PROGRAM

DANGEROUS JOURNALISM

JOURNALISM EDUCATION AND RESEARCH ASSOCIATION OF AUSTRALIA 2015

Celebrating 40 years

Monday 30 November to Wednesday 2 December	
8am-8.45	**Registration**
8.45	**Welcome to Wiradyuri Country** *Wiradyuri Elder Auntie Gloria Rogers*
8.55	**Welcome to Charles Sturt University** *Vice Chancellor Andy Vann*
9am	**Conference opening and Presentation of the 2015 Anne Dunn scholar award** *JERAA President Prof. Matthew Ricketson*
9.15-12pm	**Bearing witness: dangerous journalism in the Middle East** ***A Plenary Conversation*** Chaired by **Penny O'Donnell**, this three-part plenary features two keynote speakers, *Guardian* Middle East correspondent **Martin Chulo**v and University of Maryland Arab and Muslim media expert **Associate Professor Sahar Khamis**. It is followed by a Q & A discussion exploring the relationship between legacy news media reporting of crisis and conflict and new media forms of citizen-led reporting. Discussants: Bunty Avieson, Kayt Davies, Chris Kremmer, Kasun Ubaysriri *A morning tea break will be held in between the keynote addresses*
12pm-1pm	**Lunch**

MONDAY

	Main Conference Room	Seminar 1	Seminar 2	Seminar 3
	Dangerous journalism	**The dangerous climate**	**Confronting risk and trauma**	**Truth and objectivity**
	Chair: **Kayt Davies**	Chair: **Kathryn Bowd**	Chair: **Mark Pearson**	Chair: **Trevor Cullen**
1pm-2.30	*Kasun Ubayasiri, Audrey Courty* ISIS media and the West: An analysis of ISIS media strategies targeting the West	*Johan Lidberg, Phil Chubb* Media coverage of IPCC assessment report five in three OECD countries – a comparative study	*Marc Bryant, Jenyfer Locke* Risk and readiness to report on high profile suicides: where's the balance?	*Eugenia Lee* Objectivity on the threshold of data journalism and narrative visualisation ***(Joint Winner: JERAA 2015 Postgraduate Conference award)***
	Kerry Green, Jolyon Sykes, Cait McMahon .... Islamic State has produced graphic images of executions in Australian news publications.	*Jonathon Howard* When did Australian newsprint realise the dangers associated with climate change?	*Jasmine MacDonald* Trauma Exposure and Reactions in Journalists: A systematic literature review	*Collette Snowden* The danger of fake news and the authority of journalism Australia
	Richard Murray Dangerous Journalism – The Perilous Job of Reporting from the Republic of Korea	*Maxine Newlands* The Death of Journalism: Can journalism practitioners learn from citizen journalists?	*Jan Harkin* This paper addresses the questions: How can j-educators best prepare future journalists for risk and danger in their profession? ***(Joint Winner: JERAA 2015 Postgraduate Conference award)***	*Patrizia Furlan* Medical-health journalists' awe of prestige sources may affect journalistic autonomy and independence
2.30-3pm	**From the international desk...** ***A report*** Chair: **Isabel Fox** University of Wollongong academic **Julie Posetti,** who recently returned from Paris where she spent 18 months as a Research Fellow with the World Editors Forum and the World Association of Newspapers and News Publishers, will report on journalism trends and source protection.			
3pm-3.30	**Afternoon tea**			

MONDAY

	Main Conference Room	Seminar 1	Seminar 2	
	Reporting and misreporting	**Glocal issues**	**Representation and perception**	
	Chair: **Lawrie Zion**	Chair: **Lisa Waller**	Chair: **Stephen Tanner**	
	Jacqui Ewart, Mark Pearson Dangerous journalism when misreported: Developing an Australian framework for best practice reporting of stories involving Islam and Muslim people	*Kathryn Bowd* Global platform, local focus: regional news and social media	*Caroline Fisher* Press secretary to press gallery: managing conflict of interest and perceptions of partisanship	
3.30-5pm	*Madeline Link, Janet Fulton* "I suggest to people, particularly females, they shouldn't be alone in parks": an exploration of Australian news media and the changing nature of victim-blaming rhetoric	*Kay Nankervis* Death in a regional community: what the local paper did	*Chris Thomson* Landmark or brandmark?: Media complicity in the erasure of place at Australia's major sports grounds	
	Brad Clark Who's defaming whom: A case study of investigative journalism and the perils of challenging Olympic iconography	*Peter English, Paul Salmon* Cycling safety in Queensland newspapers	*Robyn Thompson, Jenni Henderson* Picture This… a different way of looking at mental illness for journalists and the Australian public alike	

MONDAY

	Panel
5pm-6.30	**New Beats: Job loss in regional, rural and metro newsrooms** This panel asks 'does the scope and scale of job cuts in Australian journalism since 2008 pose a threat to the future of the profession?' It answers this question with reference to an outline of the 2015 survey results. Panellists: *Lawrie Zion, Andrew Dodd, Tim Marjoribanks, Penny O'Donnell, Matthew Ricketson, Merryn Sherwood and Carol Duncan, journalist and content creator and former ABC Newcastle broadcaster*
6.30pm	**Celebrating 40 years OF JERAA** *Hosted by JERAA* *Rafters Bar*
7:00 PM	**JERAA 2015 AGM** *Meeting room next to Rafters Bar* ***followed by BBQ*** *Rafters Bar*

TUESDAY

<table>
<tr><td></td><td colspan="2">Seminar 1</td></tr>
<tr><td>8am- 10am</td><td colspan="2">Mindfulness journalism workshop
Cait McMahon from the DART Centre for Journalism and Trauma and Mark Pearson, co-editor of Mindful Journalism and News Ethics in the Digital Era: A Buddhist Approach,will lead this two hour training and meditation session.</td></tr>
<tr><td rowspan="2">10am - 11.15</td><td colspan="2">Main Conference Room</td></tr>
<tr><td colspan="2">JERAA@40
A Plenary Retrospective

Chaired by Penny O'Donnell and Margaret Van Heekeren, this 40th anniversary retrospective will explore the aims, successes and challenges of the association since its formation in 1975, including the ever-present nexus of academia and industry. Contributors are:
Founder: David Potts
Founding members: Rod Kirkpatrick, Don Woolford
Past and present presidents: Roger Patching, Lynette Sheridan Burns and Matthew Ricketson</td></tr>
<tr><td>11.15 - 11.45</td><td colspan="2">Morning Tea</td></tr>
<tr><td rowspan="6">11.45 - 1.15</td><td>Main Conference Room</td><td>Seminar 1</td></tr>
<tr><td>Panel</td><td>Identity</td></tr>
<tr><td rowspan="4">Rethinking news media and local government

Led by Lisa Waller and Kristy Hess, this panel will discuss the relationship between local government and media.
Panellists: Peter Simmons, Chris Thomson with Murray Nicholls (Editor, Western Advocate (Fairfax Media), Nick Redmond (Manager, Corporate and Community Relations, Orange City Council), Dr Jess Jennings (Councillor, Bathurst Regional Council).</td><td>Chair:
Jolyon Sykes</td></tr>
<tr><td>Jan Harkin
Tell me a story: The power of the personal in journalism
(Joint Winner: JERAA 2015 Postgraduate Conference award)</td></tr>
<tr><td>Stephen Tanner
Embedding personal experience in literary journalism</td></tr>
<tr><td>Denise Ryan
African Australian Stories: The Journey to Belong</td></tr>
</table>

TUESDAY

1.15 - 2pm	**Lunch** **JoMeC Learning Standards for Journalism Degrees (all welcome)** *Grab your lunch and feel free join the JoMeC Learning Standards reference group discussion*
2pm - 3.30	**UniPollWatch: Working together to cover the 2016 Federal Election** Drawing from the experience of the 2014 Victorian election UniPollWatch this panel will detail and lead discussion on plans for a nationwide UniPollWatch for the 2016 federal election. Panellists: *Andrew Dodd, Kayt Davies, Matthew Ricketson, Lawrie Zion*
3.30 - 4.15	**A capstone unit for journalism programs to facilitate the demonstration of graduate capabilities** Led by OLT grantee **Trevor Cullen** with **Kerry Green**, **Marcus O'Donnell** and **Stephen Tanner**, this discussion outlines the design and development of a new journalism capstone unit for journalism educators that demonstrates graduate capabilities more accurately and consistently. *Afternoon tea will be available at the rear of the room during the discussion*
4.15- 6.15	**Media resources for reporting Islam and Muslim people** Led by **Mark Pearson and Yasmin Khan**, this workshop introduces the beta version of education resources developed for Australian media practitioners and journalism educators to encourage more mindful reporting of Muslims and the Islamic faith.
7pm	**Conference dinner and Ossie Awards**

WEDNESDAY

	Main Conference Room
9.15-10.30	**Friend or Foe? Brand Journalism** ***A Plenary Discussion*** Chaired by **Caroline Fisher**, this plenary discussion explores the emergence of brand journalism and such associated forms as content marketing from industry, regulatory and j-education viewpoints. Discussants: Chair, Australian Press Council: **Prof. David Weisbrot** Managing Editor, ANZ BlueNotes: **Andrew Cornell**
	Morning Tea
10.30-10.45	**Hosted by Mindframe to celebrate its Coming of Age** ***(Please help yourself to morning tea and join the panel discussion)***
10.45-11.30	**How ready are journalism students for risky reporting related to suicide and mental illness?** Led by **Marc Bryant** with Jenyfer Locke of the Hunter Institute for Mental Health this panel explores current models of preparing students for internships and the workforce, frameworks to enhance understanding of the potentially distressing nature of reporting and the importance of self-awareness and seeking professional support. Panellists: *Cait McMahon, Alex Wake, Lynette Sheridan-Burns, Denis Muller*

WEDNESDAY

	Main Conference Room	Seminar 1	Seminar 2	Seminar 3
11.30-1.30	**Student voices**	**Legal and ethical danger**	**Persuasion and influence**	**New directions**
	Chair: **Kay Nankervis**	Chair: **Johan Lidberg**	Chair: **Fiona Martin**	Chair: **Andrew Dodd**
	Josie Vine, Alex Wake, Gordon Farrer Change and Continuity in Perceptions of Journalism's Ethical Practice: initial results of a longitudinal study	*Joseph Fernandez* Convergent journalism and defamation pitfalls: Lessons from Hockey v Fairfax 2015	*Bunty Avieson, Willa McDonald* Dangerous liaisons: Undercover Journalism, Standpoint Theory and Social Revelation.	*Tony Davis* Counting on readers
	Penny O'Donnell, Jonathon Hutchinson Pushback journalism: #pennygate, dangerous journalism educators, and j-students' responses to media claims of 'indoctrination'	*Megan Hunt* The Official Information Act in New Zealand: A broken promise of transparency? **(Winner: JEANZ/JERAA 2015 Scholarship)**	*Isabel Fox* Reporting on the Bali Nine: Is consensus deafening the fourth estate?	*Cate Dowd* Journalism and Civilian Drones: The function of place, up in the air.
	Kayt Davies and Karma Barndon Show us the $255 million: Journalism vs Chevron & the WA Govt	*Alex Wake* Freedom from Information: The danger of the ABC keeping its role secret	*Martin Hirst* Reading Rupert Murdoch: What happens next for News Corp?	*Glenn Morrison* Philanthropy and the rise and rise of longform
	Scott Downman, Richard Murray #journalismisdead: Resuscitating a critical profession and reimagining the journalist through first year journalism courses at an Australian university	*Angela Romano* Issues in ethical review for Australian and New Zealand journalism academics	*Christopher Kremmer* The Longer the better? Calibrating truth claims in literary journalism	*Margaret Van Heekeren* Rising from the ashes: the journalism phoenix

WEDNESDAY

1.30-2pm	**Lunch**			
2pm-2.30	**(After) *Life Among Budgets, Bulldust and Bastardry*** Speaking from his recently published memoir, *Sydney Morning Herald* economics editor and highly respected journalist **Ross Gittins** outlines an economic model for contemporary and future journalism. Chair: **Tony Davis**			
2.30-4pm	**Main Conference Room**	**Seminar 1**	**Seminar 2**	
	Dangerous journalism	**Negotiating danger**	**Risk in j-education**	
	Chair: **Chris Kremmer**	Chair: **Kerry Green**	Chair: **Lawrie Zion**	
	Chika Anyanwu Dangerous Grounds, Dangerous Reporting: Media coverage of terror conflicts in Nigeria	*Fiona Martin* Shaping the Unspeakable: free speech, news commenting and the limits of moderation	*Mare M'Balla-Ndi, Maxine Newlands* Mitigating Risk and Parachute Journalism: a case study of j-education practice exchange between James Cook University and National University of Samoa	
	Amy Forbes The Killing Fields: Philippine Journalism at its deadliest leading up to an election year	*Julie Tullberg* AFL football victims of death rumours on 'anti-social' platform, Twitter	*Scott Downman* The Change Makers Project: A service learning approach to journalism education	
	Ben Stubbs Travel writing in a dangerous world	*Richard Murray* Reporting North Korea: Understanding tyranny and bad hair from Australia	*Faith Valencia-Forester, Kasun Ubayasiri* 'Pop-up' newsrooms and inverted work integrated learning: The G20 experience	
4pm	**Afternoon tea and conference close**			

KEYNOTE AND PANEL

ABSTRACTS

In chronological order of conference program

Bearing witness: dangerous journalism in the Middle East **Monday 9.15am**

Martin Chulov

Frontlines in the Digital Age

Corresponding has never been more difficult. And nor has it ever been more vital. The past decade of technological change and industry upheaval has changed forever the way we do things. It has led to more demands, new platforms, less time and new pressures on decision making. The digital age that promised to revolutionise journalism has done just that, but not always for the better. Demands for information have soared, but means to provide it have steadily diminished. The trade off has often been higher risk, with journalists often exposing themselves to needless danger, in search of opportunity. Cutting your teeth in a conflict zone these days carries extraordinary dangers.
Across the Middle East, in particular, new media and its practitioners have been able to speak truth to power like never before. But the very resources that have enabled them and the societies they service have also been used as weapons against them. State backed persecution, disinformation campaigns, and arrests have all made use of social media, which has become as much a tool of tyranny as it is of empowerment. Navigating the pitfalls is the greatest challenge faced by foreign correspondents today.

Martin Chulov is an award winning Australian foreign correspondent and has reported from the Middle East since 2005. He is currently the *Guardian*'s Middle East correspondent. In May 2015 he received the prestigious Orwell prize for journalism for his reporting in the region and, in particular, the rise of Islamic State. This included interviews with the commander of Aleppo's tunnel forces as well as a senior Islamic State commander. He is currently working on his latest book, an in-depth study of Islamic State.

Sahar Khamis

Cyberactivism in the Arab Spring: Potentials, Limitations and Future Prospects.

"This presentation will focus on the multiple roles which new media played in triggering, and paving the way for, the "Arab Uprisings," as well as the limitations of these new media tools in bringing about the needed changes and reforms in this region, in addition to some of the future prospects pertaining to the phenomenon of "cyberactivism," and how it should be analyzed and studied moving forward. In doing so, this presentation touches upon the concepts of civic engagement and citizen journalism, and their applicability to the ongoing conflicts and movements in the Arab region, with a specific focus on the Egyptian case."

Dr. Sahar Khamis, an associate professor at the University of Maryland, is the co-author of *Egyptian Revolution 2.0: Political Blogging, Civic Engagement and Citizen Journalism* (Palgrave Macmillan, 2013) She is the recipient of a number of prestigious academic and professional awards and is a media commentator and analyst, a public speaker, a human rights commissioner in the Human Rights Commission in Montgomery County, Maryland, and a radio host, who presents a monthly radio show on "U.S. Arab Radio" (the first Arab-American radio station broadcasting in the U.S. and Canada).

New Beats **Monday 5pm**

Lawrie Zion, Andrew Dodd, Tim Marjoribanks, Penny O'Donnell, Matthew Ricketson, Merryn Sherwood, Carol Duncan

Job loss in regional, rural and metro newsrooms

Job loss in Australian journalism has accelerated over the past five years in the context of industry restructuring, convergence and the shift to digital-first editorial models. While 2012 saw the sharpest spike in newsroom job cuts, with around 1000 journalists leaving metro daily newspapers, rural and regional newsrooms have been hard hit in 2014-15 as the major news companies rationalise their operations.
The News Beats research project, created in 2013 and now funded by ARC Linkage and Discovery grants, is tracking the employment trajectories of journalists who lost their jobs between 2012-2014, analysing the impact of redundancy on their personal circumstances and professional identity, and evaluating the wider implications of changing occupational and

employment trends for the social provision of news into the future. At the 2014 JERAA conference held at UTS, the New Beats team presented an overview of its five-year research program, preliminary results from the first study of 225 journalists whose jobs were made redundant in the period 2012-2014, and qualitative data on the emotional trauma of job loss, forced career change, and finding work again.
This year at the 40th anniversary JERAA conference in Bathurst, we ask, 'does the scope and scale of job cuts in Australian journalism since 2008 pose a threat to the future of the profession?' We propose answering this question by reference to an outline of the 2015 survey results, case studies of redundancy experiences, case studies and a discussion of the implications of job loss for news quality, professional identity and the development of shared norms and standards of digital journalism. The papers in this panel raise three themes: **New Beats: An overview of the 2015 survey results; Redundancy experiences in rural and regional Australia** and **What does severe employment contraction mean for news quality, professional identity, and development of shared norms and standards of digital journalism?**

Lawrie Zion is Associate Professor of Journalism at La Trobe University and Head of the Department of Communication and Media. A former journalist and broadcaster, he is also the Lead Chief Investigator of the New Beats project and the co -editor of Ethics for Digital Journalists: Emerging Best Practices (Routledge, 2015). He is currently writing a book exploring the role of weather in Australian media and culture.
Andrew Dodd is Associate Professor and Program Director of Journalism at Swinburne University. He has been a journalist for over twenty-five years, working in radio, TV, print and on-line. He was a media and business writer with The Australian and has been a broadcaster with ABC Radio National since the early 1990s, where he presented many of the network's programs and founded the Media Report. He was a reporter on The 7.30 Report and has also worked for Radio Netherlands and community radio. He has freelanced for The Age and numerous magazines and newspapers. He is a CI on the New Beats ARC Discovery and Linkage projects and in 2014 initiated and edited the UniPollWatch project.

Tim Marjoribanks is the Associate Head, of La Trobe Business School and Professor of Management (Organisation Studies)
Dr Penny O'Donnell is a senior lecturer in international media and journalism at the University of Sydney and Co-Chief Investigator on New Beats (www.newbeatsblog.com), a longitudinal study of job loss in journalism.
Matthew Ricketson Matthew Ricketson is an academic and journalist. He is head of the discipline of Communication and Media at the University of Canberra and was appointed the inaugural professor of journalism at the university in 2009. Before that he was Media and Communications Editor for The *Age*. He ran the Journalism program at RMIT for 11 years and has worked on staff at The *Australian* and *Time Australia*, among other publications. He is the author of a biography of Australian author, Paul Jennings, a textbook about feature writing and most rercently of "Telling True Stories". He has edited a collection of profile articles and "Australian Journalism Today". In 2011 he was appointed to assist former Federal Court judge, Ray Finkelstein QC, in the Independent Media Inquiry which reported to the federal government in 2012. He is a chief investigator in two ARC grant which are examining the impact of largescale newsroom redundancies on journalists and more broadly on the future of journalism. He is co-guest editor, with Sue Joseph, of a themed section about literary journalism in the December 2015 issue of Australian Journalism Review.
Merryn Sherwood is a sports journalist turned journalism academic. She is a Journalism Lecturer and PhD Candidate at La Trobe University.
Carol Duncan was a long-term presenter of the daily afternoon program on ABC Newcastle A member of the 2007 Walkley Award-winning ABC Newcastle team, she is now a freelance corporate writer, copywriter and content creator, public speaker and MC, narrator and editor.

Mindfulness journalism workshop

Tuesday 8am

Cait McMahon, Mark Pearson
This two hour workshop will explain mindfulness is in practical terms and outline the underlying science. Some exercises and techniques that educators can do with students will be taught and ita application to journalism will be discussed.

Cait McMahon is a practicing psychologist and a journalism and trauma specialist. She is the only Australian psychologist published in the area of trauma and journalism and is currently finishing a PhD on the topic. She has worked with the media industry since 1988 and she is the Managing Director of Dart centre for Journalism and Trauma-Asia Pacific.
Mark Pearson is Professor of Journalism and Social Media at Griffith University in Queensland and is a journalist, academic, blogger and author. He has written and edited for *The Australian*, and has been published in a range of publications including the *Wall Street Journal* and the *Far Eastern Economic Review*. He is co-author of *The Journalist's Guide to Media Law* (5th ed, 2015), co-editor of *Mindful Journalism and News Ethics in the Digital Era: A Buddhist Approach* (Routledge NY, 2015), author of *Blogging and Tweeting Without Getting Sued* (2012), co-editor of *Sources of News and Current Affairs* (ABA, 2001) and co-editor of *Courts and the Media: Challenges in the Era of Digital and Social Media (*2012). He is Australian correspondent for *Reporters Sans Frontières*.

JERAA@ 40—a plenary retrospective

Tuesday 10am

David Potts, Rod Kirkpatrick, Don Woolford, Roger Patching, Lynette Sheridan Burns, Matthew Ricketson, Penny O'Donnell and Margaret Van Heekeren

The professional association representing Australian journalism educators was established in 1975. This panel, on the occasion of the association's 40th anniversary on the site of the foundation meeting , traces the history and evaluates the role of the Australian Association for Tertiary Education in Journalism (AATEJ) and its successors, the Journalism Education Association (JEA) and the Journalism Education and Research Association of Australia (JERAA). The panel brings together the association founder, two founding members, past presidents and the current president. It considers a range of themes: the notion of journalism within the academy and the view from the tertiary sector and industry; student engagement with industry through work experience and employment; the development of research and the role of the association in public debate. In acknowledging the association's history and present it looks to its future amidst the changing media and tertiary sector landscape.

Professor David Potts OAM is an association life member and was awarded a Medal of the Order of Australia in 2012 for service to the media as an academic and educator, and to the community. As a journalism lecturer at Mitchell College of Advanced Education, he founded the then AATEJ after inviting academics from all Australian journalism courses to a meeting in December 1975.

Dr Rod Kirkpatrick has taught journalism at three Australian universities, most recently at the University of Queensland. In 1975 he was a lecturer in journalism at the Darling Downs Institute of Advanced Education in Toowoomba.

Don Woolford is a senior political journalist with Australian Associated Press in Canberra. In 1975 he was a journalism lecturer at the Murray Park College of Advanced Education in Adelaide. He was a president of the Association in 1979.

Dr Roger Patching is an adjunct Associate Professor at Bond University. He was a life member of the association and was president in 1988, 1997 and 1998.

Professor of Journalism Lynette Sheridan Burns is currently Deputy Dean of Humanities and Communication Arts at Western Sydney University. She was the association's first woman president , serving in 1999 and 2000.

Professor Matthew Ricketson is head of the discipline of Communication and Media at the University of Canberra. He has served as JERAA president since 2013.

Dr Penny O'Donnell and **Dr Margaret Van Heekeren** are co-authors of a forthcoming article (December 2015) in *Australian Journalism Review*, "JERAA@40: Towards a history of the professional association of Australian journalism academics".

Rethinking news media and local government

Tuesday 11.45am

Kristy Hess, Lisa Waller, Peter Simmons, Chris Thomson, Murray Nicholls, Nick Redmond, Dr Jess Jennings

As the level of government closest to the people, local councils have traditionally been one of the richest sources of news, particularly in rural and regional areas. Journalists covering the 'council round' report on a diverse range of issues and events, from municipal elections, annual budgets and strategic plans, to matters involving local planning, environment, health, culture, heritage and council-sponsored community celebrations. However, little research has been undertaken in Australia on how the seismic changes in the business and practices of journalism, and transformations of local government in the digital age might be affecting the delivery and quality of news about the third tier of government. This panel discussion will shine a light on Bathurst and the region by bringing in local media and council representatives to share their perspectives on the relationship between government and media at the local level, and discuss the challenges they face. They will be joined by four academics with research interests in this area. The academic panelists will cover topics such as how the ethical relationship between the news media and local politics is complicated by the contextual and structural forces at work at the level of the local journalist; the growing importance of social media in generating, sourcing, disseminating and responding to council news from both local government and news perspectives: how local news organizations are fulfilling their fourth estate role in the face of deep cuts to editorial budgets and services, especially in regional areas; and the changing practices of local government communicators.

Dr Kristy Hess is a Senior Lecturer in journalism at Deakin University

Dr Lisa Waller is a Senior Lecturer in journalism at Deakin University

Associate Professor Peter Simmons is Associate Head of the School of Communication and Creative Industries, Charles Sturt University

Chris Thomson is a Professional Fellow at Curtin University

Murray Nicholls is editor of the Western Advocate, Bathurst

Nick Redmond is Manager, Corporate and Community Relations at , Orange City Council

Dr Jess Jennings is a councillor, Bathurst Regional Council

UniPollWatch: Working together to cover the 2016 Federal Election

Tuesday 2pm

Andrew Dodd, Kayt Davies, Matthew Ricketson, Lawrie Zion

The 2014 UniPollWatch project brought together the journalism schools of four Victorian universities to cover the 2014 state election. The project was a unique experiment in political journalism education and provided valuable lessons about experiential learning, cross-campus cooperation and industry engagement. It also created a model for large reporting projects involving journalism programs at many universities working together to cover topics for the public's benefit.

This seminar brings together several participants from the 2014 project, along with other journalism academics, to explore ways of working together to cover the 2016 Federal Election. It will test whether the UniPollWatch concept can be rolled out across Australia for the 2016 election. It will address how to overcome difficulties, such as the uncertainty about the date of the election, and how to solve issues of logistics, curriculum alignment and co-ordination.

The seminar will focus on explaining the model, exploring ways to adapt it to the federal sphere and encouraging participants to join what could be a world-first – a project that involves perhaps as many as 15 universities working together to cover a nation's general election.

Topics to be covered by the panel include:

- Explaining the model and the lessons learned.
- Exploring ways to adapt it to the federal sphere
    - Hosting, websites and legal indemnity
    - Which electorates? (creating a criteria for coverage)
    - Minimum requirements (electoral information, candidate and electorate profiles)
    - What to do about the date?
    - Curriculum alignment
    - Logistics
    - Co-ordination
    - Support
- Media partner/s
- Sponsorship
- Encouraging national participation

Associate Professor Andrew Dodd is Program Director of Journalism at Swinburne University. He has been a journalist for over twenty-five years, working in radio, TV, print and on-line. He was a media and business writer with The Australian and has been a broadcaster with ABC Radio National since the early 1990s, where he presented many of the network's programs and founded the Media Report. He was a reporter on The 7.30 Report and has also worked for Radio Netherlands and community radio. He has freelanced for The Age and numerous magazines and newspapers. He is a CI on the New Beats ARC Discovery and Linkage projects and in 2014 initiated and edited the UniPollWatch project.

Dr Kayt Davies is a senior lecturer in journalism at Edith Cowan University.

Professor Matthew Ricketson is an academic and journalist. He is head of the discipline of Communication and Media at the University of Canberra Before that he was Media and Communications Editor for The *Age*. He ran the Journalism program at RMIT for 11 years and has worked on staff at The *Australian* and *Time Australia*, among other publications. He is the author of a biography of Australian author, Paul Jennings, a textbook about feature writing and most rercently of "Telling True Stories". He has edited a collection of profile articles and "Australian Journalism Today". In 2011 he was appointed to assist former Federal Court judge, Ray Finkelstein QC, in the Independent Media Inquiry which reported to the federal government in 2012. He is a chief investigator in two ARC grant which are examining the impact of largescale newsroom redundancies on journalists and more broadly on the future of journalism. He is co-guest editor, with Sue Joseph, of a themed section about literary journalism in the December 2015 issue of Australian Journalism Review.

Associate Professor Lawrie Zion is Head of the Department of Communication and Media. at LaTrobe University. A former journalist and broadcaster, he is also the Lead Chief Investigator of the New Beats project and the co-editor of Ethics for Digital Journalists: Emerging Best Practices (Routledge, 2015). He is currently writing a book exploring the role of weather in Australian media and culture.

A capstone unit for journalism programs to facilitate the demonstration of graduate capabilities

Tuesday 3.30pm

Trevor Cullen, Kerry Green, Marcus O'Donnell, Stephen Tanner

There is still a lack of agreement about what skills journalism graduates need for employment in the industry and how these can be demonstrated and assured. This paper highlights the considerable differences in the structure, content and delivery of tertiary journalism degrees in Australia as identified in previous Office of Learning and Teaching (OLT) projects. There is a need to ensure consistency across course offerings because a survey of journalism degrees and

majors, which was part of an 2011 *OLT Innovation and Development Grant* on graduate qualities and journalism curriculum renewal, revealed that while 29 out of Australia's 39 universities offer undergraduate journalism degrees and majors, there was a wide diversity of units on offer (17 in all) and significant differences in content, emphasis and delivery. Some courses were more focused on theory-based units, while others opted for mainly practical skills building units.
This variability in courses has contributed to significant differences in standards and difficulties in measuring graduate capabilities. In response to this situation, this paper also outlines the design and development of a new journalism capstone unit for journalism educators that demonstrates graduate capabilities more accurately and consistently. This final -year capstone unit will provide, for the first time, a series of agreed criteria and standards to guide journalism educators in the design and implementation a unit that effectively demonstrates and measures required graduate capabilities.
While no-one is proposing a unified tertiary journalism curriculum, there must be a way to identify the minimum standards and test capabilities to be met by a graduate from a Bachelor level degree or enrolled in a major in the field of journalism. There is much to be gained from collaboration to develop consistent assessment criteria and standards.
Associate Professor Trevor Cullen runs the Journalism department at Edith Cowan University in Perth, Western Australia. He received both university and national teaching and research awards and he is the first journalism educator in Australia to receive an OLT National Teaching Fellowship. Please view: www.journalismcapstoneunits.org. Prof Cullen's research areas include journalism education, health reporting, health communications and media coverage of infectious diseases.
Professor Kerry Green teaches and researches at the University of South Australia. He specialises in newspaper audience research, computer-assisted journalism, multimedia journalism, and news media organisation and management. As part of his research, Professor Green is the project leader of a Federal Government-funded project investigating Trauma and the Newsroom. The project conducts research into psychological trauma that difficult reporting assignments may cause to both journalists and their audience members. He is a Chief Investigator in a nationally funded project that investigates the alignment between journalism curricula and industry needs, and also has participated in a national research project, funded by the Department of Immigration and Citizenship, investigating the representation of ethnic diversity in Australia's news media. He is chair of the Academic Advisory Board of the Carnegie Mellon University-Australia and a board member of Channel 44, the Adelaide-based community television channel. Professor Green has a background in the print media, with experience as a daily newspaper editor in Queensland. He holds a PhD in journalism from the University of Queensland, a Masters degree in Journalism and bachelor degrees in Economics and Arts.
Marcus O'Donnell is a Senior Scholar, Curriculum Transformation at University of Wollongong, where he previously taught journalism. He was a co-founder of the UoW undergraduate journalism program. In 2006.
Professor Stephen Tanner of the University of Wollongong has worked as a journalist, political adviser and academic. Professor Tanner is an active researcher, with a particular focus on the development of educational resources. Since 2002 he has co-authored and edited six textbooks. He has also authored (and co-authored) more than 30 journal articles and book chapters on a range of topics, including teaching pedagogy, disability and the media, media coverage of political corruption, and politics. Professor Tanner is currently working on a literary journalism/biographical book on recovering from trauma.

Media resources for reporting Islam and Muslim people

Tuesday 4.15pm

Mark Pearson, Yasmin Khan

News coverage of Islam and Muslim people arises in a range of contexts, from routine community reportage through to inflammatory issues like proposals for mosque developments and the highly charged topic of terrorism.
This two-hour workshop will showcase beta versions of resources being developed under a Commonwealth Government-funded project aimed at improving mainstream journalists' and journalism students' understanding and reporting of Islam and Muslim people.
The resources include a phone/tablet application, website, curriculum materials and a printed handbook for use within tertiary journalism courses and in newsroom training programs.
Workshop participants will be guided through a sample training module included in the resources and asked for their feedback on their functionality and place within the journalism curriculum.
Mark Pearson is Professor of Journalism and Social Media at Griffith University in Queensland and is a journalist, academic, blogger and author. He has written and edited for *The Australian*, and has been published in a range of publications including the *Wall Street Journal* and the *Far Eastern Economic Review*. He is co-author of *The Journalist's Guide to Media Law* (5th ed, 2015), co-editor of *Mindful Journalism and News Ethics in the Digital Era: A Buddhist Approach* (Routledge NY, 2015), author of *Blogging and Tweeting Without Getting Sued* (2012), co-editor of *Sources of News and Current Affairs* (ABA, 2001) and co-editor of *Courts and the Media: Challenges in the Era of Digital and Social Media (*2012). He is Australian correspondent for *Reporters Sans Frontières*.
Yasmin Khan is a community advocate who runs a social centre for victims of domestic violence, primarily from Muslim communities and the Indian Sub-Continent. She is a spokesperson for the Qld Muslim community, with her family being in Australia for nearly 150 years. Yasmin has appeared in many media formats, including talkback radio, regular panels, newspapers, forums and conferences. She has worked in federal politics and was a radio producer for a number of

years. She is Deputy Chair of the Ethnic Communities Council of Qld, and this year was named Qld Multicultural Ambassador of the Year.

Friend or Foe? Brand Journalism

Wednesday 9.15am

Andrew Cornell, David Weisbrot, Caroline Fisher

These presentations and plenary discussion explore the emergence of brand journalism and such associated forms as content marketing from industry, regulatory and j-education viewpoints.

Blue Notes—connecting news and insights. This presentation details ANZ *BlueNotes*, its newsroom structure and its publications. It overviews the challenges and opportunities of such journalism with a digital media environment and analyses the relationship between brand journalism and traditional media, particularly in terms of audience.

Brand journalism: opportunities & challenges. As is well known in the industry, Australian newspapers and magazines have suffered significant declines in circulation and advertising revenue in recent times, threatening their traditional funding base and creating challenges for maintaining staffing and quality. As the old 'rivers of gold' advertising streams dry up, many publishers are seeking to recoup revenue through commercials partnerships and 'sponsored content' (aka 'native advertising'), blurring the demarcation between independent editorial content and advertising. What safeguards (if any) are needed to assure editorial integrity and keep faith with readers that they are not being 'duped'?

At the same time that Australian newsrooms are hollowing out, some businesses like the AFL and ANZ Bank are actively recruiting journalists, and affording them a significant measure of independence. The resulting stories appear in their own bulletins or on their websites, or are picked up by the mainstream media. If there is an editorial code in place and a robust culture of independence, is the end product 'journalism' despite the fact that the company concerned has a product to sell? Should such operations qualify for membership of the Press Council?

The Journalism educator's dilemma. With jobs in the mainstream media continuing to disappear, journalism educators everywhere are facing a dilemma. Firstly, where are our graduates going to find jobs? Surveys show the growth in paid and secure employment for graduates with journalism skills is not in traditional newsrooms, but in a new range of information content production roles, including 'brand journalism' or 'content marketing' and digital campaigning (Bridgstock & Cunningham, 2014). Not only are the jobs growing in these areas, but the journalistic content being created is being widely shared, read and gaining traction with the audience. Secondly, with many of us former journalists who value and espouse journalism's role in democracy, how do we now as educators manage the tension in ourselves between our professional ideals and the reality of the employment market? And thirdly, how do we manage the ethical tensions around blurring expectations in hybrid professional roles that transcend traditional professional boundaries and identity? The question isn't whether brand journalism is friend or foe. The question is whether as educators we are preparing our graduates to be ethical and reflective practitioners in whatever traditional or non-traditional journalistic role they choose. As one way of trying to address this dilemma, the University of Canberra's new range of course offerings will be outlined.

Andrew Cornell is the Managing editor of ANZ BlueNotes. He is an award winning journalist, and worked for 20 years with the *Australian Financial Review* as associate editor, senior writer and columnist.

Professor David Weisbrot was appointed Chair of the Australian Press Council in March 2015. He was previously Dean of Law and then Pro-Vice Chancellor of Humanities and Social Sciences at the University of Sydney and was President of the Australian Law Reform Commission from 1999– 2009. He was made a Member of the Order of Australia (AM) in 2006 for "service to the law in the areas of law reform, education and access to legal services, and through contributions to research, analysis and policy development on a range of matters of public interest".

Dr Caroline Fisher is an Assistant Professor – Journalism at the University of Canberra and member of the News & Media Research Centre. Her current research interests focus on the changing nature of conceptions of 'trust' in media; transparency and partisanship in journalism; and the impacts of disintermediation on journalism. Prior to academia Caroline was a reporter/producer for ABC News and ABC Radio National; and was a media adviser to Anna Bligh in the Queensland government 1998-2001

How ready are journalism students for risky reporting related to suicide and mental illness?

Wednesday 10.45

Marc Bryant, Jenyfer Locke and Cait McMahon, Alex Wake, Lynette Sheridan-Burns, Denis Muller

It is increasingly recognised, within Australia and internationally, that reporting on mental illness, suicide and other distressing events can have a profound effect on journalists and journalism students during their internships.

They may witness graphic evidence of death or violence and may be affected by other people's distress, or may be required to interview those who have been bereaved or have experienced or witnessed trauma. Every person will have an individual response based on the type and severity of the experience, previous exposure, resilience and other psychosocial factors. Thus it is imperative that student interns particularly are aware of not only the importance of sensitive and respectful reporting but of their own personal vulnerability in such situations.

The *Mindframe* National Media Initiative provides national leadership and promotes best-practice on the portrayal of

suicide and mental illness in the media. In consultation with the Dart Centre Asia Pacific, *Mindframe* have developed evidence based resources about journalism and trauma to safeguard the wellbeing of journalists, as well as issues to consider when reporting traumatic incidents, including childhood sexual abuse. While there has been research about the impact of reporting trauma on journalists, these resources are the first to focus on the impact of reporting on suicide and mental illness.

Mindframe has collaborated with the university sector to develop resources to enhance the orientation process for journalism students prior to their internships, with view to raising awareness of anticipated exposure to traumatic reporting experiences and building personal resilience and emotional wellbeing.

The aim of the session will be to explore current models of preparing students for internships and the workforce, frameworks to enhance understanding of the potentially distressing nature of reporting and the importance of self-awareness and seeking professional support.

Marc Bryant is the Manager of the Community, Media and Arts Program at the Hunter Institute of Mental Health. He is a qualified journalist and communication professional. He has 16 years' experience working in media and communication for the National Health Service (UK) and the South Australian Health Department.

Jenyfer Locke is a Senior Project Officer with the Mindframe National Media Initiative, working with the university sector in journalism and public relations education, to ensure accurate and sensitive portrayal of mental illness and suicide in the Australian mass media.

Cait McMahon is a practicing psychologist and a journalism and trauma specialist. She is the only Australian psychologist published in the area of trauma and journalism and is currently finishing a PhD on the topic. She has worked with the media industry since 1988 and she is the Managing Director of Dart centre for Journalism and Trauma-Asia Pacific.

Dr Alex Wake has been a journalist for 30 years and an academic for 15. She's worked in print, radio, television and online in Australia, South Africa, Ireland, and the United Arab Emirates. She has taught at RMIT University for more than a decade. In 2011 she was the Asia Pacific Academic Fellow for the Dart Centre. Her PhD was focused on journalism education conducted by Australians.

In alphabetical order by first author surname

Chika Anyanwu

Dangerous Grounds, Dangerous Reporting: Media Coverage of Terror Conflicts in Nigeria

Matheson and Allan (2009) highlighted the blurring line between friends and foes in war reporting. They used public reactions to Kevin Sites' war blog to highlight the challenges facing journalists in the execution of their professional duties during times of conflict. Mary Kaldor (Kaldor, 1999, 2001, 2006, 2013, 2014; Rangelov & Kaldor, 2012), highlighted misinterpretations of current global conflicts as conventional wars. In *Defence of New Wars*, she noted that many current global crises especially those from African and the Middle Eastern countries, fall under new wars (Kaldor, 2013, p. 2). These wars are "not fought on geopolitical frames but on identity politics". Identity she says "has a different logic from geo-politics or ideology...the aim is to gain access to the state for particular groups... rather than to carry out particular policies or programmes in the broader public interest". These are often results of leadership failures, social injustices which manifest as corruption, nepotism, unemployment, sectarian or unequal distribution of resources, religious intolerance or cultural marginalisation. Fighters of these wars do not necessarily have an identified enemy; instead they target other innocent civilians to make their point.

How prepared are journalists in responding to these new forms of wars? Which side of the ideological divide do they operate from and how does that affect media social responsibility (Okoro & Chukwuma, 2012, p. 51); how do global networks respond to these attacks from their sheltered locations under tight budgets (Perlmutter & Hamilton, 2007, p. 14), (Lytton, 2015), (Lipinski, 2015); how are local journalists positioned to deal with local militia who see them as agents of the establishment? Using the militant group, Movement for the Emancipation of the Niger Delta (MEND), and the Islamic terrorist group, Boko Haram, all in Nigeria, this research will analyse the dilemma faced by journalists covering terror conflicts in Nigeria. Through a better understanding of the characteristics of new wars, this research plans to propose alternative strategies to enable journalists carry out their professional responsibilities while keeping safe.

References

Kaldor, M. (1999). *New and old wars : organized violence in a global era*. Stanford, Calif.: Stanford University Press.
Kaldor, M. (2001). Wanted: Global Politics -- New types of violence are on the rise and the only exit route is political (multilateral policies). *The Nation, 273*(14), 15.
Kaldor, M. (2006). The "New War" in Iraq. *Theoria: A Journal of Social & Political Theory*(109), 1-27.
Kaldor, M. (2013). In Defence of New Wars. *Stability : International Journal of Security and Development, 2*(1). Kaldor, M. (2014). Missing the Point on Hard and Soft Power? *Political Quarterly, 85*(3), 373-377. Lipinski, A. M. (2015). Parsing the Equivalency Debate. *Nieman Reports, 69*(1), 2-2.
Lytton, C. (2015, 2015 Jan 30). Boko Haram is just as vicious. Why does the Islamic State get all the headlines? (Posted 2015-01-30 21:05:29). *The Washington Post*. Retrieved from http://search.proquest.com/docview/1649339692?accountid=10344
Matheson, D., & Allan, S. (2009). *Digital war reporting*. Cambridge, U.K.: Polity.
Okoro, N. M., & Chukwuma, O. (2012). Reporting Violent Insurgencies in Postcolonial Nigeria: An Analysis of Audience Assessment of Nigerian Broadcast Media Reportage of the Boko Haram Insurgence. *Global Media Journal: Pakistan Edition, 5*(2), 41-58.
Perlmutter, D. D., & Hamilton, J. M. (2007). *From pigeons to news portals : foreign reporting and the challenge of new technology*. Baton Rouge: Louisiana State University Press.
Rangelov, I., & Kaldor, M. (2012). Persistent conflict. *Conflict, Security & Development, 12*(3), 193-199.

Associate Professor Chika Anyanwu is the Head of School of Communication and Creative Industries at Charles Sturt University. Chika sees himself as a cultural fruit salad. He has worked and lived in Papua New Guinea, where he founded the Media Arts program of the University of Papua New Guinea. He did his fellowship at Dartmouth in New Hampshire, USA, and the University of Southern California in LA. Prior to coming to CSU, he was the Founding Head of Media at the University of Adelaide in South Australia, and previously headed the Mass Communication program at Curtin University of Technology Perth. His areas of expertise include Social Media, Creative industries, Nollywood cinema, Migration, Multiculturalism, and Youth Empowerment. Chika is a Fellow of the Governor's Leadership Foundation. He has published widely in academic research journals, written government reports, as well as cross media platforms such as TV, stage, film and online programs.

Bunty Avieson, Willa McDonald

Dangerous liaisons: Undercover Journalism, Standpoint Theory and Social Revelation

Standpoint Theory -- with its focus on layered understandings, multiple identities and holding power to account -- suggests those with the potential to bring the most insight are those at the bottom of society. People living in circumstances of disempowerment are better placed because of their standpoint to perceive what is really occurring across the social and cultural domain; it is their standpoint which is the most revealing. When a journalist works undercover, they are attempting to share, as far as is possible for an outsider, the standpoint of the people whose stories are being told. This paper examines the work of several Australian undercover print journalists through the lens of standpoint theory. Over the last 150 years, Australian journalists including John Stanley James, J D Melvin, Dulcie Deamer, Evan Whitton and Elizabeth Wynhausen have gone undercover to report on issues as varied as incarceration in Melbourne's Pentridge gaol, crewing a blackbirding trading ship, working in an abattoir, homelessness, living on the dole and surviving in low-paid jobs. Most recently, the American journalists Luke Mogelson and Joel Van Houdt went undercover on a refugee boat to Christmas Island. Their story "The Dream Boat", written for the *New York Times Magazine* (17/11/2013) covered an issue significant around the world, but particularly in the current Australian political and social climate. While ethical and other risks of undercover journalism are well known--and are reflected in most journalism codes of ethics -- this paper argues in support of the practice as an important strand of investigative journalism that, when done well, has the potential to reveal society to itself in telling and effective ways.

Dr Bunty Avieson lectures in journalism in the media department at University of Sydney. Her most recent book is *The Dragon's Voice: How Modern Media Found Bhutan.*
Dr Willa McDonald researches and lectures in literary journalism and creative non-fiction at Macquarie University. Her latest book project is a history of Australian literary journalism.
Both authors have contributed to the online resource: *Australian Colonial Literary Journalism* (auslitjourn.info), for which Dr McDonald has the primary responsibility.

Kathryn Bowd

Global platform, local focus: regional news and social media

While most regional news media outlets were relative latecomers to social media, the majority have now integrated use of platforms such as Facebook into their newsroom practice. However, there appears to be limited consistency in their engagement with these platforms, with regional newspapers, even those owned by the same company, interacting through social media in a variety of ways and with varying frequency. This paper explores the use of two social media platforms by regional newspapers in four Australian states. It focuses on Facebook and Twitter as these appear to be the preferred platforms among regional Australian media outlets. Social media content posted by the publications was monitored over a three-month period to explore how and how often these outlets utilised Facebook and Twitter. Themes and patterns in the postings were identified and examined to provide an idea of the ways in which these newspapers engaged with their audiences through social media. Dominant themes included breaking news, local sport, photos and local people. While state, national and international news received an occasional mention, the content was predominantly local in focus, reflecting the typical emphasis of regional newspaper coverage. Other findings included a limited relationship between frequency of print publication and frequency of engagement with social media, with newspapers published more often not necessarily the greatest social media users. Interactivity was also limited. While some papers actively solicited reader photos through Facebook, and there were occasional posts seeking information or sources on a news topic, for the most part interactivity occurred through reader comments on news posts. This suggests the continuation of more traditional modes of media-public communication rather than a shift to news as a two-way conversation. It may also indicate a cautious approach by the news outlets to the use of social media.

Dr Kathryn Bowd is a senior lecturer in media and journalism at the University of Adelaide. Her research focuses on non-metropolitan journalism, journalism practice and relationships between news media and communities .

Marc Bryant and Jenyfer Locke

Risk and readiness to report on high profile suicides: where's the balance?

The Australian Government's *Mindframe* National Media Initiative (*Mindframe*) aims to encourage responsible, accurate and sensitive representation of mental illness and suicide in the Australian mass media. The initiative involves building a collaborative relationship with the university education, media, mental health and suicide prevention sectors.
Evidence has consistently shown the impact of media coverage of high profile suicides on vulnerable audiences. As recently highlighted by the World Health Organisation, supporting media professionals to report on suicide, including high profile or celebrity suicide, safely and responsibly is a key component of suicide prevention.

For the past 15 years the *Mindframe* National Media Initiative has provided evidence based resources for journalism educators, media professionals and sectors who work with the media to support the safe and responsible reporting of suicide.
The past 12 months has seen several high profile suicides reported by the media with distinct differences in reporting across countries. As one of the only countries with media guidelines supported by capacity building approach, this presentation will highlight the Australian media's coverage and how this was supported by *Mindframe*.
The World Health Organisation Report on suicide prevention released globally in September 2014 made special mention of Australia as one of only two countries in the world where there has been improvement in the reporting of suicide following active media involvement in the dissemination of media guidelines. This is directly attributable to the involvement of the expert university and media Advisory Groups and the collaborative model used by the *Mindframe* Initiative is recognised internationally as best-practice.
This presentation will draw on recent high profile events, including celebrity suicides such as Charlotte Dawson and Robin Williams in addition to coverage of coronial inquests into cluster suicides. It will present the collaborative approach taken by the media and other agencies to enhance not only quality of reporting, but peer-to-peer capacity building and professional practice.

Marc Bryant is the Manager of the Community, Media and Arts Program at the Hunter Institute of Mental Health. He is a qualified journalist and communication professional. He has 16 years' experience working in media and communication for the National Health Service (UK) and the South Australian Health Department.
Jenyfer Locke is a Senior Project Officer with the Mindframe National Media Initiative, working with the university sector in journalism and public relations education, to ensure accurate and sensitive portrayal of mental illness and suicide in the Australian mass media.

Brad Clark

Who's defaming whom: A case study of investigative journalism and the perils of challenging Olympic iconography

In an era of convergence, legacy news organizations are allocating dwindling resources away from expensive investigative work in order to support core news operations. Some media observers have argued investigative and accountability journalism are increasingly falling to journalists and journalism outside the mainstream. However, this case study from Canada underscores the potential risks such work poses for independent journalists and the organizations that support them. In 2012, freelance reporter Laura Robinson published an investigative news story in an alternative newspaper about the celebrated chief executive of the Vancouver Olympics titled "John Furlong biography omits secret past in Burns Lake". The article details Furlong's initial arrival in Canada from Ireland in the late 1960s as a Christian missionary, left out of his book, *Patriot Hearts: Inside the Olympics That Changed a Country,* and contains allegations of assault against Aboriginal children. Robinson obtained eight sworn affidavits supporting the accusations. Furlong refused Robinson's multiple requests for interviews, but when the article was published he held a news conference in which he insisted the story was a complete fabrication. He sued Robinson for defamation; Robinson counter-sued. According to published reports, she was paid $2,500 for the original story, but has spent close to $250,000 in legal costs. Furlong eventually dropped his lawsuit, but Robinson's has gone to trial. At the time of this writing lawyers for both sides have presented their final arguments and the judge is deliberating. A preliminary content analysis of news media coverage of the initial report and subsequent legal proceedings shows a much greater tendency to incorporate frames consistent with Furlong's position – that the journalist was on a "vendetta", that he and his family are the *real* victims – than frames associated with the allegations of his Aboriginal accusers in the original investigative news story. If, as Robert Entman has argued, news frames bear the imprint of hegemony, this case study provides a classic example of how the powerful in society shape the news discourse, and the potential danger inherent for freelance journalists who challenge authority and dominant framing.

Dr Brad Clark is associate professor and chair of the Journalism and Broadcast Media Studies programs at at Mount Royal University in Calgary, Alberta, Canada. Before entering the academy he worked as a journalist for 20 years, six as a national radio reporter for the Canadian Broadcasting Corporation. His research interests include media representations of minority groups, professional ideology and ethics.

Kayt Davies and Karma Barndon

Show us the $255 million: Journalism vs Chevron & the WA Govt

The final instalment, magazine edition six, of the Tracking Onslow project will be published in late 2015. This three year research journalism project has recorded the changes in a small Pilbara town as BHP Billiton and Chevron have led billion dollar joint ventures establishing gas hubs in the vicinity.
At the outset, the local community (counted at 667 people in the 2011 census) was promised that $255 million would be spent on social and critical infrastructure for the town. Four years on the spending is not yet visible in the community, and concerns that the money will be reallocated are running high.

Tracking Onslow started out as a work-integrated-learning activity, and involved taking groups of undergraduates to Onslow every six months to produce a magazine. Airfares and accommodation were funded by the local government, who collaborated because they were keen to track community sentiment. As cost blowouts in infrastructure projects co-funded by the shire have taken a toll on the shire's ability to fund Tracking Onslow, the project has adapted.
Edition six was produced by the project leader and an honours student, who was involved in earlier editions as an undergraduate. The honours project follows the emerging standard structure of research journalism (Nash, 2014), comprising of three investigative pieces and an exegesis.
This paper will present the results of that research, focusing on the search for details about the allocation and spending of the $255 million. The findings will be discussed in the context of corporate and government spin as described by Harrison (2011), and framed by Foucault's (1988) ideas about the relationship between power and information/knowledge. They key issue is this research addresses is the level of danger that journalism poses to corporate and government objectives and whether it can prevail in the face of well-funded PR efforts.

References

Foucault, M. (1988). *Power/Knowledge: Selected interviews and other writings, 1972-1977*. USA: Random House.
Harrison, K. (2011). Strategic Public Relations: A practical guide to success. Palgrave Macmillan.
Nash, C. (2014). Research degrees in journalism: What is an exegesis? *Pacific Journalism Review, 20*(1), 76-98.

Dr Kayt Davies is a senior lecturer in journalism at Edith Cowan University. In 2015 **Karma Barndon** was editor of the sixth and final edition of Tracking Onslow and completed a practice-led honours project, comprised of journalism and critical reflexivity with regards to the potential of journalism to achieve its aims in the face of sophisticated government and corporate public relations practices. Karma is now employed as a journalist with business-to-business news service provider Aspermont Ltd.

Tony Davis

Counting on readers

Research has shown that newsrooms – from reporters through to senior editors – are increasingly aware of, and reacting to, audience preferences. These preferences are expressed, often in real time, via a wide range of metrics that rank digital stories by page view and reader engagement while also quantifying how the reader was directed to the story (ie newspaper homepage, particular social media platform etc), comparing the performance of a newsroom (or masthead) with its competitors and much more. Research has also highlighted a gulf between the "hard news" stories journalists prefer – particularly traditional practitioners who have come up through the print medium – and the lighter, more entertaining stories that typically feature in the "most read" lists. Despite this, it has been shown audience preferences are causing even conservative media gatekeepers to alter their approach. How does the potential conflict between "the public interest and what the public is interested in" play out in an organisation that has made the dramatic change from printed broadsheet to modern integrated newsroom? Using ethnographic methods, the author observes an entire day at the *Sydney Morning Herald* newsdesk, following the news cycle, and considering the effect real time metrics have on the way news is discussed, commissioned and placed.

Dr Tony Davis is a Sydney-based journalist and author. He has worked in a wide range of roles for Fairfax publications (*Sydney Morning Herald* and *Australian Financial Review*) since the late 1980s. His books include *The Big Dry* (a novel shortlisted in the 2014 NSW Premier's Literary Awards), *Roland Wright* (a children's series published in the US and Germany), *Wide Open Road* (the companion book to the ABC documentary), *Total Lemons* and the eccentric literary memoir *F. Scott, Ernest and Me*. His novella "The Flight", about a fleeing journalist/whistleblower, appears in the current edition of *Griffith Review*.

Cate Dowd

Journalism and Civilian Drones: The function of place, up in the air

Emerging changes in European aviation barriers will soon bring changes for a new generation of journalists. The potential shifts are comparable to the shifts brought about by Google Maps and mobile devices (Gordon & DeSouza). Journalists in the UK, Australia and other countries have been using civilian drones and creating aerial views for several years now. Media professionals are increasingly aware of related issues, such as safety, protection of privacy and aviation rules, as well as philosophical discussions about control over territory and place (Bentham, Lemos, Foucault). Standards for flying civilian drones and related media operations are primarily under the jurisdiction of aviation authorities. In 2013 the Reuters Institute for the Study of Journalism at Oxford University produced a report on remotely piloted aircrafts and journalism (Goldberg, Corcoran & Picard). This report highlights the complexities of operating and regulating civilian drones across national and international boundaries. However, there are still shortfalls in understanding the processes and challenges for journalists looking to civilian drones for the newsgathering process. In late 2014, Australian media academic (Dowd) undertook training towards the Private

Pilots Licence Theory (PPL) exam and obtained an RPAS (Remotely Piloted Aircraft System) Manufacturer Assessment Certificate for a drone under 7 kg. This study covered aerodynamics and related aeroplane theory as well as practical flying tests with a civilian drone. The next step is to sit the PPL exam via CASA (Civil Aviation Authority), which is a step closer to being a legitimate civilian drone operator i.e. with a licence. In late 2014 there were approximately 200 qualified civilian drone operators in Australia. This paper explores practical and legal aspects of operating civilian drones for journalists, further informing an important discussion on the limitations and opportunities for the profession.

Dr Cate Dowd, visited the Annenberg School of Journalism in Los Angeles in October 2015 and presented a pop -up talk on drones for newsgathering at UCLA Design Media Arts in September 2015. She was also embedded with ABC news (Australia) for a week in August 2015. She is a media studies lecturer at UNE in NSW, Australia.

Scott Downman *University of Queensland*

The Change Makers Project: A service learning approach to journalism education

In recent years the relevance of tertiary journalism programs and courses in Australia has come under question. The media industry has long queried the appropriateness of university-based journalism programs and has held the view there is a disconnect between the approach of the academy and the realities of the industry. These differing views reached a climax in 2012, when a series of editorials published in *The Australian* newspaper argued that journalism programs in Australian universities were 'out of touch'. However, this conflict is not just limited to a battle between industry and the academy. Journalism students have also been critical of journalism programs and courses questioning their relevance, the content being taught, but more importantly how it's taught. Anecdotal evidence from unsolicited first year student responses has criticised the use of task-driven assessments with seemingly little linkage between current and emerging trends in the media industry. Students have highlighted the need to value-add to their student experience by facilitating opportunities to have their work published.
To respond to some of these issues, journalism programs at Australian universities during the past decade, have been developing and fine-tuning advanced level, practice-based courses aimed at ensuring students receive on-the-job practical training before graduation. This Work-Integrated Learning (WIL), as it has become known, has generally been embraced by students and welcomed by the media industry. However, this paper argues that the proliferation of WIL courses and the desire to provide students with hands-on practical experience has come at the expense of other pedagogical approaches, such as service learning, that also produce well-rounded journalism graduates. This paper explores the value of service learning initiatives in journalism education and documents how a project. that was developed and piloted at the University of Queensland in 2014, has made tremendous inroads at presenting an alternative approach to experiential learning. This service learning project has become a multi-awarding winning journalistic enterprise that has been acknowledged for its journalistic innovation and its role in covering complex multicultural issues in Queensland.

Dr Scott Downman is a journalist and lecturer at the University of Queensland. For the past 10 years he has been involved with community development projects in Southeast Asia aimed at addressing human trafficking, labour exploitation and work migration. His research examines human rights and the role media-based interventions play in combatting human trafficking and human exploitation. He is the director/founder of HELP International, an anti-human trafficking not-for-profit organisation.

Scott Downman and Richard Murray

#journalismisdead: Resuscitating a critical profession and reimagining the journalist through first year journalism courses at an Australian university

A quick search on Twitter using the hashtag #journalismisdead reveals the contemporary journalism industry has an image problem. News consumers the world over are constantly deriding the profession that has long championed its fourth estate role. However, media scandals, poor news writing, unethical reporting and the proliferation of clickbait are undermining the role and value of global journalism. This paper seeks to rethink journalism through the lens of a first year experience in a Bachelor of Journalism program at the University of Queensland. It will document how reimagining the profession and how we 'do' journalism has been embedded into the curriculum in first year journalism courses. It will reflect on the impact of non-conventional assessment tasks and the introduction of non-traditional newsgathering techniques. It will use student evaluations, unsolicited student feedback, student reflections and award-winning first year journalism initiatives and innovations to demonstrate that journalism education needs to be the innovator driving and inspiring the industry, rather than reacting to an industry in flux.

Dr Scott Downman (*see above).*
Richard Murray is a former journalist and a PhD candidate in journalism at the University of Queensland.

Peter English and Paul Salmon

Cycling safety in Queensland newspapers

Collisions between cars and bicycles remain a persistent road safety issue. In 2014 the Queensland Government introduced new cycling laws to improve road safety and the decision resulted in increased media coverage of the issue. Changes in the legislation meant motorists had to leave a gap of at least one metre when overtaking cyclists during the two-year trial. The relationship between motorists and cyclists has often been fraught and dangerous, with some even describing the situation as "road wars". In this emotional environment it is valuable to examine how the state's newspaper media covered the change in the laws and subsequent issues arising from the trial.

This descriptive study of cycling safety in the Queensland media employed a content analysis to examine news items in 12 daily newspapers. This included the state-based *The Courier-Mail* and 11 regional titles owned by News Limited and Australian Provincial Media. The data collection focused on news items about cycling safety and the new laws between April 2, 2014 and January 1, 2015, when other cycling-related amendments were introduced. In total there were 467 story items relating to cycling safety in this timeframe. This included 162 editorial articles, and 305 user-generated pieces, including letters to the editor and online contributions printed in the newspaper.

The results highlight the reaction to the new laws of the newspapers, journalists, sources and readers. Topics emerging from the data include the portrayal of cyclists and the inclusion of road-war and road-courtesy themes. The results also reflect the different attitudes of individual news organisations and their parent companies towards publishing positive and negative items about cycling safety. This study may provide an example for other regulators, particularly in relation to education campaigns through the media, when they are considering whether to introduce these types of regulations.

Paul Salmon is **Professor** of Human Factors and Director of the Centre for Human Factors and Sociotechnical Systems at the University of the Sunshine Coast. He has over 13 years' experience of applied Human Factors research across a range of safety critical domains, including road and rail safety, defence, workplace safety, aviation, emergency management, and outdoor education.

Dr Peter English is Lecturer in Journalism at the University of the Sunshine Coast. His research areas include sports journalism, online journalism and social media.

Jacqui Ewart and Mark Pearson

Dangerous journalism when misreported: Developing an Australian framework for best practice reporting of stories involving Islam and Muslim people

Inflammatory news reportage of issues relating to terrorism and Islam has caused both frustration and anger in Muslim communities. Such reporting can be dangerous on a range of fronts – for citizens, journalists and other stakeholders. Tahiri and Grossman explain this problem in their research project, "*Community Radicalisation: An examination of perceptions, ideas, beliefs and solutions throughout Australia*". The results of inappropriate news media coverage can prompt community tension and potentially feelings of isolation and victimisation – which some associate with the radicalisation of young Muslims. In Queensland police and Cultural Diversity Queensland data log instances of abuse, assault and graffiti directed towards Muslim people in the wake of biased and negative media stories. All of this impacts upon the feeling of 'belonging' for Australian Muslims – their very identity as 'the other' as portrayed by some media coverage.

In this paper we will present findings from the first stage of our Commonwealth-funded project which seeks to develop best practice guidelines for the reporting upon Muslim people and Islam as a religion. We are designing training and education resources and suggesting pedagogical approaches to encourage journalists to reflect mindfully upon the impacts of their practices and the potential effects of their language upon Muslim people. This presentation presents our findings and shares our approaches to our scoping study.

Jacqui Ewart is an Associate Professor in journalism and media studies at Griffith University. She was a journalist and media manager for more than a decade. Her research interests include communication and disasters, media representations of terrorism, media representations of Islam and Muslims, and talkback radio audiences. She is the author of *Haneef: A Question of Character*, 2009 and a co-editor of *Islam and the Australian News Media*, 2010, Melbourne University Press. Jacqui is a co-author of *Media Framing of the Muslim World* Palgrave Macmillan 2014. She is an editorial board member of the journal *Media International Australia* and an editorial board member of *Anthem Press Global Media and Communication* series.

Mark Pearson is Professor of Journalism and Social Media at Griffith University in Queensland and is a journalist, academic, blogger and author. He has written and edited for *The Australian*, and has been published in a range of publications including the *Wall Street Journal* and the *Far Eastern Economic Review*. He is co-author of *The Journalist's Guide to Media Law* (5th ed, 2015), co-editor of *Mindful Journalism and News Ethics in the Digital Era: A Buddhist Approach* (Routledge NY, 2015), author of *Blogging and Tweeting Without Getting Sued* (2012), co-editor of *Sources of News and Current Affairs* (ABA, 2001) and co-editor of *Courts and the Media: Challenges in the Era of Digital and Social*

*Media (*2012). He is Australian correspondent for *Reporters Sans Frontières*.

Joseph M Fernandez .

Convergent journalism and defamation pitfalls: Lessons from *Hockey v Fairfax 2015*

On World Social Media Day 2015 ("Social Media Day", 2015) , the Australian Federal Court handed down a defamation judgment seen as sending "chill winds of reality through the frenzied world of social media" (Merritt, 2015). In *Hockey v Fairfax Media Publications Pty Ltd* (*Hockey v Fairfax, 2015) t*he court awarded $200,000 in damages to the Federal Treasurer Joe Hockey after finding Fairfax published stories headlined as "Treasurer for Sale" or "Treasurer Hockey for Sale". Notably, the court found that the published articles themselves were not defamatory (*Hockey v Fairfax , 2015).* The respondents were held liable, however, as a result of defamatory imputations conveyed by associated matter produced to draw attention to the articles themselves – the headline, the poster and tweets. A further defect in the respondent's case was the finding of malice – an aspect often overlooked by the media. The court's finding in relation to the "twitter matter" has aroused questions as to whether the Australian defamation landscape has markedly changed as a result of this judgment and whether this judgment is a harbinger of bad tidings for not only social media, but also for journalism in general, including convergent journalism.

Australian defamation law is noted for its heavy weighting towards plaintiffs at the expense especially of media defendants. The *Hockey v Fairfax* case presents an opportunity for the media to galvanise its resources to initiate a meaningful reform exercise aimed at limiting defamation law's overreach and buttressing the media's ability to play its vital watchdog role as demanded in a vibrant democracy. This presentation will focus on this and other relevant defamation cases to: (a) identify the dangers that accompany convergent journalism and cross-platform publication; (b) lessons the cases offer for publishers and journalists in an increasingly cross-platform publication environment; (c) the perils of social media engagement by mainstream media; and (d) make the case for meaningful reform to defamation law to mitigate the dangers for journalism practice (Australian Press Council, 2015).

References

Australian Press Council (2015, 1 July). "Australian Press Council calls for urgent action on defamation law reform" (Media Release)

Hockey v Fairfax Media Publications Pty Limited [2015] FCA 652

Merritt, C. (2015, 1 July). 'Joe Hockey sails to legal victory.' *The Australian*. Retrieved from: http://www.theaustralian.com.au/business/opinion/joe-hockey-sails-to-legal-victory/story-e6frg9uf-1227422529739

"Social Media Day" (2015). Mashable, Retrieved from http://mashable.com/smday/>

Associate Professor Fernandez heads Curtin University'sjournalism department. He teaches media law and is the author of *Media Law in Australia: Principles, Pitfalls and Potentials* 2014. He is the former chief editor of an overseas daily newspaper and has been active in the Australian shield law crusade for more than a decade. His research interests focus on the areas in which the law and journalism intersect. His PhD in defamation law proposed a loosening of the defence of truth for media defendants in defined circumstances.

Caroline Fisher

Press secretary to press gallery: managing conflict of interest and perceptions of partisanship

This paper will provide a work-in-progress report on the research project - *Press secretary to press gallery: managing conflict of interest and perceptions of partisanship* – which received a research grant from the JERAA in 2015. This targeted qualitative research project is exploring the attitudes of politicians, and the strategies adopted by hiring editors toward managing issues of conflict of interest and partisanship when press secretaries are employed as reporters. The specific aim of this research project is to find out:

- What strategies news editors adopt, if any, to manage conflict of interest and perceptions of bias when they employ a former political media adviser as a reporter;
- What concerns, if any, do politicians have about their former staff being employed as journalists?; and
- Whether formal guidelines - such as a 'cooling-off' period – would be considered useful/not useful by politicians and employing news editors to manage issues of conflict of interest and perception of partisanship?

Purposive sampling is being used to interview politicians and editors about this career change and how best to manage it. This new project builds on the author's doctoral research into the transition from journalist to political media adviser and back again. This fresh data is being combined and compared with the perspectives and strategies of twenty-one journalists gathered for that PhD research. Together, analysis of this combined data will provide a unique multi-perspective understanding of how these central players in political communication – journalists, politicians and editors – perceive and manage this career transition full of potential ethical conflict. This paper will present preliminary analysis and findings from this new project based on the first ten interviews.

Dr Caroline Fisher is an Assistant Professor – Journalism at the University of Canberra and member of the News & Media Research Centre. Her current research interests focus on the changing nature of conceptions of 'trust' in media; transparency and partisanship in journalism; and the impacts of disintermediation on journalism. Prior to academia Caroline was a reporter/producer for ABC News and ABC Radio National; and was a media adviser to Anna Bligh in the Queensland government 1998-2001.

Amy Forbes

The Killing Fields: Philippine Journalism at its deadliest leading up to an election year

After Syria and Iraq, the Philippines ranks third as the world's most dangerous place to work if you are a journalist. But unlike Syria and Iraq, the Philippines is not a war zone. And yet since 1992, a report of the Committee to Protect Journalists shows 77 media men and women have been killed in this country.
The largest group of these killings happened in 2009 when at least 34 journalists, were ambushed as they accompanied supporters of Buluan vice-mayor Esmael Mangudadatu, to the provincial capital to file candidacy papers for Maguindanao's governorship in the following year's general elections. In 2010, 26 more journalists were killed, with only six of the cases resulting in arrests. These murders and those before it are speculated to be the result of the journalists' involvement in exposing corruption, reporting on the illegal drug trade, ethnic conflict in the South, human rights violations and impending elections. 2016 is an election year and already this year, two journalists have been killed, the most recent in April when Philippine Daily Inquirer correspondent Melinda Magsino was gunned down in the middle of the street in the province of Batangas, only 108 kms south of Manila. She had been writing about corruption in the province and had received a warning from local police as early as 2005 that her life was in danger. How many more journalists will be killed in the next few months leading up to the 2016 election? This paper surveys the deadly reporting landscape that is the Philippines and the violent ways and means the press have been silenced. These journalists' deaths should serve to remind people and governments that critical reporting must be supported rather than silenced, and that these deaths should not go unpunished as they highlight the true value of journalism to society.

Dr Amy Forbes is Senior Lecturer and course coordinator of the Multimedia Journalism program at James Cook University. She is also Associate Dean, Learning and Teaching for the College of Arts, Society and Education.

Isabel Fox

Reporting the Bali Nine: Is consensus deafening the fourth estate?

When Andrew Chan and Myuran Sukumaran were executed in Indonesia in April this year there was an outpouring of emotion, before and after the pair faced the firing squad. They were often referred to as Andrew and Myuran rather than Chan and Sukamaran. This type of reporting created a heavily emotive consensus amongst the mainstream Australian media. There was a strong sense of the media advocating for clemency to save the former drug smugglers from the death penalty. Not only did this represent a significant shift in Australia's attitude toward the pair since their initial arrest, but media who sought to question these dominant narratives came under attack. One such organisation was Triple J, which was criticised by *Media Watch* for publishing results of a poll regarding whether Australians supported the death penalty or not. This is a legitimate question to be asking in the midst of such a high profile and emotive story. That Triple J was criticised so heavily may expose the Australian media's belief in its own power to lobby the Indonesian Government. It may also highlight in this era of softer, tabloid coverage of hard news stories accompanied by instant audience feedback via social media that there may be little room for dissenting voices. Challenging any dominant narrative or providing nuance and critical engagement with news is the basis of the media's fourth estate role. While we may not agree with the death penalty, nor want to hear from Triple J that many Australians do, it is the media's role to present these stories or ask these questions without fear or favour. This presentation is designed to pose questions and to generate discussion around the presentation of this story and a time when *Media Watch* may have got it wrong.

Isabel Fox is a former journalist and a sessional lecturer and tutor in the School of Communication and Creative Industries and the School of Humanities at Charles Sturt University. In 2013 she received the Vice Chancellor's Award for Sessional Teaching and, in December 2015, will receive the University for Medal for her Honours thesis.

Patrizia Furlan

Medical-health journalists' awe of prestige sources may affect journalistic autonomy and independence

A mixed-methods study of Australian medical-health journalists (in print, broadcast and online) and their public relations sources (working in the medical-health sector) indicates that only a minority of reporters enact watchdog vigilance on stories regarding medical research. The complexity of scientific work, lack of specialised training, a "reverential" attitude towards prestige sources (Nelkin, 1987) and stringent workplace conditions, indicate this 'round' is vulnerable to outside influences yet is arguably most influential in changing both peoples' behaviours and government policy on matters of health.

This study- consisting of surveys and in-depth interviews- found that although journalists strive for quality in their stories, few indicated they challenged the claims of *all* sources whether prestigious or not. A growing passivity during newsgathering and an uncritical acceptance of findings such as those published in peer-reviewed journals, indicates that medical-health journalists are not being sceptical of media releases sent to alert reporters of the latest medical research "breakthrough". This is despite the fact that inflated claims in PR media releases from universities (Sumner, Vivian-Griffiths et al, 2014) and from medical journals (Fenton, 2014) regarding peer-reviewed research may also be responsible for misleading or exaggerated medical news stories. Although journalists were found to be rigorous when assessing the credibility of claims made by industry and government, they were reluctant to use the same scrupulous methods regarding research-based stories promoted by PR officers on behalf of scientists.

However, medical-health reporters' recent use of social media -particularly Twitter- has enabled them to revert back to a more active form of journalism by circumventing PR mediation on stories and difficult-to-access sources, and contact researchers or doctors directly. This study found that social media use may therefore weaken the relationship between reporter-PR source. However, it remains to be seen whether social media use will lessen reporters' awe of "top-of-the-rung" sources in the medical world.

References:

Fenton, J. (2014). "Journals should lead the way in improving medical press releases", *Evid Based Med*, June, vol. 19, no. 3, pp.81-82.

Nelkin, D. (1987). "The culture of science journalism", *Society,* vol. 24, no. 6, pp.17-25.

Sumner, P., Vivian-Griffiths, S., Boivin, J., Williams, A., Venetis, C. A., Davies, A., ... & Chambers, C.D. (2014). "The association between exaggeration in health related science news and academic press releases: retrospective observational study", *BMJ*, vol. 349, g7015.

Patrizia Furlan is the Program Director (Journalism and Professional Writing) at the University of South Australia.

Janet Fulton

Medical-health journalists' awe of prestige sources may affect journalistic autonomy and independence

A mixed-methods study of Australian medical-health journalists (in print, broadcast and online) and their public relations sources (working in the medical-health sector) indicates that only a minority of reporters enact watchdog vigilance on stories regarding medical research. The complexity of scientific work, lack of specialised training, a "reverential" attitude towards prestige sources (Nelkin, 1987) and stringent workplace conditions, indicate this 'round' is vulnerable to outside influences yet is arguably most influential in changing both peoples' behaviours and government policy on matters of health.

This study- consisting of surveys and in-depth interviews- found that although journalists strive for quality in their stories, few indicated they challenged the claims of *all* sources whether prestigious or not. A growing passivity during newsgathering and an uncritical acceptance of findings such as those published in peer-reviewed journals, indicates that medical-health journalists are not being sceptical of media releases sent to alert reporters of the latest medical research "breakthrough". This is despite the fact that inflated claims in PR media releases from universities (Sumner, Vivian-Griffiths et al, 2014) and from medical journals (Fenton, 2014) regarding peer-reviewed research may also be responsible for misleading or exaggerated medical news stories. Although journalists were found to be rigorous when assessing the credibility of claims made by industry and government, they were reluctant to use the same scrupulous methods regarding research-based stories promoted by PR officers on behalf of scientists.

However, medical-health reporters' recent use of social media -particularly Twitter- has enabled them to revert back to a more active form of journalism by circumventing PR mediation on stories and difficult-to-access sources, and contact researchers or doctors directly. This study found that social media use may therefore weaken the relationship between reporter-PR source. However, it remains to be seen whether social media use will lessen reporters' awe of "top-of-the-rung" sources in the medical world.

References

Fenton, J. (2014). "Journals should lead the way in improving medical press releases", *Evid Based Med*, June, vol. 19, no. 3, .81-82

Nelkin, D. (1987). "The culture of science journalism", *Society,* vol. 24, no. 6, 17-25

Sumner, P., Vivian-Griffiths, S., Boivin, J., Williams, A., Venetis, C. A., Davies, A., ... & Chambers, C.D. (2014). "The association between exaggeration in health related science news and academic press releases: retrospective observational study", *BMJ*, vol. 349

Janet Fulton is a lecturer in Media and Communication at the University of Newcastle. Her research interests include journalism, journalism education, the future of journalism, social media, and creativity and cultural production and she has published nationally and internationally in these areas.

Janet Fulton and Madeline Link

"I suggest to people, particularly females, they shouldn't be alone in parks": An exploration of Australian news

media and the changing nature of victim-blaming rhetoric.

News media has the propensity to make value judgements about irresponsibility and to blame victims for acting in a way that would justify prejudice or unequal treatment (van Dijk, 1991). News media are responsible for accurately reporting the facts of a case, but the way in which a story is told has the capacity to discursively shape our perceptions of individuals and events. Naffine and Owens (1997, p.7), critical feminist scholars in the field of law, argue that "media stories are told within a gendered societal landscape through the cultural images of masculine and feminine, and, from a feminist perspective, are susceptible to influence by unconscious gender biases." The subverted nature of patriarchal values that saturate everyday life informs our approaches to victims and perpetrators of violence against women. It is in these ways that victim-blaming becomes a societal tool used by the media to consciously, or unconsciously, shift the blame for assaults from the attacker to the victim.
This presentation will report on a research project that is examining if and how the media perpetuate victim-blaming in their reports of sexual or physical violence against women and what contextual shifts reveal about victim-blaming as a societal discourse. The project is analysing this phenomenon as a case study, focused on the Australian mainstream news reports of the murder of Masa Vukotic, a Melbourne teenager killed less than a kilometre from her home. Following the stabbing, Detective Inspector Michael Hughes told ABC Radio National that the "chilling" (ABC, 2015) case had highlighted the need for people, particularly women, to remain vigilant. The researcher is conducting a discourse analysis of news reports before and after Hughes' comment to assess if there were discursive shifts in victim-blaming in Australian media.

Madeline Link holds a Bachelor of Communication with a major in Journalism from the University of Newcastle. She recently completed an Honours project that investigated victim-blaming in the Australian media. Madeline is the current editor of University of Newcastle student publication *Yak Magazine*.
Janet Fulton *(see above)*

Ross Gittins

(After) Life Among Budgets, Bulldust and Bastardry

Speaking from his recently published memoir, *Ross Gittins*, *Life Among Budgets, Bulldust and Bastardry*, the veteran economic journalist Ross Gittins outlines his view of journalism's future, bereft of the 'rivers of gold' financial model.

Ross Gittins is the Economics Editor of *The Sydney Morning Herald* and an Economic Columnist for *The Age*.
For 40 years he has had a ringside seat as the Australian economy has gone through radical change. He's covered 40 budgets and 16 elections and watched 13 treasurers and eight prime ministers wrestle with boom and recession, debts and deficits. He is a winner of the Citibank Pan Asia award for excellence in financial journalism and has been a Nuffield Press fellow at Wolfson College, Cambridge, and a journalist-in-residence at the Department of Economics at the University of Melbourne.

Kerry Green, Jolyon Sykes and Cait McMahon
.... Islamic State has produced graphic images of executions in Australian news publications.

The rise of terrorist groups characterised as supporters of the Islamic State (IS, ISIS, ISIL and others) has produced graphic and brutal images of executions in Australian news publications. While audience members of traditional and online news publications have a long history of dealing with graphic images, the level of violence and atrocity depicted has been filtered through the judgment of professional journalists. But the Internet has capacity to publish chilling images and video of executions, including beheadings and burnings, unfiltered by journalistic judgment – graphic details of executions that news organisations are unwilling to publish. This paper asks:

- Has Internet access to such images and video resulted in them becoming more acceptable in "legacy" news media?
- Does publication of executions in "legacy" news media encourage audience members to find more graphic depictions of those executions online?
- Has publication of executions in "legacy" news media created a "moral panic"?

To answer these questions, this paper examines comments, feedback letters and emails published in major print news media around Australia and in online sources like Crikey.com, Electronic Frontiers Foundation, GetUp.org and others, for the period 2014 and 2015. The paper uses text analysis software Leximancer to inspect content from these publications and to create concepts, which are then examined in a critical discourse analysis. Initial content analysis results show some resistance from audience members to what they perceive as increasing exposure to violent images and video.

Kerry Green is Professor of Communication in the School of Communication, International Studies and Languages at the University of South Australia. He is a former newspaper editor who teaches print journalism and conducts research into traumatising reporting practices. He is a past president of the Journalism Education Association of Australia.
Jolyon Sykes is a freelance journalism researcher, journalist and subeditor (cheap at $45 per hour). Hon secretary-treasurer of ANZCA Inc; Hon treasurer of the JERAA Inc

Cait McMahon is a practicing psychologist and a journalism and trauma specialist. She is the only Australian psychologist published in the area of trauma and journalism and is currently finishing a PhD on the topic. She has worked with the media industry since 1988 and she is the Managing Director of Dart centre for Journalism and Trauma-Asia Pacific.

Janet Harkin

Tell me a story: The power of the personal in journalism

This paper draws on a multi-method analysis of Australian print media completed as part of a cross-disciplinary PhD project on older drivers in Australia.
The analysis covered a five-year period – January 2010 to December 2014, inclusive – and included 11 daily newspapers, representing all Australian states, plus the ACT and Northern Territory. Factiva and NewsBank were searched using the terms "older driver", "older drivers", "elderly driver" and "elderly drivers", resulting in a corpus of more than 400 articles, excluding articles such as those on motor racing, where the term "older driver" clearly did not refer to the cohort under revue, and reader comment (both letters and online), which have been analysed separately.
The study used content analysis, discourse analysis and corpus analysis to explore the questions:

- How is the personal used in stories about older drivers?
- How are stories about older drivers framed?
- Are significant differences indicated between tabloid and broadsheet (or former broadsheet) approaches?

Critically it also explored questions relevant to the use in journalism of lived experience and human interest stories, particularly those involving trauma, to draw an emotive response and focus attention on the journalist's theme. Is it enough that personal stories work? Is it just "instant coffee journalism", as BBC correspondent David Loyn argues? Does it promote fragmentation of society into "us" and "them"?
The qualitative and quantitative analysis produced some interesting findings that suggest the personal is used in journalism to model "good" behaviour and to "name and shame" those considered to have transgressed, to influence government policy and individual action.

Janet Harkin is a PhD candidate in journalism at Monash University and a sessional tutor at Deakin University. She worked as a journalist and relief editor at Leader Newspapers for seven years, following completion of a Graduate Diploma (journalism) at the University of Wollongong and additional units from the Journalism Masters at the University of Queensland. She is volunteer editor of a small magazine for the Handweavers and Spinners Guild of Victoria and has been a volunteer judge for the UN Media Awards since 2012 and a section coordinator since 2014.

Janet Harkin

This paper addresses the questions: How can j-educators best prepare future journalists for risk and danger in their profession?

Most of our journalism students will never be foreign correspondents dodging missiles in the Middle East but they will face danger and risk and the difficult choices needed to deal with them – and probably quite early in their careers. As j-educators we need to raise awareness of risk and danger and to encourage reflection on how to deal with it.
This paper discusses four types of risk and danger:

- Person risk
- Legal and ethical issues
- Power plays
- Playing the "field"

This paper is based on extensive diaries kept during seven years working as a print journalist. It also reflects experience gained as a journalism tutor and coordinator and as a journalism student at universities in three states.
New graduates are more likely to start out on suburban or regional publications than on major news outlets. On small publications where anyone does any story, risk and danger can happen at any time.
The first time our students think about legal and ethical issues concerning their safety, the power of their role and how they use it, should not be when they are facing a dead body for the first time and the photographer is asking "Do you want me to take a close-up?" Or when a grieving parent wants to be interviewed at home. Or an advertiser threatens to have them sacked if they file a story. Or a political adviser wants to take them to lunch. Or they're asked to write a story from a media release that says the new suburban chef once cooked for President Clinton.
Knowing what can happen, and having thought through the consequences, is as important as knowing how to upload video and write clean copy.

Janet Harkin *(see above)*

Martin Hirst *Deakin University*

Reading Rupert Murdoch: What happens next for News Corp?

Is Rupert Murdoch is the 'archetypal modern media mogul' who has had a 'singular impact' on the world's media industry over a 50-year period? The contradiction at the heart of this question is Murdoch the man. He is 'one of the best known and yet most unknowable figures' of his time operating in the 'bewildering shadowy worlds' of his media empire (Chenoweth, 2001: xiii). The *News of the World* scandal of 2011 disrupted this world and some believe that it may have weakened his global media empire, but nobody is prepared to say that Murdoch or News Corp are finished.

In many ways Rupert Murdoch is a transitional figure, the last of an old guard, which is slowly giving way to a new form of media oligarchy defined by its relationships to finance capital and to emerging 'new' media giants such as Google.

This paper explores the enigma of Rupert Murdoch through the lenses of his many biographers and against the background of his central place in the political economy of global media. The paper concludes that the liquid modern thesis (Bauman, 2000) provides some keys to understanding Rupert Murdoch's longevity; such as his nomadic status and single-mindedness, his ability to eschew handwringing over troublesome ethical issues, his ability to seamlessly combine business and politics in the pursuit of self-interest and his capacity to embody contradictory ideas in liquid modern doublethink. However, the paper also cautions that the end of the media mogul does not mean that the communications industry has escaped the political economic forces of monopoly and concentration. The digital behemoths may be as much of a barrier to the democratization of media as the analogue dinosaurs.

Dr Martin Hirst is associate professor of journalism and multimedia at Deakin University. He is the author, co-author and editor of several books on journalism theory and practice and a former journalist.

Jonathon Howard

When did Australian newsprint realise the dangers associated with climate change?

The likely catastrophes associated with climate change make it one of the most pressing challenges facing the world. It is clear we need to change our lifestyles if we are to mitigate, and adapt to, climate change. Media play a critical role communicating the issue, the evidence, and the dangers associated of not addressing it. We examined newspaper coverage of climate change the key Australian broadsheets between 2001 and 2007. We found that coverage increased exponentially between 2001 and 2007. We also found it was the specialist writers and editorials that tended to be the first to respond the issue. Coverage increased with the release of major scientific reports on the subject although in most cases these reports acted as a catalyst that triggered reporting about other events associated with climate change such as severe drought. By contrast refusal of the Federal Government to ratify the Kyoto Protocol, and the Government's downplaying of the urgency of dealing with greenhouse gas emissions, was significant in reducing media coverage.

Associate Professor Jonathon Howard is the Head of the School of Humanities and Social Sciences at Charles Sturt University.

Megan Hunt

The Official Information Act in New Zealand: A broken promise of transparency?

Under the Official Information Act (OIA) 1982, New Zealand journalists have for years obtained information about public agencies. Research has identified how government agencies prevent access to information under the OIA. These include the use of delaying tactics and simply incorrectly withholding information. This paper builds on this existing knowledge by exploring why this has happened.

The study considered examples of OIA requests and then explored two case studies in greater detail. One considered the release of emails relating to a Waikato District Health Board decision to stop a mobile breast screening unit visiting two Eastern Bay of Plenty towns. The second was the poor handling of an information request from blogger Cameron Slater to the Security Intelligence Service for information about a briefing given to former political leader Phil Goff.

The research involved consulting relevant documents, and interviewing public servants and journalists.

Public servants supported the spirit of the OIA and tried to act in the best interest of requesters. But many felt their hands were tied due to a lack of resourcing for OIA work and limited training, which caused requests to be unintentionally processed incorrectly. Others reported political pressure to withhold embarrassing documents and greater risk aversion towards releasing information than existed previously. Journalists have noticed this same pattern as requesters. During the last 1980s and early 1990s information flowed so easily many journalists found no need for the OIA. But slowly information has become more restricted, until today when few journalists able to recall an OIA request which proceeded without issue. Regardless of the reasons behind poor OIA practices, the restriction of information affects journalist's ability to cover issues in a timely and fully informed manner.

Megan Hunt is a Hawke's Bay based reporter for The *Dominion Post* newspaper. Her presentation will include the findings from her research into how New Zealand's Official Information Act is implemented. This was completed as part of a Master of Journalism project with Massey University

Christopher Kremmer

The Longer the better? Calibrating truth claims in literary journalism

The revival of long-form journalism has provoked considerable optimism in an otherwise uncertain climate of news media disruption and convergence. But exciting as the latest boom in a much-loved sub-genre of nonfiction may be, the new wave confronts the same critical and ethical challenges as its earlier iterations. In recent years, claims of inaccuracy, misrepresentation, appropriation and bias have been levelled at authors of commercially successful narrative nonfiction books. In this article, the interplay of literary and journalistic elements and practices is examined in this hybrid form of narrative that uses literary techniques to convey deeper journalistic truths than is possible in news reports (Sims 1984). Three works of book-length narrative nonfiction by well-known Australian authors —Helen Garner's *This House of Grief: the story of a murder trial* (2014); *Nine Parts of Desire: the hidden world of Islamic women* (1994) by Geraldine Brooks; and Anna Funder's *Stasiland* (2003)— are assessed for their journalistic qualities with reference to criteria posited as defining by Lounsberry (1990), Kovach & Rosenstiel (2007), Kramer (1995) and Ricketson (2014). The effect of research methods and narration on the analytical aspects of the texts is then considered by comparing the author's aims with the outcomes and conclusions of their inquiries. Public and critical responses to the texts are also reviewed. In James Bennet's provocative formulation, as journalism and its distribution through the Web evolve 'the most meaningful distinction is not short versus long, but good versus bad' (Bennet, 2013). By mapping the varied elements in the texts under review, this study aims to shed light on the larger questions of truth claims in journalism and ongoing debates concerning the boundaries between literary journalism and other forms of creative nonfiction writing. By virtue of its length, saturated contextualising detail and stylish writing, the best literary journalism transcends the limits of expository news writing to provide readers with 'deeper truths'. However, in an age when the blogger competes with the professional on a more equal playing field, definitions of what constitutes good and bad journalism are in flux. Continuing scholarly attention to the longstanding, but incomplete work of clearly defining 'what's in and what's out' in the sub-genre of literary journalism is needed if a popular and important form or writing is to retain its identity and sense of purpose in the Digital Age.

Dr Christopher Kremmer teaches Literary & Narrative Journalism at the University of NSW. His doctoral research explored truth claims in historical fiction. A former foreign correspondent for Fairfax Media and the ABC, his research interests include LIterary Journalism and journalism ethics in the Digital Age. He is a published novelist and reviews books for *The Sydney Morning Herald, The Age* and *The Conversation.* He has taught previously at the Centre for Advancing Journalism at the University of Melbourne and is an Honorary Fellow of the Australia India Institute, University of Melbourne.

Eugenia Lee

Objectivity on the threshold of data journalism and narrative visualisation

In the communicative era of abundance, narrative visualisation allows for information to be absorbed meaningfully through schematic and storytelling structures. Alongside data journalism, however, it raises practical and conceptual problems due to the disciplinary and epistemological distinctions. For journalists, deploying a concept of story specific to news discourse is historically variable, while for information specialists, the use and understanding of narrative has roots in long-standing traditions borrowed from computer sciences, graphic design, and cartography to name a few.

Particularly, certain dangers surround the myths associated with data journalism as holding a greater level of truth although it may contain biases. Using 'mechanical' tools in artistic ways to communicate data introduces levels of subjectivity that could be problematic in journalism, especially when there is assumed authority of truth, objectivity and accuracy (Boyd & Crawford, 2012).

Scholarly treatment of the topic spans both the computer sciences and humanities, but only recently have there been attempts to conceptualise the practice through the lenses of epistemology and ethics, suggesting data journalism is a socio-discursive practice (Maeyer et al., 2014), marked by openness and cross-field hybridity that differs from computer-assisted reporting and computational journalism (Coddington, 2014). However, such contributions almost exclusively examine data journalism and narrative visualisation within their individual disciplinary contexts, leaving out what happens at the juncture of the two practices.

By considering current scholarship in both disciplines, this paper explores the impact of narrative visualisation in data journalism on the traditional norms of objectivity, arguing that data journalism can be more than a transmission of information. Through conscious design choices of graphical resources, it sees artistic and scientific methods combine in a cognitive, narratological, and multimodal way comprised of three interchangeable dynamics: the data, the story, and the visualisation.

Eugenia Lee is a PhD candidate at the University of Sydney.

Johan Lidberg and Phil Chubb

Media coverage of IPCC assessment report five in three OECD countries – a comparative study

This paper describes the findings of an ongoing international content analysis capturing, analysing and comparing media coverage of climate change. This is the third study conducted as part of the 22-country Media Climate research roundtable of which the authors are members.
This particular project captured the reporting in the *Sydney Morning Herald* and the *Daily Telegraph* during the three reports that made up the Intergovernmental Panel on Climate Change (IPCC) assessment report five (AR5) during 2014. Colleagues in France and Japan captured similar data.
The methodology used was content analysis. The research design allowed for both quantitative and qualitative coding. Policy network theory was used to analyse the findings.
The comparative approach uncovered some fascinating differences between what at first glance could be seen as relatively similar mature liberal democracies. Some of the main findings showed that the IPCC report was reported in a much stronger domestic political frame in Australia compared to France and Japan. The content analysis also displayed the fact that climate science scepticism is close to non-existent in France and Japan while still part of the public discourse in Australia. While there was agreement on the need for action on climate change in France and Japan, the study revealed that there is disagreement on *how* and *what* should be done.
In conclusion the paper will outline future research plans of the Media Climate research group in the lead up to the most pivotal climate change summit since Copenhagen – the 21st Conference of Parties (COP) in Paris, December 2015.

A/Prof Phil Chubb is Head of Journalism at the School of Media, Film and Journalism (MFJ) at Monash University.

Dr Johan Lidberg is senior lecturer and research coordinator in the journalism program in MFJ, Monash University

Jasmine B. MacDonald, Gene Hodgins and Anthony J. Saliba

Trauma Exposure and Reactions in Journalists: A systematic literature review

Background: The present systematic literature review (SLR) aims to provide a concise, comprehensive, and systematic review of the quantitative literature relating to journalists' exposure and reactions to potentially traumatic events (PTEs). Journalists frequently cover stories relating to fatal car accidents, crime, murder, suicide, natural disasters, and various other forms of violence and tragedy within society. Journalists' exposure to PTEs, high levels of job stress, and anecdotal reports within the industry seem to suggest that journalists are at risk of developing adverse trauma reactions. Such a SLR has not been conducted in this area before. **Method:** The systematic review method adopted is that prescribed by Fink (2010), which contains three main elements: Sampling the literature, screening the literature, and extracting data. **Results:** First, journalists' exposure to PTEs is discussed. This includes consideration of both work-related and personal exposure to trauma. In addition, stalking victimisation of journalists is considered and tends to overlap both the work and personal domains. Second, possible trauma reactions are examined, including journalists' prevalence and symptoms of post-traumatic stress disorder (PTSD), depression, stress, and general psychological distress. A range of variables that have been shown to predict adverse trauma reactions in journalists are also elucidated and explored. **Conclusions:** Understanding the kinds of PTEs journalists are exposed to as well as the trends in trauma reactions is the first step in developing procedures and support structures to safeguard individuals against adverse trauma reactions. Such findings can also be used to inform practice and policy in the international journalism industry. This SLR raises a number of methodological and theoretical issues to be explored and addressed in future research.
Jasmine MacDonald Jasmine MacDonald, BA/BSW(Hons), is a PhD candidate in the School of Psychology, Charles Sturt University. Jasmine's practice based experience has been in mental health services and her research focuses on the psychological implications for individuals working in news production.
Gene Hodgins, BA(Hons), DPsych(Clin), is a clinical psychologist and associate head of the School of Psychology at Charles Sturt University. Gene completed his doctorate research on risk factors for posttrauma reactions in officers with the Victoria Police. Clinically Gene has specialised in working with anxiety, trauma and depression.
Dr Anthony Saliba is Professor of Perceptual Psychology at Charles Sturt University. Professor Saliba measures how attitudes and sensory preferences influence consumption of food and beverages. Taking a Positive Psychology approach he has been able to show how and why some people use alcohol to control anxiety.

Fiona Martin

Shaping the Unspeakable: free speech, news commenting and the limits of moderation

The recent European Court of Human Rights (ECHR) ruling in June, 2015 that news websites are responsible for the legal

implications of user's comments, confirms active, professional moderation as a critical aspect of participatory journalism. What effective or best practice moderation might mean remains unclear though, as the processes, conventions and standards vary considerably between publishers and sites, shaped by invisible historic and economic factors. Many news organisations are ambivalent about the need for journalistic intervention in commenting and in some cases moderation is being outsourced, removing it from the everyday editorial decision-making processes of news-making. Several major companies are considering algorithmic moderation as a fundamental complement to human approaches.
Drawing on Judith Butler's (1997) implicit and explicit categorisation of speech constraints, as well as interview and case study data this paper compares and contrasts how moderation functions to construct acceptable speech and dialogic subjectivities in US, UK and Australian news sites. It explores how moderators understand their role — as process workers, facilitators, curators, editors, community managers and regulators — and how their conceptions correlate to journalistic identities. It also investigates how, in their professional identities and ethics, moderators embody the norms that govern speakability online and that delineate the unspeakable.

Dr Fiona Martin is a Discovery Early Career Research Award (DECRA) fellow. Her Mediating the Conversation (DE130101267) study investigates inclusive approaches to managing comments on news and opinion websites. She lectures in online journalism at the Department of Media and Communications, University of Sydney and is the editor and co-author of The Value of Public Service Media (Nordicom, 2014), and a contributor to Ethics for Digital Journalists (Routledge, 2014). She is also working on an ARC Linkage grant project Sharing News Online with Assoc. Prof. Tim Dwyer, Share Wars and Mi9.

Marie M'Balla-Ndi, and Maxine Newlands

Mitigating Risk and Parachute Journalism: a case study of j-education practice exchange between James Cook University and National University of Samoa.

In keeping with one of the 2015 JERAA themes, '*What are the elements of risks in j-education?*' this paper discusses the risk in educational practices around cultural training including issues of social justice, climate change and indigeneity.
The paper will focus on our ABC funded pilot study that brought together journalism students from National University of Samoa (NUS) and James Cook University (JCU). The project, Journalism *in the Tropics of Oceania* is a Pacific Media Assistance Scheme (PACMAS) funded project aiming to bring together NUS and JCU journalism students through electronic platforms, social media and virtual classrooms.
This project assisted in raising questions on how to mitigating risk and best practice to prepare the future generation of journalists to avoid parachute or irresponsible journalism in Australia and Pacific countries such as Samoa.
The findings show risk arises in relation to legal restrictions, legal offences and the strength of media ethics, regulatory bodies as well as cultural sensitivities education.
The paper will conclude with recommendations to address the gaps suggested by this case study and argue that as journalism educators we need to inform our students about these issues, to reduce the risk of future journalists put themselves in a dangerous position while working in countries or regions they may not be familiar with; and thus avoid the negative aspects of parachute journalism.

Dr Marie M'Balla-Ndi is a lecturer in Journalism at the James Cook University, Townsville, Queensland. Marie is s foreign correspondent with an interest in political and socio-cultural issues in post colonial contexts and developing countries.

Dr Maxine Newlands is a lecturer in journalism at the James Cook University. She is a former BBC journalist, and today her work focuses on environmental journalism, social justice and governance. Maxine's work appears in The Ecologist, The Conversation, The Age and the Canberra Times.

Glenn Morrison

Philanthropy and the rise and rise of longform

Social media is promoting a trend in journalism toward shorter, punchier forms of news for a busy world. Conversely, and perhaps more surprisingly, alongside this trend to brevity, longform or literary journalism is experiencing a resurgence in the digital age, with a host of websites and agencies rushing to provide in-depth content (Rieder 2013, Posetti 2014, Zhang 2012; Sullivan 2012). There is some evidence to suggest longform is enticing readers to pay for content in a market desperate for new business models (Carr 2011; Tenore 2012a and 2012b). Along with live coverage, editor-in-chief of *theguardian.com* Janine Gibson identifies longform as a key contemporary trend in journalism (Posetti 2014; see also Sullivan 2012). Mobile devices such as phones and tablets are thought to be driving reader and consequently publisher interest in this type of writing (Ulin 2011; Zhang 2012; Tenore 2010, 2012), which is variously called longform journalism, literary journalism, investigative journalism or simply feature writing (Rieder 2013; for comprehensive discussion see Joseph 2010). Gibson identifies new start-ups and billionaire financiers as being key investors and perhaps provides the

best working definition of this elusive style as being 'something that has weight and meaning and impact beyond the transitory' (Posetti 2014). In Australia, literary journalism is not only appearing online where there is arguably more room, but also in print. This is evidenced by the popularity of prestige publications such as *The Monthly*, *Quarterly Essay* and *The Saturday Paper*, all publications in the stable of philanthropic publisher Morry Schwartz. Through interviews with key Australian writers, editors and publishers, this paper examines an apparent renaissance of longer, deeper more literary journalism in a market that otherwise privileges the brief over the lengthy, and asks how important is philanthropy in its production and sustainability.

Glenn Morrison is an award-winning journalist and author living in Alice Springs. His non-fiction of Central and Northern Australia, its people, landscape and politics is widely published and he undertakes research in cross-cultural and literary journalism. Formerly editor of the *Centralian Advocate* newspaper and two-time winner of the Northern Territory Literary Award, Glenn now writes a weekly column for APN, produces casually for ABC Radio and is busy turning his recent Macquarie University PhD thesis into a book, entitled *Songlines and Fault Lines: Six Walks that Shaped A Nation*.

Richard Murray

Dangerous Journalism – The Perilous Job of Reporting from the Republic of Korea

Since the beginning of last year, South Korea has been making headlines for all the wrong reasons. Amongst the usual stories on the benefits of eating kimchi, the Miracle of the Han, plastic surgery, and the wonder of Korea pop music, there have emerged a series of deeper darker stories that speak of a corporate and governmental culture marred by cronyism and corruption. Much of this came in the wake of the sinking of the *Sewol* passenger ferry off the southern coast of Korea in April last year. In a bid to silence probative or dissenting voices in the South Korean media, the incumbent Park Geun-hye Government has resurrected and strengthened the criminal defamation and national security laws enacted under the military dictatorship of Park Geun-hye's father, Park Chung-hee (1961-1979). As a result, since July last year 58 journalists and bloggers in South Korea have been imprisoned for publishing views that run counter to those of big business and government making South Korea the leading country for imprisoning journalists under criminal defamation laws. The issue made international headlines more recently when the Seoul bureau chief of the conservative Japanese newspaper *Sankei Shinbum,* Tatsuya Kato, was charged with criminal defamation after publishing an article in Japan critical of the Park Administration's handling of the *Sewol* sinking. In light of all this, this study draws on eight Seoul based journalists (four local and four foreign) and asks them through long form interviews what impact the changes in law have had on their ability to do their jobs, whether or not the changes are hurting South Korean democracy, and what if anything they are doing to sidestep the increasingly restrictive culture imposed on the South Korean news media today.

Richard Murray is a former journalist and a PhD candidate in journalism at the University of Queensland.

Richard Murray

Reporting North Korea: Understanding tyranny and bad hair from Australia

Misreporting North Korea was recently described as the world's second oldest profession. Open any big news website and you will find stories on Kim Jong-un's hear style, the brutal methods Kim Jong-un uses to dispatch his family and enemies, North Korean's love affair with methamphetamines, the inter-Korea arms race, gulags, famine, brainwashing, and military parades. Unnamed sources in North Korea, and different sources within the South Korean governmental, military and intelligence apparatus inform these stories, as well as academics and research fellows based in Seoul and Washington. This leads to speculative reporting that according to Andrei Lankov (2015), the eminent non-Korean expert on North Korea, is shallow, misleading and wrong. Furthermore, in a move that ran counter to much of the discourse surrounding North Korea, Pusan based academic and North Korea expert BR Myers (2015) said in a recent interview he had stopped inviting North Korean defectors to speak to his South Korean students because the bland and boring picture of life in North Korea painted by the defectors was not that dissimilar to the reality of growing up in South Korea. This paper is not concerned with why North Korea is portrayed the way it is in the popular news media, nor it is concerned with whether those portrayals are accurate. Rather, coming from the critical-constructionist paradigm championed by Gaye Tuchman (1978) and Robert Entman (1991) this paper seeks not only to shed light on how North Korea is framed across the news.com.au and The Guardian Australia websites, but also to analyse how readers respond to those stories and frames in understanding the notion of North Korea through dedicated reader comments hosted on the news.com.au and The Guardian Australia websites and the Facebook platform.

Richard Murray is a former journalist and a PhD candidate in journalism at the University of Queensland.

Kay Nankervis

Death in a regional community: what the local paper did

The role of the newspaper and the organ's editor in a smaller rural city can be different to those of the major metropolitan dailies: journalists and other editorial staff on regional papers know far more of the people whose circumstances they are reporting and the daily or tri-weekly paper serves the community in many additional ways alongside news delivery. This conference presentation examines through broad thematic analysis the coverage of an apparent murder suicide involving a socially prominent couple living in the NSW regional city of Bathurst. This research contrasts the coverage of this incident in its immediate aftermath between local Bathurst newspaper *The Western Advocate* and larger circulation Sydney papers *The Sydney Morning Herald*, *Sun Herald* and *The Daily* and *Sunday Telegraphs.* Of particular interest are *Western Advocate* content decisions in the first few days after the deaths – including an editorial which urged the community to avoid gossip and speculation about what had happened and also rebuked the Sydney dailies for the nature of their coverage. This case study provides a platform to discuss what an editor's responsibilities are in covering local deaths and how they are balanced across a range of publishing considerations: ethical treatment of victims' reputations, impacts on grieving family and friends, responsibility to investigate and report without fear or favour, commercial incentives to publish salacious details and the public's genuine right to know.

Kay Nankervis lectures in journalism and creative practice at Charles Sturt University. Before becoming an academic, Kay worked as a journalist, reporter and producer for broadcasters in Australia and overseas: ABC (TV and Radio), SBS World News (TV), 2WS Sydney, 2CA Canberra and Independent Radio News, London. Her research interests include television newsroom skills and the role of non-Indigenous creative industries practitioners in the Australian Reconciliation process.

Maxine Newlands

The Death of Journalism: Can journalism practitioners learn from citizen journalists?

Current research around citizen journalism focuses on mitigating risk to prevent either the future of journalism being dominated by unprofessionalism; or professional journalism needing to take greater risks to be sure of a future. This paper sets out a third way for the future of journalism, in which citizen journalism and professional standards can be combined to reduce the risk of the death for journalism.

The days of shambolic amateurism citizen journalism are numbered – as technological advances means increasingly considered and presentable reportage to semi-professional criteria. Media savvy individuals and organisations are becoming increasingly professional, offering an 'alternative' source of news, with fewer gatekeepers, advertiser restrictions and time-rich copy. In light of these changes, it seems plausible to suggest that convergence between citizen and professional journalism is likely to reduce risk and benefit journalism.

One of the largest groups to embrace citizen journalism is NGOs and social movements. In discussing the changing orientation of profession and citizen journalism or user generated content (UGC), this paper will draw on comparative study between the UK and Australia environmental movements, to explore newer forms of journalism.

Using two examples, from the UK and Australia, with a focus on climate change activists and the Great Barrier Reef (respectively), this paper will ask 1) does citizen journalism reduce how risk is represented; 2) does citizen journalism mitigate risk in reporting by mainstream journalists; and 3) who is taking the biggest risk, the citizen or the professional journalists? In light of the rapid shift from social media towards professional media, and the conflating of citizen and professional journalistic practices.

Dr Maxine Newlands is a lecturer in journalism at the James Cook University. She is a former BBC journalist, and today her work focuses on environmental journalism, social justice and governance. Maxine's work appears in *The Ecologist, The Conversation, The Age* and the *Canberra Times.* Maxine is the author of the forthcoming book *Environmental Activism and the Media: the Politics of Protest* New York, Peter Lang Academic Publishers) .

Penny O'Donnell and Jonathon Hutchinson

Pushback journalism: #pennygate, dangerous journalism educators, and j-students' responses to media claims of 'indoctrination'

In October 2014, an article in *The Australian* by Media Editor Sharri Markson alleged some of Australia's top universities were indoctrinating rather than educating future journalists. The story questioned anti-media bias in university journalism courses, suggesting some journalism educators held critical and left-wing viewpoints that were somehow dangerous or inappropriate in the classroom. This paper reports the findings of a study that tracked online and social media responses to the #pennygate allegations. We found evidence that j-students moved quickly into the online debate, not only disseminating and commenting on the newspaper allegations but also producing their own news stories and visuals on the issues. We developed the critical concept of 'pushback journalism' to describe these unpaid, amateur but nonetheless engaged and engaging journalistic efforts. We argue this is a new type of user engagement by younger people, and a new

news practice that exemplifies what Greg Jericho calls the 'fifth estate' role of social media. We further contend 'pushback journalism' provided an unexpected but powerful rebuttal to the claims of indoctrination for three reasons: first, it reframed the journalism education debate as a student-centred concern; second, it debunked out-dated stereotypes of students as passive leaners, disengaged news readers and apathetic citizens; and, third, it hit back at questions about university degrees and the credentials of the next generation of journalists by demonstrating j-students' capacity to produce creative and diverse ways of doing journalism online.

Dr Penny O'Donnell is a senior lecturer in international media and journalism at the University of Sydney. In 2014, she was the target of adverse media scrutiny in *The Australian's* "Uni degrees in indoctrination" story.
Dr Jonathon Hutchinson is a lecturer in online communication and media at the University of Sydney.

Julie Posetti

From the international desk…

This presentation details the research findings of an 18 month sojourn as Fellow with the World Editors Forum and the World Association of Newspapers and News Publishers. In particular, it will focus on the upcoming UNESCO report *Protecting Journalism Sources in the Digital Age* , which includes an analysis of legal source protection frameworks in 121 countries.

Julie Posetti is an internationally published Australian journalist and academic based at the University of Wollongong. She has won multiple professional awards (including the 1996 Australian Human Rights Award for Radio for her coverage of social affairs for the Australian Broadcasting Corporation) and journalism education honours (including a national award for teaching and learning excellence in 2007). She was most recently based in Paris as a Research Fellow with the World Association of Newspapers and News Publishers (WAN-IFRA) and the World Editors Forum. In 2016 she will join Fairfax Media as Digital Editorial Capability Manager .

Angela Romano

Issues in ethical review for Australian and New Zealand journalism academics

Jean Seaton (2007) describes newsrooms as 'curious institutions' because of the best journalists use 'creative curiosity' to reveal new realities and provide 'the investigative intelligence that keeps our political and social system alert'. The same is true of educational institutions, as the best academics similarly bring to light what Seaton describes as 'information that is "true" in the sense of accurately meaningful and insightful'. Despite these commonalities, there are stark differences between the norms and practices of research and writing in academia compared to journalism. These differences are thrown into sharp relief when journalism academics maneuver through the bureaucratic requirements imposed by universities before they can conduct research. A particularly stark difference lies in the requirement that academics must gain clearance from an ethical review board for interviews, observation, and other forms of 'human research' as a precondition before such research can commence. Several journalism researchers have presented claims that ethical review processes and protocols can be unwieldy, time consuming, and restrictive requirements that potentially obstruct important journalism research (e.g. Davies, 2011; Richards, 2009).
This paper presents an analysis the experiences of Australian and New Zealand journalism academics in their dealings with ethical review committees and processes at their respective universities. Results from a cross-national survey of journalism academics are used to track what types of problems arise when journalism academics apply for ethical clearance, and which problems are most prevalent. The analysis will also identify best practice. In this case, best practice is deemed to be effective ethical review protocols that facilitate rather than detract from the quality and quantity of journalism research activity. The aim of this paper is to contribute to the body of research-based evidence that can assist journalism academics to navigate existing research ethics review processes and to negotiate for their reform.

Dr Angela Romano is Associate Professor in the Creative Industries Faculty, School of Media, Entertainment and Creative Arts, Journalism at Queensland University of Technology.

Denise Ryan Costello

African Australian Stories: The Journey to Belong

African Australian Stories: The Journey to Belong is a research project by an experienced journalist and journalism lecturer that examines the journey of African Australians to build a life and sense of belonging in Australia. The project will take the form of a book and exegesis, utilising a hybrid methodological approach, drawing from oral history and anthropological journalism, as well as narrative non-fiction techniques in representation. Evidence will be gathered through in-depth, semi-structured interviews, a practice used in the fields of oral history and anthropological journalism. Interpretive techniques developed in those fields will be used in analysing the material, which the author will also represent using techniques of narrative non-fiction. At each stage, the research has been designed to explore aspects of acculturation and integration.

The book will include profile feature stories of individuals and the exegesis will provide a summary of the latest international and Australian theory of identity and belonging, as well as examining how theory of acculturation can be applied in the Australian context.

Denise Ryan Costello is an experienced journalist and journalism educator. Denise lectures at RMIT University (2012-15), is the former Head of Journalism at AUT University and has worked on the Australian Sudanese media program at the University of Melbourne. Denise continues to write for The Age (20 years of service), and for the digital magazine Issimo (www.issimomag.com). She will join Swinburne University in 2016. Research interests: refugees; digital journalism.

Collette Snowden

The danger of fake news and the authority of journalism Australia

This paper examines the proliferation of fake news online and in social media and the danger it poses to the authority and authenticity of journalism. It uses examples from fake news sites that have successfully been understood and distributed as authentic reporting to discuss how satire and lambast have become increasingly confused with authentic news reporting. It discusses how the adoption of journalistic styles, techniques and processes, can successfully allow blatantly false information to be understood as 'truth', even where the intention is not to deliberately mislead the audience. It discusses how this practice draws on and extends traditional forms of satirical humour and satirical journalism, and argues that contemporary communications technology obscures the boundaries between satirical and authentic news. It draws on some work in this field conducted in the context of North America, but uses Australian examples and frames the discussion from an Australian historical and cultural perspective.
The paper uses audience reception and framing theory to examine how authenticity is performed by fake news sites and producers online and in social media platforms in Australia. It examines how this practice can create confusion in public discourse, and undermine and weaken the authority of 'real' news producers.

Dr Collette Snowden is the Program Director, Communication and Media at the University of South Australia.

Ben Stubbs

Travel writing in a dangerous world

Travel writing is a form of journalism which employs techniques such as immersion and subjectivity as key story-telling attributes. This paper will explore how some travel writers utilise these attributes to manufacture a sense of danger in order to produce more dynamic narratives in this era of shrinking journalism markets and “deep change”.
The nature of exploration in previous centuries allowed travel writers to encounter adventure and peril with greater ease, from Sir Walter Raleigh’s *Discovery of Guiana* (1595) to Sir Richard Burton’s undercover exploration of Mecca (1855) and Rebecca West’s pre-war exploration of Yugoslavia (1941). Today however, technology and security have drastically reduced the possibilities for travel writers to encounter the unknown.
This paper will explore the ways in which some contemporary travel writers are looking for ‘newness’ through the manipulation of dangerous situations.
This paper focuses on two areas of travel writing and danger. The first is provided by travel writers who utilise the ‘footsteps’ motif, such as Australian adventure writers Tim Cope and James Castrisson, who replicate and ‘follow’ the dangerous paths taken by early explorers and adventurers.
The other area will focus on travel writers who intentionally place themselves in unsafe situations in order to uncover ‘dangerous’ anecdotes to promote more interesting and sellable content, such as recent writing by Matthew Thompson and Thomas Kohnstamm.
The paper concludes that combined, these factors help explain the continued dynamism and popularity of travel writing while reaffirming its place as a valid journalistic format.

Dr Ben Stubbs is a lecturer in Journalism and Writing in the School of Communication, International Studies and Languages at the University of South Australia. Ben is a widely published nonfiction and travel writer. ABC Books published his first book, *Ticket to Paradise*, in 2012. He is a contributor to the *Sydney Morning Herald*, *Griffith REVIEW* and *Meanjin*. He completed his PhD through the University of Canberra in 2014 on the plurality of travel writing using the case study of the New Australia colony in Paraguay.

Stephen Tanner

Embedding personal experience in literary journalism.

This paper will look at the extent to which personal experience can inform literary journalism. The paper is based on a book the author is writing after a horrific accident in July 2010 left his wife seriously disabled. The author and his wife – both academics – were in the UK on study leave, when the bus they were travelling in was hit from behind by a small sedan. The impact caused the bus to flip over, throwing the author’s wife out the window. She suffered severe injuries to

her left leg and hands.
The author decided that as part of his own recovery – and for the benefit of their children – he would write a book. This paper explores the research and the writing processes that went into the production of a manuscript that is now nearly complete. It considers a number of ethical questions surrounding the writing process, particularly the extent to which an author can expose loved ones to the trauma experienced during and following the accident, as well as the degree to which the loved ones (children and members of the broader family, as well as good friends) are discussed during the book. In short, it asks the question: what is allowable and what is not when writing about loved ones from a literary journalism perspective.

Professor Stephen Tanner of the University of Wollongong has worked as a journalist, political adviser and academic. He is an active researcher, with a particular focus on the development of educational resources. Since 2002 he has co-authored and edited six textbooks. He has also authored (and co-authored) more than 30 journal articles and book chapters on a range of topics, including teaching pedagogy, disability and the media, media coverage of political corruption, and politics. Professor Tanner is currently working on a literary journalism/biographical book on recovering from trauma.

Robyn Thompson and Jenni Henderson

Picture *This*… a different way of looking at mental illness for journalists and the Australian public alike

Type 'mental illness' into an internet image search and you will see pictures of people in the dark or in a corner, holding their head in their hands. Is this how Australians want mental illness to be portrayed? The SANE Australia Media Centre asked media professionals and the Australian public what they thought was a fair and accurate portrayal of mental illness in a survey, part of the Picture *This* project. The survey featured a variety of images, sourced from iStock by Getty Images, commonly used to depict mental illness by the media, mental health sector and Australian public and then asked whether or not people agree with that representation. It also provided an opportunity for participants to describe how they picture mental illness.
The research follows work by Time to Change ,a UK-based program challenging mental health stigma and discrimination. A survey for their Get The Picture campaign found that 58% of people saw the image of someone clutching their head as stigmatising and 76% said that it made others think that people with a mental illness should look depressed all of the time. More than 80% said the image did not convey how it feels to have a mental illness.
Robyn Thompson and Jenni Henderson, from the SANE Media Centre, will describe the findings from this Picture *This* survey and how it may help journalists find or take photos that accurately reflect how Australians see mental illness today. The Media Centre, part of the national Mindframe initiative, provides the media and the mental health sector with guidance about reporting and portrayal of mental illness and suicide-related issues through information, expert comment, advice and referral.

Robyn Thompson is the Media Relations Manager at mental health charity SANE. Robyn has a long career as a journalist working in TV and radio news for the ABC. She has also worked in areas of conflict internationally for the Red Cross and in the health sector here in Australia.
Jenni Henderson is a part of the SANE's Media Centre and coordinates the StigmaWatch program which provides feedback to journalists reporting on mental illness and suicide.Jenni has been working as a journalist in television, radio print and online for over 5 years, most recently for the ABC.

Chris Thomson

Landmark or brandmark?: Media complicity in the erasure of place at Australia's major sports grounds

Names of Australia's premier sports grounds have long helped articulate a sense of place in the cities and towns in which they are located. Through their association with a particular place, their long-term use, and/or the national or international prominence of sports hosted at major grounds, such place names as the Melbourne Cricket Ground and The Gabba are integral to many people's mind maps of urban Australia.
Yet, from Stadium Australia (now known as ANZ Stadium) in the east, through Subiaco Oval (AKA Domain Stadium) in the west and Bellerive Oval (AKA Blundstone Arena) in the south, to Marrara Oval (AKA TIO Stadium) in the north, the nation's theatres of elite sport have assumed corporate personas that dissociate them from the tradition and story of their locations.
Many commercial media outlets have been complicit, jettisoning the use of place-based ground names for corporate names that, through multiple media mentions, gain national legitimacy and recognition. Some local communities and sports fans, and a handful of media agencies resist the use of brand-based ground names.
Giving naming rights sponsors a free plug every time a corporate ground name is mentioned on air or in text breaches the

firewall between editorial and advertising arms of media outlets, and is an insidious form of brand journalism. Audiences become confused about the location of matches where a sponsor's name brands grounds in more than one city, or when sponsorship deals end and ground names are renegotiated with another sponsor.
Carrara Stadium (AKA Metricon Arena) on the Gold Coast, Marrara Stadium (AKA TIO Stadium) in Darwin, and Kardinia Park (AKA Simonds Stadium) in Geelong are examples of place names that were derived from Aboriginal words being whitewashed, running counter to decolonising and reconciliation efforts to reinstate Aboriginal place names across Australia.
Through a content analysis of print media coverage, and recourse to sense of place theory, this paper will consider the disconnect between the media narrative of sports arenas as hallowed ground, and the lack of respect shown for sports grounds as national landmarks when media outlets privilege brand over place.

Chris Thomson teaches online, photo and specialist Indigenous affairs journalism at Curtin University. In 2010 he established Australia's first independent, metropolitan news website which he still runs. Before that he was a foundation reporter with Fairfax's WAtoday.com.au news website, and a civil servant in Canberra. His research interests include the articulation of place through journalism, and the extent to which grassroots news publishers are influencing metropolitan news agendas.

Julie Tullberg

AFL football victims of death rumours on 'anti-social' platform, Twitter

Social media users and AFL fans are dangerous carriers of harmful information which has hurt AFL footballers and their families. "Deadly" tweets, or breaking news-style messages, have been destructive to footballers through the wide reporting of death rumours. Newspaper journalists and editors face ethical dilemmas, whether to print tweets and multimedia that are damaging, which may include death rumours or assassination on Twitter. One of the issues with "anti-social" platform Twitter is that information can be leaked before families are notified of deaths. This study aims to present a number of case studies that highlight the ethical dilemmas of journalists, who must decide whether to print or ignore dangerous Twitter commentary. The announcement of AFL footballer John McCarthy's death on Twitter triggered furious debate online, as all family members related to the Port Adelaide player were yet to be notified of his death (Ianella, 2012). Melbourne newspapers *The Age* and *Herald Sun* refused to name McCarthy as the Port Adelaide footballer who had died in Las Vegas but Twitter users, including other journalists, shared his name. The incident highlighted the malicious nature of social media, which can potentially "kill" high-profile athletes, including controversial AFL identity Ben Cousins (Rimrod, 2010). Confessed drug addict Ben Cousins was "assassinated" on Twitter as social media users speculated that the former star had died of a drug overdose. Newspaper and broadcast journalists then faced the difficult task of contacting Cousins's family to check if the former star was alive. The reporting of Twitter-sourced stories has become a significant task for AFL journalists, who are faced with an abusive online environment. Journalists and editors must report in the public interest, while protecting the rights of AFL footballers and their families, who have spoken of their personal toll as the result of Twitter abuse.

Julie Tullberg coordinates digital journalism programs at Monash University. She is pursuing her PhD in sports digital journalism. Julie was formerly the *Herald Sun*'s Homepage Editor, Night Digital Editor and Sports Digital Editor (Nights). She enjoyed a 20-year career at News Corp from 1993 to 2013.

Kasun Ubayasiri and Audrey Courty

ISIS media and the West: An analysis of ISIS media strategies targeting the West

This paper looks at media frames and contemporary production strategies adopted by the Islamic State of Iraq and the Levant through a series of Jihadist publications targeted at Western audiences. The study focuses on the three-pronged media strategy executed by the group popularly known as the Islamic State (ISIS) or Daesh. This strategy is comprised of the group's own magazine *Dabiq*, the favouring of select journalists within mainstream and alternative media such as *Vice* magazine, and the unrelenting social media campaign depicting violent images and video.
The study focuses on identifying militant and terrorist media narratives such as the quest for legitimacy, guilt-transference and what may be deemed spurious religio-political justifications. The paper outlines the Islamic State's self-perception, or perhaps more accurately the self-perception it wishes to project to the West and specifically to potential recruits in the West. The study looks at how ISIS is attempting to influence the Western media narrative of the conflict in Iraq and Syria, and arguably the Western political response, through its own media strategy.

Dr Kasun Ubayasiri is a Sri Lankan born Australian PhD in media and political violence, and has conducted research on the role of media in terrorist conflicts. His research interests include the strategic use of media in armed conflicts, and the reporting of humanitarian crises associated with war. He is former journalist with field experience covering the Sri Lankan civil war.

Audrey Courty is a post-graduate student researching the role of media in ISIS strategy.

Faith Valencia-Forester and Kasun Ubayasiri

'Pop-up' newsrooms and inverted work integrated learning: The G20 experience

This study looks how adopting an alternative version of the traditional WIL (Work Integrated Learning) placement model increases the level of student engagement and employer affordances. Set against the backdrop of the November 2014 G20 Leaders Summit in Brisbane, the study looks at how classroom teaching models could be combined with newsroom practice to offer journalism students an enhanced work simulated learning experience, by bringing the journalism industry into the classroom as opposed to the traditional model in which a student is placed within a pre-existing industry environment. The study focuses on student engagement and the employer experience in facilitating journalism students working alongside industry to produce rolling coverage of a major international event.
The paper posits that not all internships or work placements are created equal and that while some placements offer a wealth of experiences others see interns flounder. Jackson refers to Wilton's (2012) recommendation that more research is needed about what contributes to the "characteristics" of WIL that "facilitate improved skill development, workplace performance and employment outcomes" (Jackson 2013). However what is not addressed in Jackson's paper is how universities might best overcome the disparity in experiences students encounter as part of the WIL interaction.

Faith Valencia-Forrester is a lecturer in radio and video journalism at Griffith University
Dr Kasun Ubayasiri *(see above)*

Margaret Van Heekeren

Rising from the ashes: the journalism phoenix

This paper presents the argument that recent destabilisation within the journalism sector has permitted the discipline to redefine itself. The argument proposes that the commodification of journalism throughout the twentieth century and the digitisation of media and the implication of universal publication has meant journalism is returning to its roots. The key traits of journalism—truth, accuracy and uncovering hidden but civically important information—have returned to the fore and, hence, journalism , like the mythical phoenix ,is rising from the ashes.

Dr Margaret Van Heekeren is a senior lecturer in journalism in the School of Communication and Creative Industries at Charles Sturt University. She researches in Australian journalism history and the history of ideas through journalism.

Josie Vine, Alex Wake and Gordon Farrer

Change and Continuity in Perceptions of Journalism's Ethical Practice: initial results of a longitudinal study

This paper presents initial results of a five-year longitudinal study of journalism students. The study follows the same cohort of students from pre-degree to post-degree positions in industry to examine the impact of tertiary education on perceptions of professional ethics, and compare this with the effect of 'real life' industry experience.
Partially a response to criticisms of tertiary journalism education, mostly played out in News Limited's Australian newspaper, this paper joins a growing body of work on journalism students' professional views, motivations and expectations of industry (see Hanusch, et al: 2015; 2014). However, it is among the first to examine the value of tertiary journalism education specifically on professional ethical ideology, from the student perspective.
This paper presents the first-stage results of a survey of pre-degree students from across two Australian institutions on their perceptions of journalism, its practice and its ideology. This is compared with second-stage results from the same cohort from a survey to be conducted at the end of their first year.
The findings pose questions about the development of tertiary journalism's pedagogy and curriculum, including questions on the themes of this conference concerning: threats to journalistic independence; dangers and risks of newer forms of journalism and how j-educators can best prepare future journalists for industry.

References

Hanusch, F, et al, (2015). Australian journalism students' professional views and news consumption: Results from a representative study. *Australian Journalism Review*. In press.
Hanusch, F, et al, (2014). Journalism students' motivations and expectations of their work in comparative perspective. *Journalism and Mass Communication Educator,* October, 2014.

Dr Alex Wake has been a journalist for 30 years and an academic for 15. She's worked in print, radio, television and online in Australia, South Africa, Ireland, and the United Arab Emirates. She has taught at RMIT University for more than a decade. In 2011 she was the Asia Pacific Academic Fellow for the Dart Centre. Her PhD was focused on journalism education conducted by Australians.