because he was a boy and since we also had 3 girls we just had to learn how to raise a boy. But it wasn't a gender issue. It was a neurological issue.

When our son was diagnosed, we started reading every book and combing every website to learn all we could because there was no instruction manual on how to raise a child with autism. We found activities like haircuts and dental visits were more challenging. When we discovered these resources and autism-friendly businesses we created Shine On Autism to share what we'd found to help other parents also searching for answers.

Having a child with autism spectrum disorder means navigating a world of challenges and obstacles. There are businesses and organizations that support their unique needs with programs, products, and accommodations. Shine On Autism is a resource for parents to give their child every opportunity to SHINE ON.

Radio Host: Barbara Gobbi | 954.557.6781 | barbara@barbaragobbi.com



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What is Shine On Autism Radio?

Let's start with what this show ISN'T. It's not a forum to debate causes and cures. There are plenty of experts who are working to definitively get those answers. Shine On Autism IS a resource for parents to help navigate this new world. Everything from education to activities, to daily life will be explored. We are going to bring these answers to parents to help their children thrive.

Who is the target audience?

-  Parents ages 25-60 with a child on the spectrum
-  Adults ages 18+ diagnosed with autism spectrum disorder

About the host

Barbara Gobbi is the President of BG Marketing Solutions, a custom marketing consulting agency. But most importantly, she's a mom of 4, including her 11-year old son Jack, who is high-functioning autistic.

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Where is it being broadcasted?

Initially, Shine On Autism Radio will be broadcast around South Florida and will focus on local businesses and resources. As we grow this will be expanded to Florida and nationwide.

Potential listener reach

Society Bytes Radio is a sister station to our parent station, Radio Ear Network. Currently REN reaches 1,400,000 listeners in a 6-month period. Society Bytes will be distributed to the same 240+ online directory channels and connections used by REN. In addition to our current channels, each broadcasted show will be placed on iTunes, Tune In, AHA Radio and others on a weekly basis.

More about our parent station

The Radio Ear Network Project was created for the purpose of providing information of positive value and direction both on a local, as well as, global level. This can be found in the music we listen to, the beauty of an artist, the words of a writer, a spiritual journey, and understanding of world religions or spoken expressions.

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The show format

Our shows are 30 minutes long. We're all busy people, so we want to deliver helpful information and tips in half an hour, whether you're at work, driving your car, or taking care of your kids.

Each month we record 4 shows (30 minutes each). Each show has an informative conversation with experts in their field.

Topics we cover

-  Education
-  Medical Issues
-  Tools and Resources
-  Activities
-  Daily Life

Advertising | Sponsors

We play (2) 30-second commercials during each show, which are edited into the final program.

1-30 second spot - \$50

Show Sponsor - \$200

2-30 second spots - \$75

Logo Branding sponsor - \$100

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