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<th>Time</th>
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<tr>
<td>9.00-9.30</td>
<td>Registration</td>
<td>FCA Building 25 Gallery Foyer</td>
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<tr>
<td>9.30-10.00</td>
<td>Welcome to Country and Conference Overview</td>
<td>FCA Lecture Theatre 128</td>
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<tr>
<td>10.00-11.30</td>
<td>Concurrent Session 1 Training Future Journalists</td>
<td>Concurrent Session 2 Analysing News FCA Lecture Theatre 128 FCA: Room GO5</td>
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<tr>
<td>11.30-12.00</td>
<td>Morning Tea</td>
<td>FCA Gallery Foyer</td>
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<td>12.00-12.15</td>
<td>Welcome to the University Professor Rob Castle, DVC (Academic &amp; International)</td>
<td>FCA Lecture Theatre 128</td>
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<td>12.15-1.15</td>
<td>Plenary Panel 1: Reporting the Olympics and TV Journalism in China</td>
<td>FCA Lecture Theatre 128</td>
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<td>1.15-2.15</td>
<td>Lunch</td>
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<td>2.15-3.00</td>
<td>Plenary Panel 2: Finding, Telling the Story</td>
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<td>3.30-3.45</td>
<td>Afternoon Tea</td>
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<td>3.45-5.15</td>
<td>Concurrent Session 3 Teaching and Reporting Diversity</td>
<td>Concurrent Session 4 Ethical Issues in Journalism FCA Lecture Theatre 128 FCA: Room GO5</td>
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<tr>
<td>6.00-8.00</td>
<td>Welcome Cocktail Function and Book Launch</td>
<td>67 Dining, Building 67 Music: Jazzarazzi</td>
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<td>9.30-10.30</td>
<td>Plenary Panel 3: Building research capacity in journalism studies</td>
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<td>11.00-12.30</td>
<td>Concurrent Session 5: The Future of News</td>
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<td>Concurrent Session 6: Sporting Heroics and News Narratives</td>
<td>FCA: Room G11</td>
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<td>12.30-1.30</td>
<td>LUNCH</td>
<td>FCA Gallery Foyer</td>
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<td>1.30-2.45</td>
<td>Plenary Panel 4: Aboriginal Narratives: media representation and practices</td>
<td>FCA Lecture Theatre 128</td>
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<td>2.45-3.45</td>
<td>Afternoon Tea:</td>
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<td>3.45-4.45</td>
<td>Concurrent Session 7: News Narratives, Myths and Legends</td>
<td>FCA Lecture Theatre 128</td>
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<td>Concurrent Session 8: Educating Digital Natives</td>
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<td>5.00-6.00</td>
<td>JEA AGM</td>
<td>FCA Lecture Theatre 128</td>
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<td>7.00-10.00</td>
<td>Conference Dinner</td>
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<td>9.00-10.30</td>
<td><strong>Plenary Panel 5: Reporting Diversity</strong></td>
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<td>10.30-11.00</td>
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<td>11.00-12.30</td>
<td><strong>Concurrent Session 9</strong></td>
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<td><strong>Change in the Newsroom</strong></td>
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<td><strong>Concurrent Session 10</strong></td>
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<td><strong>Communities and Networks</strong></td>
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<td>11.00-12.30</td>
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<td><strong>Response Ability Training Part</strong></td>
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<td>12.30-1.30</td>
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<td>1.30-3.00</td>
<td><strong>Concurrent Session 12</strong></td>
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<td><strong>Creative Work</strong></td>
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<td>1.30-3.00</td>
<td><strong>Creative Story-telling</strong></td>
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<td><strong>Journalism Lives</strong></td>
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<td>1.30-3.00</td>
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<td><strong>Journalism Work</strong></td>
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<td><strong>Response Ability Training Part 2</strong></td>
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<td>3.30-4.00</td>
<td><strong>Concluding Plenary</strong></td>
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Reporting the Olympics and TV Journalism in China

Chair: Kerry Green

The Dean of the Communication University of China Professor Gao Xiaohong will lead this panel to talk about television journalism education in China and the recent challenges of covering the Olympics. She will be joined by colleagues from the CUC, Professor Hu Zhifeng, Dr. Daniel Long, and Mr. Ye Mingrui.

Finding, Telling The Story

Chair: Susan Angel
Panelists: Merlinda Bobis, Estelle Blackburn

Truthful Fictionalising
Merlinda Bobis

A ‘found story’ is a ‘lived story’. Only then is it worth telling. Only then will there be conviction in the telling. Only then can the story be ‘lived’ by the audience, if not with as much conviction, at least with the necessary recognition/resonance. Then the telling of the story might come full circle. These arguments will be addressed by Filipino-Australian writer Merlinda Bobis as she charts her research and writing of two novels set in the Philippines: The Solemn Lantern Maker, which is about poverty and child prostitution, and the assassination of a political journalist in the context of the global war on terror; and ‘Fish-Hair Woman’, a narrative on militarisation. From the moment of the purported discovery of a story to the process of investigation, and to ‘a truthful fictionalising’, writerly, ethical and sometimes security considerations are always in contentious play. What does it mean to ‘live’ a story and to bring it to life on the page? How are actual lives implicated in this process?

Merlinda Bobis has published novels, short fiction, poetry and plays. Her dramatic works have been performed in Australia, Philippines, France, China, Thailand and the Slovak Republic. Her writing has received various awards and shortlists, among them the Prix Italia, the Steele Rudd Award for the Best Published Collection of Australian Short Stories, the Philippine National Book Award, the Judges’ Award (Bumbershoot Bookfair, Seattle Arts Festival), the Philippine National Balagtas Award, The Age Poetry Book Award (shortlist), the Australian Literature Society Gold Medal (shortlist). She has written in three languages: English, Pilipino and Bikol. She is a senior lecturer in creative writing at the University of Wollongong. Author’s website: http://www.merlindabobis.com

Finding Narrative Form
Estelle Blackburn

Estelle Blackburn is a Perth journalist with a passion for justice. She spent six years on a major work of investigative journalism resulting in the book Broken Lives. This self-funded work succeeded in exposing injustice and wrongful conviction, leading to acceptance by the justice system of two grave mistakes it had made four decades earlier. It resulted in the exonerations of two men wrongfully convicted of killings in Perth in the ‘60s, when they had lost a combined total of seven appeals. Her talk will explore why she chose to present her research in the narrative form, styling it along the lines of Truman Capote’s In Cold Blood, and the pitfalls she sought to overcome in changing from an investigative journalist to a creative writer of a true story. She will also address how, after carry-
ing out her essential research acting purely as an investigative journalist, she then realised the need for further research to fulfil the creative aspects of the narrative style. She will discuss the ethical issues inherent in the literary devices she employed.

