DRAFT PROGRAM OUTLINE

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

SESSION 1 - Audience Empowerment

CHAIR: TBC

10.00 -10.30: JoAnn Tacchi, QUT Creative Industries
“The Notion of ‘Voice’ in Audience Research”

10.30-11.00: Virginia Nightingale, University of Western Sydney
“Empowerment for the Information Age”

11.00-11.30: Deborah Welch, Radio Adelaide
“Audience research and community radio”

11.30-12.00: Questions from the Floor

12.00-1.00 Lunch

SESSION 2 - Engaging Audience Research: Methodologies and Experiences

CHAIR: TBC

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

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

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

2.30-3.00: Questions from the Floor

3.00: CLOSING COMMENTS FROM CPCI DIRECTOR

3.00-3.30: Afternoon Tea

RSVP: j.jones@griffith.edu.au or (07) 373 57338 by Friday 12 September

This Griffith University event is proudly supported by: