



**ENGAGING AUDIENCES SYMPOSIUM
SHIP INN FUNCTION ROOM
SEPTEMBER 17, 2008
9.30-3.30pm**

DRAFT PROGRAM OUTLINE

9.30AM: Tea, Coffee and refreshments available.
9.45am: Welcome from CPCI Director

SESSION 1, 10.00-12.00PM

Audience Empowerment

CHAIR: TBC

10-10.30: JoAnn Tacchi, QUT Creative Industries
"The Notion of 'Voice' in Audience Research"

10.30-11.00: Virginia Nightingale, University of Western Sydney
"Audience Empowerment in the Information Age"

11.00-11.30: Deborah Welch, Radio Adelaide
"Audience research and community radio: A Radio Adelaide case study"

11.30-12.00: Questions from the Floor

LUNCH, 12.00-1.00PM

SESSION 2, 1.00-3.00PM

Engaging Audience Research: Methodologies and Experiences

CHAIR: TBC

1.00-1.30PM: Michael Meadows & Susan Forde, CPCI Griffith University
"Methodologies for evaluating cross-cultural media audiences"

1.30-2.00PM: Herve Glevarec, National Centre for Scientific Research (CNSR), France
"French Radio and its audience: Recent transformations due to the New Media"

2.00-2.30PM: Jacqui Ewart, CPCI Griffith University
"Targeting newspaper readers – Designing a methodology to test how readers respond to targeted content"

2.30-3.00PM: Questions from the Floor

3.00PM: CLOSING COMMENTS FROM CPCI DIRECTOR

3.00-3.30PM: Afternoon Tea



DRAFT PAPER OUTLINES AND BIOGRAPHIES

Jacqui Ewart, Centre for Public Culture & Ideas, Griffith University.

"Targeting newspaper readers – Designing a methodology to test how readers respond to targeted content"

This paper details the development of a methodology to test the responses of particular groups of Australian regional newspaper readers to content specifically targeted at them. This methodology was developed as part of a broader project aimed at making APN News & Media regional newspapers more reflective of and responsive to their readers. Discussions were held with a variety of reader groups of two APN regional daily newspapers located in the Australian state of Queensland—The *Fraser Coast Chronicle* in Hervey Bay and the *Observer* in Gladstone. This paper focuses on the methodology used because there is a general paucity of available information about innovative approaches to newspaper readership research.

Speaker biography:

Dr Jacqui Ewart is a senior lecturer in journalism and media studies at Griffith University. She was formerly a print journalist and worked in media management. She is co-author of a book on professional writing techniques. Her research interests are in the area of media representations of ethnic minorities, journalists' sourcing practices and radio audiences.

Herve Glevarec, National Centre for Scientific Research, France.

"French Radio and its audience: Recent transformations due to the New Media"

This paper examines the growth of commercial youth radio since the 1980s and the listening habits of different age groups in France. It also examines the different music genres represented on French radio and how young people are integrating MP3 formats and the internet into their listening habits.

Speaker biography:

Dr Herve Glevarec is a researcher at the CNRS (National Centre for Scientific Research) in France. He works in the field of cultural and media consumption, focusing specifically on the transformation of cultural (musical) tastes in French society. His recent research concerns the different kinds of French radio (public, commercial and community) and their national and local audiences. His first publication is a production study of France Culture (2001), and in 2005 published a book on youth radio reception in France. He is currently collaborating with fellow CNRS research Michel Pinet on a project examining French radio audiences, and audiences for US television series'. His work also covers media use by young people.

Michael Meadows and Susan Forde, Centre for Public Culture and Ideas, Griffith University

“Methodologies for evaluating cross-cultural media audiences”

This paper draws on fieldwork conducted with Indigenous and ethnic community broadcasting audiences in Australia, suggesting new methodologies for appropriate cross-cultural audience research. The research methods practised during the two-year audience research project, “Community Media Matters”, suggest bi-lingual audience focus groups conducted in community spaces elicit rich and accurate data from audience members unfamiliar with the usual discourses of audience research.

Speaker biographies:

Associate Professor Michael Meadows teaches journalism at the School of Arts, Griffith University, and along with colleagues Susan Forde, Kerrie Foxwell and Jacqui Ewart has recently completed a two-year audience research project into Australian community broadcasting audiences. He worked in print, radio and television news and current affairs for 10 years before moving into journalism education in 1987. His main research focus has been journalism practices, media representation of Indigenous affairs and Indigenous media production in Australia and Canada.

Dr Susan Forde also teaches journalism at the School of Arts, Griffith University and worked as a print journalist before entering academia in 1998. Her recent research with Griffith University colleagues on community broadcasting audiences rounds out her research interest in all forms of independent and alternative media. Her research focuses on the journalistic practices of independent, alternative and community media journalists and recent research couples this interest with audience perceptions of news and journalism.

JoAnn Tacchi, Creative Industries, Queensland University of Technology

“The Notion of ‘Voice’ in Audience Research”

PAPER ABSTRACT TO COME

Speaker biography:

Associate Professor Jo Tacchi is a social anthropologist specialising in ethnographic research on old and new media technologies. She is first Chief Investigator on three ARC Linkage grants and has a three-year research grant from Intel Research. She is Chair of the Research Intensive Staff Group in the Creative Industries Faculty. Current research activities seek to forge new and develop existing international connections and networks with a focus on ‘creative engagement’ with old and new media technologies. Jo’s work seeks to have a direct impact on the development agenda, and to inform the creative industries and innovation agenda. She won an Outstanding Contribution to QUT Award in 2005 for Research and Scholarship.

Virginia Nightingale, Associate Professor, University of Western Sydney

“Audience empowerment in the Information Age”

This paper examines interactions between the Knowledge Economy and the Information Society, focusing on the commodification of knowledge for distribution in the Information Society. The paper integrates further discussions on the ‘Emotional Economy’ with notions of audience empowerment.

Speaker biography:

Associate Professor Virginia Nightingale is a member of the Centre for Cultural Research at the University of Western Sydney. She has recently co-edited an Oxford University Press book with colleague Tim Dwyer, *New Media Worlds: Challenges for Convergence*. She researches in the areas of media audiences and their engagements with media, as technologies more than texts. She is currently the Chief Investigator on the ARC Discovery project, 'Power of the Image: Affect, Audience and Disturbing Imagery'.

Deborah Welch, Station Manager, Radio Adelaide

"Audience research and community radio: A Radio Adelaide case study"

PAPER ABSTRACT TO COME

Speaker biography:

Deb Welch is station manager of Radio Adelaide, one of Australia's largest community radio stations and certainly its first, established in 1972. She loves the medium of radio because of its ability to communicate personally with its audience, and she sees community radio as providing the opportunity to bring the 'mass into mass media'. Radio Adelaide boasts more than 400 regular volunteers. Deb Welch moved from Melbourne community radio to Radio Adelaide in 1992, producing features and documentaries for the station including the international award winning documentary, *Ear to the Ground*. She became Radio Adelaide's training coordinator in 1994, and Station Manager in 1999.