Estelle Blackburn has worked for The Western Australian, ABC radio and television in Perth, before going into government public relations - for WA ministers, a WA premier, and various government departments. She currently freelances while she is completing a PhD (Murdoch) based on her successful work of investigative and literary journalism. Her work for justice has won Estelle an array of awards including an Order of Australia Medal for community service through investigative journalism, a Walkley Award for contribution to the profession and the Perth Press Club Award for sustained excellence in journalism. She’s been the subject of three one-hour episodes of the ABC’s Australian Story, a segment of 60 Minutes and an episode of the United States’ program Forensic Files. Broken Lives won the Australian Crime Writers’ Association’s award for Best True Crime and the WA Premiers Award for best non-fiction. Her memoir The End of Innocence, was launched at last year’s Sydney Writers Festival.
The Global Environmental Journalism Initiative
Chris Nash, Wendy Bacon, Libby Lester, Johan Lidberg, Tony Maniaty
Monash University, UTS, University of Tasmania, Murdoch University

This paper describes an initiative by a group of Australian and European universities providing journalism education to develop a collaborative, international approach to teaching environmental journalism. Environmental sustainability is an increasingly urgent issue confronting humankind. Journalists and the media will have a crucial role to play in providing critical information and analyses to the public and representing public opinion and perspectives to governments. This situation requires an appropriate response in the education of future journalists, and should involve internationalisation of the curriculum with special reference to the environment, the development of networks of professional collaboration in research and reporting across national borders, and a sensitivity to cultural differences in responding to these challenges. The Global Environmental Journalism Initiative, which has applied for $1.2 million in joint funding from the EU and Australian governments, aims to address these challenges in journalism education. The aim of the project is to get students and teachers to collaborate across international borders in investigating and reporting on contemporary issues related to environmental sustainability, and to build a cumulative set of curriculum and information resources to support this process. The paper describes the project and explores some of the benefits and challenges to be expected in the execution.

Journalism education: Engaging with the wider community
Trevor Cullen
Edith Cowan University

As a journalism educator, I am keen to promote engagement with the wider community in an authentic learning environment. This paper reports on two current learning and teaching projects at ECU that combine these factors. First, the third assignment for the unit, Health Journalism, involves writing a human interest feature article. This year, each student will interview a person living with cancer. The top twenty articles will be selected and published in a book entitled: ‘Helpful Hints from the Chemo Club’. It will be published in December and sold nationally. The project is sponsored by the Solaris Care Foundation. Another initiative involves ECU health journalism students participating in a one-month professional placement with Aboriginal communities in the Pilbara region of Western Australia during the mid-year break. Here, the students work with Aboriginal communities, learning about their history and culture and using their media skills to promote healthier lifestyle practices. Since 2006, 15 students have participated in the project which is supervised by the Combined Universities Centre for Rural Health. Apart from sharing their media skills to write articles and produce videos to promote better health outcomes, the majority of students said they gained substantial knowledge and understanding of aboriginal people and their problems. This is an achievement in itself since many journalists seldom meet or even talk with aboriginal people.
High school students' views on journalism as a career: some insight into why young women want to be journalists and why young men may be staying away.

Molly Blair
Bond University

The latest (2006) Census figures show that, for the first time in history, women now outnumber men in journalism and related occupations. This has changed since the 2001 Census. This paper reports on a survey taken of Australian high school students in years 11 and 12 and examines their views on journalism as a career. Their answers point to why we are seeing the number of men in journalism decreasing and why young women are still hoping for careers as journalists.

Confident? A good communicator and good at English? Your Careers Advisor suggests you become a journalist!

Roger Patching, Naomi Busst and Mark Pearson
Bond University

Apart from family members, careers advisers are critical to senior high school students seeking help on possible tertiary study options. What does this important group see as the academic and personality requirements for success in a journalism degree and why do they think more young women than men are entering journalism? This paper reports the views of a group of careers advisers from southern Queensland and northern New South Wales.
Genetic Technologies in the Australian News Media
Catriona Bonfiglioli
University of Technology, Sydney

News media coverage of scientific and medical issues is likely to be profoundly influencing public understandings, acceptance and uptake of genetic technologies. Although public knowledge of genetic technologies is increasing, GM foods are in widespread use, and testing for disease susceptibility genes is rising, many citizens have little personal experience of genetic technologies. People who lack direct experience of an issue are more susceptible to media representations of such issues. With a few notable exceptions, Australian news media coverage of genetic technologies has received little academic research attention (White 1998; Petersen 2001; Petersen 2002; Salleh 2005). In this paper, I will present key quantitative and qualitative findings from my research investigating Australian news media coverage of genetic technologies. The quantitative analysis examined patterns of newspaper coverage of genetic technologies including trends over time in the quantity of articles and orientation towards genetic technologies including GM food and genetic medicine. The qualitative analyses examined news media framings of the cloning of Dolly, the mapping of the human genome and GM foods. These findings will be placed in the international context by comparison with British and North American analyses.

Technology and Social Impact: A view on national security technologies in the media.
Holly Tootell
University of Wollongong

In national security media coverage, the topics of terrorism, security, privacy and liberty often blend together. These topics are easily shaped by fear and have been increasing in usage since September 11, 2001. This paper examines three technologies being used for terrorism response, natural disasters and epidemics: RFID passports (ePassports), the United States-based E911 service and mobile alerting in emergency situations. Through the analysis presented in this paper, the attitudes towards these three technologies are explored. An interesting distinction between the reactions to ePassports, E911 and mobile alerting is discussed. E911 and mobile alerting were extensions of existing technologies, where the current development and deployments were a small step from previous use, whereas the ePassport was a new development. This distinction will be explored through a balance between social impact and technology impact.

Can collaboration with the news media contribute to an improvement in professional satisfaction and the retention rate of Registered Nurses?
Kay Crookes
University of Wollongong

Whilst the numbers of nursing students is increasing every year at UoW and other universities, poor retention rates in the hospitals means ‘new grads’ leak from the system. What can be done to counteract this trend? This presentation will consider how a lack of a public voice amongst the nursing profession can contribute to misconceptions including that ‘the nurse is merely a handmaiden to the medical profession’ in the wider community and that this can contribute to a lack of job satisfaction for many nurses and impact negatively upon nurse attraction...
and retention rates. Paolo Freire’s theory of “Oppressed Group Behaviour” first outlined in his text ‘The Pedagogy of the Oppressed’ has been used to frame a curriculum component in the UoW BN programme, aimed at enhancing the professional concept of ‘nurses in preparation’ such that they value their profession and feel empowered to express that publicly – including in the media. We want them to stop seeing themselves as ‘only nurses’. Formative data from student evaluations will be presented regarding how they felt about their experiences in the subject. This curriculum component in the undergraduate nursing subject ‘Reflection and Practice’ at UoW, exposes nursing students to positive stories about nursing thus debunking some of the negative stereotypes they may have brought with them into their programme, and encourages them to find their professional voice and share these stories with the news media. As well as finding their own voice, it is intended that they will also come to recognise the value of developing relationships with the news media as this relationship can be instrumental in raising the profile of the profession. This is seen as a major issue for nursing/nurses, in Suzanne Gordon’s text Silence to Voice. A cross disciplinary approach was adopted in this activity. Nick Hartgerink from the media office at UoW provided input regarding the components of a good media release. Students were then required to produce their own release illustrating the innovative/positive nature of the nursing profession. The rationale behind developing the assessment task was that only through sharing with the public what they really do will nurses find a sense of pride and job satisfaction and this may contribute to improved retention rates in the profession. It is also envisaged that as a result of this exercise, these future nurses will feel more empowered to interact with the media after graduation.

**Evaluating News**

Monika Bednarek, University of Technology, Sydney

This paper introduces a new approach to analysing evaluative meaning in news stories. Evaluative meaning deals with the function and usage of language to express the speaker’s/writer’s opinion along a number of evaluative parameters (e.g. good-bad, expected-unexpected, true-false). This paper proposes that there are at least ten different parameters along which journalists can evaluate aspects of the world in the stories they compose. The ‘parameter-based framework of evaluation’ (Bednarek 2006) that will be described can be applied both in qualitative and in quantitative analyses of news stories. Crucially, the use of evaluative language can be related to journalistic practice, in particular but not limited to the attempt to increase ‘news value’ (Galtung and Ruge 1965, Hartley 1982, Brighton & Foy 2007).
Indigenous Community Radio and the Public Sphere
Michael Meadows
Griffith University

A wide range of audiences now access Indigenous community radio and television across Australia. This paper draws from the first-ever audience study of the sector, completed in 2007, revealing Aboriginal and Torres Strait Islander media offer an essential service to communities and play a central organising role in community life. Although previous studies into the Australian Indigenous media sector have suggested this, it is the first time that audiences from the cities to the most remote parts of the continent have had a chance to confirm the importance of locally-produced media in their lives. It has revealed new insights into the nature of the relationship between audiences and the producers of Indigenous community radio and television. The paper argues that continuing circulation of ideas and assumptions about the Indigenous world, through Indigenous media, contributes to the development of a national Indigenous public sphere by highlighting common experiences and issues. Indigenous media also acts — most often quite deliberately — as a cultural bridge between the parallel universes of Indigenous and non-Indigenous society. Indigenous media represent important cultural resources which provide their respective communities with a first level of service. And it is Indigenous media, globally, that continue to play a central role in offering a critique of mainstream media and its place in the formation of the broad democratic public sphere.

Media constructions of Maori issues and the Treaty of Waitangi in Aotearoa
Jennifer Margaret Rankine
Massey University

This presentation will explore the ways in which mass TV news and newspapers in Aotearoa/New Zealand reinforce negative themes about Maori, and use low levels of te reo Maori, the indigenous language. The presentation is based on pilot studies in 2004 and 2007 and a current three-year Media and te Tiriti Project by Kupu Taea, media researchers based in Te Ropu Whariki, a Maori social research group in Auckland. The pilot studies each analysed two weeks of television and radio news and newspaper representations of Maori issues and the Treaty of Waitangi, the 1840 agreement between the Crown and hapu (sub-tribes) which remains a focus of the struggle for Maori sovereignty. The presentation will also discuss the production of a checklist as a campaigning resource for dissatisfied news consumers, and copies of an Accuracy Balance and Fairness leaflet produced for journalism teachers will be available.
Reporting goals: Teaching journalism students and regional reporters how to work with cultural diversity
Kristy Hess and Lisa Waller,
Deakin University, Victoria

This paper examines the effectiveness of a set of curriculum materials developed as part of the Reporting Diversity and Integration Project for the benefit of Australian journalists and journalism students, and advocates that these materials can be enhanced by the adoption of ideas from the Russian psychologist Lev Vygotsky. The materials take a problem-based learning (PBL) approach to a hypothetical case study that involves Muslim netballers being banned from competition because they want to wear headscarves during play. The researchers imposed a Vygotskian framework by introducing ‘scaffolding’ strategies to support student learning. The material was trialed with 32 first-year Deakin University journalism students and 30 Country Press Australia/MEAA post-cadet journalism students. The responses showed that both groups of students were of the opinion that material added to the curriculum resources by the researchers, which provided information on Muslim women and the headscarf, affected the way they would write the story and that they also thought it was important to provide this kind of information for readers. It is also argued that providing cultural information in an easy and accessible format for students and journalists in newsrooms should be integral to education and training materials designed to improve media coverage of issues of cultural diversity and understanding.

Image of a Nation: Australian Broadcast Media Coverage of Papua New Guinea
Lee Duffield, Evangelia Papoutsaki, and Amanda Watson
Queensland University of Technology

This paper explores the representation of Papua New Guinea in the Australian broadcast media. It presents the findings of a formal study carried out in March 2008, monitoring the news broadcasts of the leading Australian television and radio outlets. The study also included in its scope the news stories published on ABC Online, and some other relevant broadcast media output (such as current affairs programs). The study follows on from earlier work done by Ginau and Papoutsaki, which focused on the print media. This earlier research found a negative bias evident in the stories printed, particularly in the language used, and also suggested that coverage of Papua New Guinea in the Australian press was inadequate, contributing towards negative images of that country in Australia. This study of the Australian broadcast media has found that the ABC provides regular, balanced coverage of the issues and events in Papua New Guinea. However, it also indicates that, beyond the ABC’s contribution, there is very little mention of Papua New Guinea on Australian airwaves. Nonetheless, it notes early indications of a shift in media attention due to the changing political climate, following the election of a new government last year in Australia. The paper includes a brief background on Australian-PNG relations and concludes with some suggestions to improve the coverage of Australia’s former protectorate.
The MEAA Code of Ethics: a decade since it was last amended. Can it last another decade?
Philip Castle,
Queensland University of Technology

Does the MEAA Code of Ethics now need a revamp or update after being adopted a decade ago. Does it work and will it work? Most journalism educators in Australia, (indeed internationally) attempt to introduce their students to the relevant code of ethics and their comparisons. This paper examines the present AJA’s code, last amended in 1998 after considerable debate, and how the educators attempt to explain it, how journalists apply it, does the industry accept it and does the public know about it? It examines its history and development and looks at some of the criticisms and positives of its wording. It also examines the changing role of the Australian Press Council and its attempt to enforce its similar code without any punitive powers. When and how is it applied? Does it make any difference to anyone? The Australian code sits somewhere in the middle of a raft of similar overseas codes and some critics argue it could do with an updating to certainly cover the new technology developments in journalism as well as the now national defamation laws. Should it include a “no further harm” clause similar to some other codes? So, what should or could be changed or can it continue to survive for another decade? Maybe this is the right time for a debate?

People as artifacts: whose life is it anyway? A call for old fashioned values amid new fangled media
Susie Eisenhuth
University of Technology, Sydney

For serious journalists, the notion of dealing with real lives and real people, especially at the intimate level afforded by in-depth profiling or the detailed re-creations favoured by literary journalism, is a reminder of the privileged access journalists enjoy when they successfully engage the trust of their subjects. It should also be a reminder of how frail that trust has become in an era where people are so often treated as commodities, their private lives and personal episodes grist to the media mill. And that’s the media mill at large, not just the tabloids and glossy magazines that might have carried the can in the past. These days traditional values like respect and accountability and the very concept of an ethical code can seem like quaint relics from another era as opinion-driven journalism proliferates on the web and even serious newspapers have made celebrity flim-flam central to their identity as they struggle to arrive at the elusive business model that will allow them to extract scarce dollars from the unforgiving online stream that has replaced the traditional rivers of advertising gold. If truth is the first casualty in war, trust may be the last battleground as quality journalism struggles for a toehold amid the shape-shifting models of the new media landscape.
The ethics of book-length journalism: developing a framework for practitioners
Matthew Ricketson,
The Age

Book-length journalism is an area of journalistic practice that is growing, is having a substantial impact on public debate about significant current events and issues, and is gaining broader recognition, as demonstrated in the setting up in 2005 of a Walkley award for a journalistic non-fiction book. This area of journalistic practice is sometimes called literary journalism or narrative journalism or long-form journalism but the term book-length journalism has been chosen to draw attention to the medium in which this work most commonly occurs. Book-length journalism offers practitioners the opportunity to explore events, people and issues in depth. With more time and space and a narrative approach, practitioners such as David Marr, Margaret Simons and John Bryson are able to craft compelling works. The practice of book-length journalism throws up ethical issues, however, some of which are shared with the practice of newspaper and magazine journalism and some of which are unique, or felt more urgently, in book-length journalism. These issues particularly arise in the relationships practitioners form with their principal sources, in the representation of people and events in a narrative form and in the expectations that readers have of a work may read like a novel but is not a novel.

Public interest, private pain: Self-harm and the media
Amy Laybutt,
jaelea Skehan,
Hunter Institute of Mental Health

The media is a major source of information for the community, and has an important role to play in influencing social attitudes towards and perceptions of issues such as suicide. Since 1997, journalism educators in Australia have partnered with the Hunter Institute of Mental Health to ensure journalism students are exposed to the professional and ethical issues related to the reporting of suicide. From 2002, the Institute have worked in partnership with peak bodies, media organisations and individual editors and journalists to promote responsible and accurate reporting. Through accurate and sensitive reporting, the media can play an important role in promoting help-seeking behaviour and, hopefully in reducing the occurrence of copycat suicide. Sensationalist reporting, however, may place vulnerable members of the community at a greater risk of self-harm. Most media sectors have codes of practice on reporting and portrayal of suicide, with many of these being reviewed in the past few years to better fit with the available evidence. However, as with most media codes, there are exceptions where the desirable aims listed may be outweighed by ‘the pressure of news and public interest’. One area related to the reporting of suicide that is generally agreed to be of ‘public interest’ is the issue of self-harming behaviour, especially in young people. It has all the elements of good news – it has conflict, currency, is deeply personal and dramatic. The relationship between self-harm and suicide is complex and to date, there has been minimal research conducted that focuses specifically on the role of media reporting on rates and patterns of self-harm. This paper will summarise the emerging research evidence investigating the impact of reporting self harm, the overlaps and differences between reporting of self harm and the reporting of suicide and new resources developed to provide guidance about this issue in Australia.
Building research capacity in journalism studies

Chair: Penny O’Donnell
Panelists: Catherine Lumby, Kerry Green, Mark Pearson

Professor Catherine Lumby, the Director of the recently established Journalism and Media Research Centre at the University of New South Wales, will lead this panel on building research capacity. Catherine will talk about the challenges for the sector in a post RQF world and the proposed directions of her new centre. Professor Mark Pearson (Bond) and Professor Kerry Green (Uni SA) will respond and talk about their recent experiences on the ARC grant trail.

Aboriginal Narratives: media representation and practices

Chair: Siobhan McHugh
Panelists: Vicki Grieves, Lorena Allam

What’s so special about being Aboriginal?: history, family and identity in Aboriginal Australia
Vicki Grieves

Aboriginal people are defacto defined by the dominant tropes of race, poverty, dislocation, loss and despair by settler colonial Australia. What do Aboriginal people really think of this? How do we see ourselves, our concept of ‘personhood’ and our position in Australia’s history? What is the guiding philosophy in Aboriginal lives? And how do we imagine Australia’s future? Research into Aboriginal knowledges reveals some surprising turnabouts from white, taken-for-granted, assumptions about Aboriginal people and how we wish to position ourselves in this country. While Aboriginal media are often on the cutting-edge and charting new territory in understanding cultural differences, the methodologies employed are not easily being incorporated into mainstream media. The reporting of debates such as the role of the NT Intervention, teaching of Aboriginal languages in schools and scholarships for Aboriginal children in boarding schools exemplifies the inability of the media to move beyond the binaries of ‘primitive’ versus ‘modern’ (immoral versus moral) that so define Aboriginal peoples’ relationship with the media and the broader Australian society.

Vicki Grieves is an ARC IRDS Fellow at the University of Sydney, exploring Internecine Conflict and Violence in NSW Aboriginal Communities, historian Vicki Grieves BA (Hons1) UNSW is Worimi from the midnorth coast of NSW. Vicki has almost three decades experience in managing Aboriginal policy and program developments within Universities (where she has also lectured in Aboriginal history and public policy), the Commonwealth public service and in Aboriginal community organisations. She has recently had the opportunity to review major Indigenous education initiatives of the Commonwealth government as a consultant. Vicki’s completed PhD thesis Approaching Aboriginal History: Family, Wellbeing and Identity in Aboriginal Australia presents a case for a new Australian historiography based on Indigenous knowledges approaches and explores mixed-race marriages in Worimi from this theoretical base.
The media and the Intervention: talking about Aborigines
Lorena Allam

This paper is a personal perspective on covering the Intervention as a reporter for Radio National’s Background Briefing, and as a reporter for the BBC’s Crossing Continents. Those two media outlets had a very different understanding of the story and very different demands. The program involved weeks of travel, research, interviewing, scripting and editing. It gave me a chance to trawl through the mainstream coverage to this point. I found the Intervention is a very contested policy, yet there hadn’t been a comprehensive investigation of its various successes and failures by mainstream media outlets. Coverage was largely news-based, emotive, lacking detail and often driven by the government’s agenda and schedule of policy announcements. However, it was a story that was being played out in the media almost daily, where Aboriginal people were the topics and not the interviewees. The intervention seemed to belong to a handful of journalists, Aboriginal and non-Aboriginal commentators and politicians. This paper is an attempt to wade through the coverage of the Intervention to highlight issues about editorial decision-making and the construction of a ‘story’ and Aboriginal representation, identity and storytelling.

Lorena Allam is a descendant of the Eulahayi (you-lar-aay) people of north western NSW. She’s been a journalist for almost 20 years. Lorena has worked for metropolitan, regional and community radio, Triple J, and for the past decade has been a Radio National broadcaster with the programs Awaye!, Radio Eye, Hindsight and Background Briefing. She’s also worked on the ‘other side’ of the media fence and was the media manager for the “Bringing Them Home” Inquiry into the Stolen Generations. One of her recent programs, “A question of trust - stolen wages in Queensland” was shortlisted for the NSW Premier’s History Prize.
Newsrooms of the Future
Stephen Quinn,
Deakin University

Newsroom integration and convergence have become industry buzzwords in the past year in Australia. The ideas have spread through media organisations around the world. In November 2007 Fairfax Media in Australia introduced the “newsroom of the future” program, as its flagship newspapers moved into a purpose-built newsroom in Sydney. News Ltd, the country’s next biggest media group, is also embracing multi-media forms of reporting. Fairfax is spreading the Sydney model to other states, at the same time launching online-only daily newspapers. This paper examines changes in the practice of journalism in Australia and around the world. It attempts to answer the question: What are the implications of this development for journalism and journalism education?

The future of quality journalism
David McKnight,
University of NSW
Penny O’Donnell,
University of Sydney.

Newspapers in Australia and the world face difficult choices in the next decade. The dilemma can be expressed in a simple question: who will pay for quality journalism in the future? Until now, the answer has been obvious. Advertising has subsidized journalism since the mass market press emerged at the end of the nineteenth century. But the much-despised advertising is on the move. It’s heading for the Internet and with it is going one of the main props for journalists’ salaries. In the language of economists, the business model for journalism is collapsing. But this is more than a problem for journalists or media owners, it is a problem for the democratic functioning of society. Techno-optimists will tell you that the dinosaur newspaper industry will simply be replaced. This is the era of citizen journalism, and the public will inform itself and be informed by information on the internet, on television and radio. Yet, is this really the case? We argue that quality journalism will only survive and thrive online if professional journalists and their allies and publics take steps to guarantee its future. The research presented in this paper forms part of a collaborative research project between the authors and the Walkley Foundation, sponsor of Australia’s most prestigious awards for excellence in journalism. We pose several questions: If newspapers shrink, radically change their form, or largely disappear,

* Will electronic and online media develop a comparable degree of depth and quality in their news and feature stories?
* Will electronic and online media employ comparable numbers of journalists?
* What will ‘quality journalism’ look like in the future? Will editorial independence, long considered the heart of the public function of the profession, continue to exist?
* More broadly, will the decline of newspapers, ‘the public sphere’s preeminent institution’ (Habermas 1989, p. 181) contribute to a decline in the quality and quantity of democratic engagement?
Sub-editors and the media revolution: Online or end of the line?
Annette Blackwell
University of Technology, Sydney

This paper reports on a preliminary study into the role of sub-editors (copy-editors) in online publishing for mainstream media. It will explore print medium adaptations to online production and continual news streaming. It examines the role of copy-editors in the online environment and if the value they add to print published stories is less crucial in online production. The study is based on interviews with senior journalists in Australia, the US and Ireland about copy-editing in the new media world. It also includes perspectives gained from participation in the American Copy-Editors Society conference in Denver and study at the Poynter Institute in Florida.
Sporting legends and media myths on and off the field
Katrina Mandy Oakham,
RMIT University and
Lisa Waller,
Deakin University

The Wayne Carey myth is largely a media creation and the coverage of his violence-related arrests in two countries demonstrates how journalists are complicit in a particular form of framing sporting “heroes” who perpetrate acts of violence on women as “bad boys” who have “fallen from grace”. It is not only an Australian phenomenon. The coverage of abuse of women by American sporting heroes like Vance Johnson, Sugar Ray Leonard, Warren Moon and O.J. Simpson and British soccer legend Paul Gasgoine has followed the same narrative of sin and redemption in which the drugs or other outside factors “made him do it”. The violence against women is portrayed as an unfortunate private anomaly which is dwarfed when set against an otherwise glorious sporting life. This paper will examine how the media frames these sporting “heroes” and their behaviour, and will discuss some of the implications for how these narratives play out on media audience’s attitudes on violence against women.

Online sports reporting of female athletes: an analysis of coverage of the 2008 Olympic Games
Dianne Jones
University of Southern Queensland

For decades the media has been accused of marginalising or ignoring women’s sports. Female athletes and their sports consistently register between 2 and 10 per cent of airtime devoted to sports news in the United States and Australia, while in the international sports press up to 86 per cent of articles are exclusively about male sports and athletes (Jorgensen, 2005). When they do get newspaper space, reports of women’s sports are often derogatory, focused excessively on their physical appearance, and rarely accompanied by photographs (Donohoe, 2003). Audiences in the millions regularly access their sports news from the Internet – especially at times of international events such as the Olympic Games – so an audit of new media performance is in order. This study used content analysis to examine the amount and nature of textual and pictorial coverage for female Olympians in 2008 on the Web sites of four national public broadcasters. The findings suggest that despite an obligation to report in a non-discriminatory manner, coverage by three of the four news media emphasises sexual difference.

The Round Table of Footy Classified; the new Camelot of sports journalism?
Katrina Mandy Oakham,
RMIT University
Peter Weiniger,
RMIT University

Footy Classified could be described as the thinking footy fan’s first choice in viewing. The Queen of this new journalistic Camelot is Caroline Wilson recognised by her peers as an excellent journalist who attempts to present viewers with both an intellectual and institutional analysis of the game. Taking his seat beside the queen is the Sir Galahad, journalist Craig Hutchinson, whose role is to take on the seemingly impossible missions and bring back the scoops. And the final two of the warrior court are ex- player Gary Lyon, The Great Apologist and another ex-
player Glenn Archer, the gentle Prince of Biffo. This paper will explore what Footy Classified as a sport program may indicate about future directions in sports reporting and will argue that the program has already provided a vehicle for genuine innovations in this field. An example of innovation is the regular item, Beat The Press, in which journalists have their roles as interrogators reversed and they are scrutinised vigorously by players, coaches and other sports executives. Journalists often find themselves justifying aspects of their practice to these panels, as well as to each other. The journalists involved with this program also become the news themselves, with the most infamous incident surrounding sexist portrayals of Caroline Wilson on another program The Footy Show. Repercussions of this incident continue to play out in journalistic and football circles. The authors of this paper will argue that this potential new form of interrogation of practice and the implications of journalists becoming the news while simultaneously producing the news could yield rich terrain for future directions in journalism research.
Medea News narratives: the ‘bad’ mothers
Nicola Goc
The University of Tasmania.

This paper will analyse the British press’s 2007 coverage of the disappearance of three-year-old English girl Madeleine McCann and draw parallels with two other cases: the disappearance of baby Azaria Chamberlain in the Australian outback in the 1980s, and the disappearance and discovery of the body of six-year-old JonBenét Ramsey in the family home in Boulder, Colorado, in 1996. Across three continents and three decades media narratives were created which placed innocent mothers within what I call a Medea news frame that allowed for the creation of maternal blaming news discourses. Euripides transformed Medea of ancient Greek legend into the archetypal ‘bad’ mother in 430 BC when he placed a dagger in her hand and had her murder her children in a fit of jealous rage. In modern times Medea symbolises women who step outside of what is considered acceptable maternal behaviour. In this study Kate McCann, Patsy Ramsey and Lindy Chamberlain (now Lindy Chamberlain-Creighton) were all mothers who were quickly framed as Medeas, as murdering mothers, despite the lack of evidence, because their children disappeared while they were under their care. Compounding their guilt was the fact that these mothers, under the glare of the media, did not respond to the sudden unexplained disappearance of their children in a way that society deemed acceptable. Kate McCann and Lindy Chamberlain were condemned for being ‘too hard’ because they controlled their emotions in public and refused to cry; Patsy Ramsey was condemned because of her overt displays of emotion. These women were damned if they did and damned if they didn’t by a media and public eager to blame the mother. By comparing news texts across 30 years I will expose a disturbing pattern in the creation of news that begs the question: Why are journalists, and we as a society, compelled to continue creating binary oppositional frameworks of good and bad mothers as a way of understanding the sudden and mysterious disappearance of young children from their ‘homes’?

Exploring the use of adventure narrative technique in recent newspaper coverage of the ‘lost divers’
Janine Little
Deakin University

A selective sample of recent newspaper stories about scuba divers ‘lost at sea’ anchors this paper’s exploration of cross-disciplinary research techniques in the study of narrative and storytelling in journalism. A case study of the Brisbane Courier-Mail’s coverage of the Allyson Dalton and Richard Neely rescue from the waters of far North Queensland in May, 2008, is a key focus. Reference also will be made to the narrative structures that link this story to other ‘lost diver’ tales. Applying methods from narrative and cultural theories, and drawing upon some elements of postcolonial literary theory, the paper identifies ways in which journalism’s contemporary stories and their narrative structures reaffirm and replay some familiar themes of adventure, mystery, and danger. It shows how media representations of the ‘Other’ work to reproduce dominant assumptions about Australia’s physical and cultural being, in play as part of a colonialist discourse, as they also revive discussions of the role of ‘cheque-book journalism’.
The currency of the affair: does the ‘Aussie battler’ narrative have a place in today’s television current affairs?
Renee Barnes
RMIT University, Melbourne

Mass media and in particular television play a crucial role in forming and maintaining national identity. In Australia, current affairs programs have tended to represent the cornerstone of national free-to-air television broadcasting, widely viewed as serving a vital democratic, political and social function. But television current affairs has been affected by a tabloidisation agenda in which a ‘softer version’ of current affairs is produced – driven by ratings and privileging those stories with good visuals. This version of current affairs has replaced the traditional analysis of ‘issues of the day’, with a focus on the ordinary and in particular an individual’s domestic life. By undertaking a content analysis of Today Tonight and The 7.30 Report in the week leading to Australia Day in 2008, this paper will explore the types of national identity portrayed in these programs. Further, it will investigate the impact of the tabloidisation or popularisation of current affairs programs has had on the types of national identity portrayed. And finally this paper will ask: do the discourses of nationalism and national identity represented within a tabloid or populist framework create renewed focus on particular national character representations?

Keith and Wilf Traitors to Journalism?: A cultural historiographical approach to explain why this may not matter.
Josie Vine
RMIT University

The following paper tests the theoretical and methodological framework of, what it terms, cultural historiography, against the narratives surrounding two of, until recently, Australian journalism’s most heroic figures: Keith Murdoch and Wilfred Burchett. Using a formulation of the methodologies of renowned historian R.G. Collingwood and the theories of cultural scholars Raymond Williams and Stuart Hall, the theory of cultural historiography is designed to explore how narratives can construct cultural traditions, and how these then can become embedded in a particular culture’s norms and practices. In this case, we use the narratives surrounding Murdoch and Burchett to explore how they may have constructed an Australian journalism tradition, and whether elements of this tradition have become embedded within Australian journalism’s cultural norms and practices. Murdoch and Burchett are highly relevant as figures for examination. Murdoch is considered as part of the Anzac legend for his revelations of the British military’s incompetence before and during the 1915 Gallipoli campaign, while Burchett is most famous for his reportage from a devastated Hiroshima in 1945, and for his writing from behind ‘enemy’ lines during the Korean and Vietnam conflicts. The Australian journalism culture has, until recently, tended to celebrate each one’s narrative for its anti-authoritarianism, non-conformity and, above all, dedication to journalism. But recently Murdoch and Burchett, each on separate occasions, have been condemned for conduct – claiming Burchett was nothing but a communist ideologue, and may have even engaged in the antithesis of Australian journalism consciousness; torture and forced confessions from political prisoners. The charges against Murdoch are almost as disturbing. He is accused of being motivated by politics, ultimately functioning as nothing more than a mere puppet for the Hughes’ government. However, using the formulated theory of cultural historiography, the following paper poses questions about how this ‘reality’ may not matter in terms of the contribution the Murdoch and Burchett narratives have made to the cultural construction of the normative norms and practices we today associate with Australian journalism work culture.
How skills rate in television newsrooms: comparing attitudes between working journalists and broadcast journalism graduands

Kay Nankervis
Charles Sturt University

This paper reports on the next stage in an ongoing study of skill needs in metropolitan television newsrooms. It focuses on attitudes to technology skills by comparing a sample of television journalists at major Australian networks with a cohort of final year broadcast journalism students. Each group was asked to rank in order of importance six skills or traits - five that had been identified in previous research as important to the hiring decisions of senior news managers along with the skill trait of “technological fluency”. Both groups – journalists and students - ranked ‘technological fluency” (on mean averages) last behind story generation, news sense & passion for news, television writing, good general knowledge and voice & on camera presentation. They were also asked, in a separate question, to evaluate the importance of more than 40 different skills and traits to television - including four skills involving technological proficiency - by allocating a score of 1 to 5 to each skill on the list. Significantly, out of more than 40 possible choices, both groups independently gave the highest mean average score for importance to “Ability to work well under deadline pressure”. Both groups ranked the four technology skills in the bottom half of the 40-plus skills list, mostly in the bottom quarter. The data suggests that traditional “pre-mouse” skills such as investigation, information gathering, writing and presentation must continue to be covered thoroughly by journalism education even as it prepares students for rapidly changing delivery systems and leaner newsroom structures.

Teaching new dogs old tricks.

Susan Hetherington
Queensland University of Technology

The journalism revolution is upon us. In a world where we are constantly being told that everyone can be a publisher and challenges are emerging from bloggers, twitterers and podcasters, journalism educators are inevitably reassessing what skills we now need to teach to keep our graduates ahead of the game. QUT this year tackled that question head-on as a curriculum review and program restructure resulted in a greater emphasis on online journalism. The author spent a week in the online newsrooms of each of two of the major players – ABC online news and thecouriermail.com to watch, listen and interview some of the key players. This, in addition to interviews with industry leaders from Fairfax and news.com, lead to the conclusion that while there are some new skills involved in new media much of what the industry is demanding is in fact good old fashioned journalism. Themes of good spelling, grammar, accuracy and writing skills and a nose for news recurred when industry players were asked what it was that they would like to see in new graduates. While speed was cited as one of the big attributes needed in online journalism, the conclusion of many of the players was that the skills of a good down-table sub or a journalist working for wire service were not unlike those most used in online newsrooms.
Wiki Works: Developing new modes of delivery for journalism students
Alexandra Wake
RMIT University

There has been an increasing amount of Australian research on Generation Y students and their use of new technologies, specifically those described as Web 2.0 technologies. However there has been little written about the sub-set of tech-savvy journalism students in Australian universities. Many journalism educators have been keen to embrace the technology bandwagon, but ongoing research led by Kennedy at Melbourne University has found that first year university students at three Australian universities are “nowhere near as frequent users of new technologies as some commentators have been suggesting … New technologies, such as Blogs and Wikis that allow students to collaborate and to produce and publish material online are used by a relatively small proportion of students.” It is also important to note not all first university students are “into” the net. The Melbourne University study found that “The majority of first year students in 2006 had never read a blog (55%) let alone created one of their own.” Quinn and Bethell (2006) found the media students at Deakin University were failing to buy or read newspapers. In a survey of their media classes the authors found that almost four in five Deakin University students spent less than three hours a week of their total time online, and within that time was their time consuming online news. In fact their survey found that Gen Y students were not turning to the internet for their news, despite the frequency of broadband access. The RMIT University cohort differs substantially to that of Deakin. It is a city-based university with students requiring an extremely high entry-level score. By surveying RMIT journalism students about their use of web technologies, their news habits and their preference in learning styles, it may be possible to provide more technically directed educational resources and thereby better prepare them for a workforce that is increasingly pod-casting, SMSing, and blogging journalism. This paper will examine the implication of Wiki mode delivery and its wider implications for current trends in journalism education.
Reporting Diversity

Chair: Gail Phillips

This panel will report on The Journalism in Multicultural Australia Project a federally funded, multi-university research project that has been investigating the Australian reporting of diversity since 2005. Associate Professor Gail Phillips (Murdoch), Suellen Tapsall (AIM WA), Julie Posetti (Canberra), Jacqui Ewart (Griffith), and Professor Lynette Sheridan Burns (UWS) will speak on the challenges of reporting, researching and educating for diversity.
Cultural Change in Australian regional newspapers
Jacqui Ewart and Brian L. Massey
Griffith University

This paper presents the results of the first major study of journalists’ reactions to an organisational change initiative in an Australian newspaper corporation. The study and its findings make a significant contribution to the literature on journalism and journalists in Australia and to the literature on organisational change in newsrooms internationally. This is the first time research into an Australian media company’s organisational change effort has been carried out over a sustained period of time. In this paper we present the results of a three-year study of Australian journalists’ reactions to and uptake of a corporate change program. The study draws on data from surveys of journalists working for 14 regional daily newspapers owned by the company Australian Provincial News & Media. The research provides a unique insight into how journalists at 14 Australian regional daily newspapers responded to the efforts of their parent corporation to bring about cultural change in their newsrooms. The data are drawn from annual surveys of journalists over a three-year period from 2005 to 2007. The main aim of the study was to track the extent of attitudinal change, if any, among the journalists working at those newspapers because they were the forefront staff targeted by, and charged with implementing, the corporate change program. While the surveys also explored a range of other issues, this paper tracks the attitudes of journalists towards the program, its impact on their roles and their job satisfaction levels from 2005 to 2007. It also explores the effect of the program on the relationship between the 14 daily newspapers and the communities they serve. We conclude this paper with suggestions as to the implications of the findings of this study for journalists experiencing change and media corporations considering embarking on similar change initiatives. This paper provides a research model from which those intending to undertake similar research can proceed.

