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”

Empowerment is not a ‘one-size-fits-all’ concept, but a developmental process that needs to be tailored to the particular interests and skills of identifiable audience formations for specific media contexts. The discussion of audience empowerment needs to embrace the reality of the Information Society and the operation of its Knowledge Economy. This paper considers what this contextual change means for media action, media activism and audience empowerment.

Speaker biography:
Associate Prof Virginia Nightingale researches the social and cultural implications for diverse audience formations of media and media convergence; the emergence of new media forms, such as blogs and online image archives; the new audience formations of digital and mobile media cultures; and the cultural politics of the changing media landscape. In addition, she has a special interest in youth and the media, and is Chief Researcher (with Associate Professor Anna Gibbs) for an ARC Discovery grant titled, *The Power of the Image: Affect, Audience and Disturbing Imagery*. She is a member of the International Council for the International Association for Media and Communication Research and Chair of its Audience Section. Her books have been translated from English into Spanish, Korean and Japanese. They include *Studying Audiences: The Shock of the Real* (Routledge, 1996), *Media and Audiences: New Perspectives* (with Karen Ross, Open University Press/ McGraw Hill, 2003), *Critical Readings: Media and Audiences* (co-edited with Karen Ross, Open University Press/McGraw Hill, 2003) and *New Media Worlds: Challenges for Convergence* (co-edited with Tim Dwyer, Oxford University Press, 2007). She is currently editing a Global Media and Communication Handbook of Audience Studies for Blackwell Publishing and IAMCR. She teaches in the School of Communication Arts at the University of Western Sydney.

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.