“No girls allowed” – the gender barriers female journalists feel limit their reporting careers in Australian newsrooms
Anne Gleeson
University of NSW

This paper investigates a little explored area in the Australian news industry; that is, any barriers that female journalists believe they have encountered in the workplace during their journalism careers. This paper draws on preliminary findings arising from the initial stages of doctoral research examining in-depth the experiences of female journalists in the Australian news industry. The literature outlined here positions my initial findings in the context of the gender, sociology, organizational and cultural factors that come into play. The data are drawn from interviews with 16 female journalists, past and present, employed by either print, radio or television news organisations in New South Wales, Victoria and the Australian Capital Territory. The sample size is limited and not designed to be representative of all female journalists working in the Australian news industry, but rather endeavours to draw out any commonalities and differences women experience as journalists employed in Australian newsrooms.
**Tabloidization: A Devil to Popular Journalism?**

Meng Fan  
Hong Kong Baptist University

The new media culture consists of covering big stories, flashy graphics and quotes from officials who say nothing. In this age of 24-hour cable channels and the Internet there is more news, but we ask, is there more information? The media are traditionally regarded in the role of democracy “watchdog”, but a growing number of media scholars argue that media have a much wider social and political role (Dahlgren & Sparks, 1992; Hartley, 1999; Gripsrud, 1999). Informing citizens in a way that enables them to act as citizens has traditionally been the responsibility of the press. Hence the press major function is to call on citizens from all classes of life concerning their role in society and their contribution to it. We will argue that in the media culture the classic function of journalism reporting on a true and reliable account of the day’s events is being undermined. It is displaced by the varying standards of journalism and polarizing arguments. Yet these characteristics are conventionally regarded to deepen the disconnection with citizens, diminish the press’s ability to serve as a cohesive culture force and weaken the public’s need of a true account of the news. Being a forum for public debate and as such a catalyst for problem solving, the long term implications for the role as the most important for the press, are being eroded. In this way, most media scholars agree that the task of press is to cater the needs and interests of the public as a whole and to represent it in all its diversity of different social classes, even in a so called “tabloid” way. This kind of need and assumption raised both by reality reflection and academic ideal results the trend of popular journalism. In my study, the quality of popular press starts from “democratic citizenship”, the investigation goes on nature of tabloid and the final observation presents the current situation in Chinese television journalism in particular.

**Reporting for the small screen: the role of journalists in Australian television news from 1956 to 2008**

Barbara Alysen  
University of Western Sydney

These are challenging times for Australian television journalists and not just because of the cutbacks to news-related programs that have affected Channel 9, in particular, over the past twelve months. The style of news delivery is changing. Presenters have become anchors. Journalists are spending more time reporting live, and writing for more than a single medium. More are editing their own video and some are shooting their own pictures. At the same time, audiences are being invited to see themselves as part of the news-making process. If we look at the full half-century of Australian television news, this is the fourth large-scale shift in journalistic work practices. This paper addresses the transitions between each era of Australian television news and looks at what it has meant for journalists and their audiences.
Community radio and mental illness: beyond information and entertainment
Michael Meadows and Kerrie Foxwell, Griffith University

A two-year study of community broadcasting audiences in Australia 2004-2006 revealed the important cultural role being played by volunteer radio, in particular, in communities across the country. The study highlighted the critical role being played by these stations in providing their communities with local news and information, largely absent from mainstream media. While audiences confirmed the important community-connection role being played by their community radio stations, there were tantalising hints that local radio might have the potential also to contribute positively to a community’s mental health. A small study funded by the ResponseAbility Project re-examined the audience data more closely to explore this suspected role of community radio in Australia. This paper will report on the findings of the study and will reflect on the implications flowing from this for journalism practice both at the level of the community and beyond.

Journalism, change and listening
Penny O’Donnell, University of Sydney
Catherine Thill, Notre Dame University

‘In globalising Australia, we are compelled to confront questions of media representation of inequality: how do everyday media define and demonstrate gender, class, and ethnicity? how does the news report and discuss sexism, poverty, racism and other endemic forms of inequality? Can journalism ---- long criticized for stereotyping, misrepresenting and demeaning women, welfare recipients, Indigenous people and migrants ---- reform itself from within and produce the kind of news reporting that vilified sectors of the community desire and that better meets the profession’s own standards of excellence? Is it possible to use media critique to produce media justice? Through a case study of the community advocacy organization GetUp!, this paper explores media change practices asking whether we are witnessing a new kind of media activism that not only galvanises people to use journalism but is also anchored in a commitment to listen to each other’.

Talkback radio: An emotional heartland and homeland
Jacqui Ewart
Griffith University
Julie Posetti
University of Canberra

Talkback radio provides listeners and callers with an important space through which they are able to form communities of like-minded people while positioning themselves within and conceptualising their membership of those communities. Talkback radio’s role in this respect has been under-researched particularly in Australia where the focus has been on program formats, hosts as celebrities and the interactions between hosts and callers. Our research explores how talkback radio provides a space which listeners and callers conceptualise as a homeland and heartland. We draw on data gathered from focus groups with commercial, non-commercial and community radio talkback program listeners and callers in looking at particular instances where issues of cultural diversity have been raised in the talkback space and audiences responses to those issues, particularly the idea of ownership of
the talkback space. We explore the kinds of tensions and issues that arise in these spaces in relation to multiculturalism and diversity. Our research reveals how one group typically maligned by mainstream talkback programs - Muslims - have created alternative places and spaces in which they are able to engage in talkback that they find culturally relevant, meaningful and appropriate. While some talkback programs perpetuate a pejorative representation of Islam and Muslims in Australia, Muslims are using their own talkback spaces to negotiate their own cultural representations. One of the issues arising from the cultural separation of talkback spaces is the continued disconnect between Muslims and non-Muslims in talkback spaces. Talkback offers exciting potentials in respect of facilitating two-way flows of information, discussion, talk, debate and understandings between Muslims and the broader Australian community.

**Training for Cultural Diversity**  
Angela Romano  
Queensland University of Technology

This paper will present the findings of preliminary research into how education and training can help to improve the quality of reporting of ethnically and linguistically diverse communities in Australia. Numerous educational initiatives have addressed the subject of multicultural reporting, particularly since 1973 when Immigration Minister Al Grassby introduced the then still-new language and concepts of multiculturalism into government debates and policies. In addition to formal classes run within university-level journalism courses, there have been multitudinous workshops, forums, training sessions, information booklets and educational resources in recent decades. The target audiences for these educational initiatives have been many and varied. This research will look at those that have been directed very specifically towards (a) media and journalism students and (b) reporters and editorial decision-makers in the mainstream media. This chapter explores the sometimes uncomfortable question of the efficacy of the educational initiatives that have targeted media and journalism students and workers. In assessing the nature and outcomes of these activities, the aim is to formulate approaches that tertiary educators and industry-based trainers might take when trying to instil best practice among Australia’s journalistic community.
Response Ability for Journalism Education provides free resources and support to journalism educators to provide students with the information and background knowledge they need to confidently approach news stories about suicide or mental illness. The name Response Ability is derived from the aim of helping people to develop the ability to respond to certain situations they will encounter in their professional roles. The resources are founded on a problem-based learning approach, in which students are invited to discuss and resolve theoretical scenarios that they might face during their journalism careers.

Since the development of the resources in 2001, The Response Ability team has adopted an active dissemination and promotion strategy that emphasises the sustainable integration of the issues into relevant Journalism programs. Recent data suggests 100% awareness of the resources among Australian Universities offering Journalism programs.

As a further support strategy and as a response to recent consultations with journalism educators, Response Ability will be hosting a half-day professional development workshop at the 2008 JEA Conference that will cover three main areas related to the education of journalism students on the reporting of mental illness and suicide:

• A discussion of the issues and relevancy to Journalism education, including current research evidence and trends.

• Discussion of how the resources can be used to highlight various aspects of journalism and news values, and group activities around curriculum planning.

• Discussion and group activities around ways to talk about sensitive issues in the classroom.

• All participants will be awarded a certificate for their participation in the workshop.
Constructing Documentary Storytelling
Lawrie Zion
La Trobe University

What is the Australian accent, and what does it say about us? And how do you answer these questions in one hour of television? This paper will discuss the storytelling strategies used in the making of The Sounds of Aus. The documentary, which was seen by more than 1.2 million Australians when first broadcast on ABC TV last November, won Chicago’s Hugo prize for Best International Documentary earlier this year, and was nominated for a Logie. It has also been judged a finalist in the category Best Documentary Social & Political Issues in the 2008 EnhanceTV ATOM Awards. As writer, researcher, interviewer and co-producer, one of the ongoing challenges faced during the construction of the program was distilling the story of the accent from a diverse range of sources and interview subjects, from linguists and historians to celebrities, comedians, and grey nomads in North Queensland caravan parks. The paper will outline the processes involved in shaping the documentary, focussing particularly on the challenges faced in balancing the diverse array of ingredients that were woven into the finished product.

The creative print journalist
Janet Fulton
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Can a print journalist be creative? The idea that journalism is creative is one that is not universally accepted: a journalist ‘making a story up’ goes against the fundamental understandings of journalism. Further to this, society’s understanding of creativity is that a producer must have no limitations to be able to create and the rules and conventions a journalist works within are seen to constrain their production of creative media texts. These views are an example of the romantic belief of creativity where something is seen to come from nothing and a producer must be free from any restrictions. However, by using a rationalist framework to drive a PhD study into the print journalist’s practices, it can be argued that creative activity in print journalism is not only possible but plausible. By using Mihalyi Csikszentmihalyi’s systems model of creativity to examine the creative practices of the print journalist, this paper argues it is the structures a journalist works within that enables production and it is by their agency that journalists can produce creative media texts. Interestingly, the word ‘creative’ is one used within the awards system for journalism: the Walkley Awards, Australia’s awards for excellence in journalism, explicitly lists creativity as a measure for selection. However, the definition of the word and its implicit use is rarely discussed. Furthermore, a literature review undertaken as part of the PhD has revealed that many journalism books, both academic and practical, argue for the concept of creativity in journalism – ‘news’ is based on the word ‘new’ – but without defining what creativity in journalism actually is. Therefore, this paper provides a definition for creativity in a journalistic context as well as presenting rational arguments for how a print journalist is a creative producer of media texts.
Moving on from the more traditional ways in which newsworthy events are usually packaged in words and pictures in print newspapers, this paper investigates intermodal play between text and images in a new news story genre, the image-nuclear news story (Caple 2008) as it is presented on the news pages of the broadsheet newspaper *The Sydney Morning Herald*. This is a news story genre in which a salient and arguably aesthetically motivated image combines with a heading that enters into a playful relationship with the image, often drawing on intertextual references that readers are expected to recover from their personal cultural and general knowledge. A short caption then links the story to the newsworthy events behind the story. However, there is no extended text with such stories. This play on words and image relies on the reader’s ability to activate other discourses that form his/her background knowledge in order to peel back the layers of meaning in the text. Through this deliberate manipulation of the meaning potential the newspaper is able to express cultural and social solidarity with its readers, by assuming that they share its understanding of the intertextual references being made in these texts. This has been labelled a kind of insiderism by some theorists (see Chang 2004). As such, play of this nature may offer the kind of intellectual challenge that keeps readers interested in the news and still buying the newspaper.
Women’s Magazine Editors: What are they doing and who’s training them?
Kayt Davies
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Media commentator Mark Day summed up a whole field of critique when he called women’s magazines “the least credible print products”. He shares concerns voiced by Jay Rosen and Margaret Simons who have argued against the idea that entertainment is one of the primary functions of news. Another field of critique, suggests that women’s magazines are vehicles for oppressive ideologies about women. And yet, despite these apparent shortcomings, women’s magazines are thriving in the changing media landscape. This presentation will showcase the results of an ethnographic study of contemporary Australian women’s magazine editors. It finds support for the premise that they don’t perceive their role purely as journalism or in the way that feminist scholars critical of their cultural influence and morality see them. The study involved qualitative interviews with seven WA editors and a questionnaire completed by editors of 30 of the top 50 magazines in Australia, ranked by female readership figures. Most editors said that they consider themselves to be journalists but they don’t think their work is well understood by other journalists. Most editors said they were more interested in influencing culture than reporting on it and, asked which issues they were promoting cultural change on, they listed several. Six key media figures were then asked to comment on the results of the questionnaire and their responses indicate that some aspects of the role and function of women’s magazine editors in Australia are hotly contested and viewed from a range of perspectives. The core motivation behind the study is the notion that it is important to understand what women’s magazine editors do, from their own perspective, before calling for them to change. It also has ramifications for journalism educators who are, to a growing extent, responsible for training the next generation of magazine editors. It also begs questions about how well we are preparing them for a role that involves promoting cultural change. Another interesting area of concern illustrated by the study is the extent to which women’s magazine editors are assumed to have mystical abilities to “intuit” what their readers want, and the way they are punished in the workplace if and when their intuition fails.

Foreign correspondence: autonomy and news production
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The television foreign correspondent’s licence to roam and generate news is increasingly under threat due to the combined macro pressures of elements such as 24-hour news cycles, instant agency feeds, dwindling budgets and citizen journalism. This paper concentrates on the micro production processes of today’s correspondent as he or she goes about the job of newsgathering ‘on-the-road’. This paper considers the changing nature of the correspondent’s autonomy, drawing on the theoretical frameworks of Pierre Bourdieu concerning autonomy in the creation of artistic production. The paper inserts the missing character in foreign newsgathering – the locally-hired fixer, and analyses how this person affects the correspondent’s autonomy. This research references Michael Schudson, Simon Cottle and Stephen Reese in emphasising the importance of the examination of news production. The paper employs ethnographic interview data to argue that the foreign correspondent is rarely the sole editorial figure on-the-road but is instead the main actor representing the creative interplay of a succession of fixers or ‘local producers’
Foreign correspondents are important mediators of a country’s image. But it isn’t their perception alone which determines the picture. News values such as conflict, elite country and proximity also play decisive roles. This paper, based on seven in-depth interviews with foreign correspondents for the print and electronic media and news agencies from four continental European countries, gives an insight where Australia ranges in the international news importance. These interviews are evidence that interest in Australian political news is very limited, but business - especially the resources sector - and sport are commanding much better attention. So does Australia’s tourism and leisure value. Crocodile and shark attacks can be assured a place in the news anywhere in the world, but few could be expected to know the name of the Australian prime minister.