



THE UNIVERSITY OF  
MELBOURNE

# CENTRE FOR ADVANCING JOURNALISM

”  
**TEACHING  
RESEARCH  
ENGAGEMENT**



***Thanks to the classes I have taken, I feel absolutely confident in my abilities to contribute to such a busy newsroom. I currently work across a few different programs, and they're all different. It's a real privilege watching these programs come to life every night thanks to a team of really talented people.***

Lauren Beldi, Master of Journalism student and Journalist, *The World*, ABC.

When the Centre for Advancing Journalism was founded five years ago, people were talking about a crisis in journalism. The word “crisis” implies a short term emergency, but those of us who work in media have become accustomed to a rolling series of disruptions and opportunities. On the one hand, the business models that used to support most journalism are strained, perhaps broken. On the other hand, we see a dramatic lowering of the barriers to publication, and many new mastheads. There is no sign of slowing in the pace of change.

Who would have thought, five years ago, that Australia would see the launch of local versions of international news brands, such as *The Guardian*, *Buzzfeed* and the *Daily Mail*? Or that *Buzzfeed* would accompany its listicles with serious long form journalism? *The Huffington Post* is also talking about launching an Australian presence. Increasingly people find their way to this content not by visiting a website, but because a link is sent to them through social media. Journalism is no longer only about media brands and platforms. It is increasingly about the means of distribution – citizens passing information on with the best tools we have ever had for informing and being informed.

Meanwhile, the young people we teach in the Master of Journalism now take it for granted that they can be part of the news making process – commenting, criticising and contributing through social media. Our students are finding jobs – many of them in enterprises that didn't exist five years ago.

These opportunities also bring with them threats. We now know that digital communications technologies, potentially the most democratising forces in the history of humankind, also provide a uniquely powerful means of government surveillance of citizens. Journalists who want to protect their sources are relying on old fashioned letters delivered in the post, and face to face meetings.

Change is the only certainty when it comes to the future of journalism, but reviewing our work over the last year I am proud to see our contributions to understanding the landscape, making the most of the opportunities and managing the risks. Our research is informing policy makers and the industry. Our students will be leaders in reshaping the profession and determining its future.

One thing is certain. Journalism and the free flow of information remain fundamental to a decent, democratic society. This is why this Centre is determined to be part of a positive future for what is surely the fastest changing occupation on the planet.

**Associate Professor Margaret Simons  
Director  
Centre for Advancing Journalism**



CAJ Director Assoc Prof Margaret Simons

## OUR VISION

The Centre exists to foster and encourage journalism that is useful to people in being informed and engaged citizens. We advance journalism through our innovation in teaching, research and engagement. We see the opportunities in the power of the new tools for informing and being informed. We are a hub of thinking, conversation and creativity. We embrace the opportunities in change, even as we heed the threats. We conduct ourselves in all we do in ways that engender trust and confidence.

The Centre continues to be involved in a number of interlinked strategic initiatives across teaching, research and engagement. Here we review some of our major activities in 2014. Many more projects are detailed at [www.caj.unimelb.edu.au](http://www.caj.unimelb.edu.au)

# RESEARCH

We engage in highly relevant research with industry partners, exploring trends, assessing benchmarks and reflecting on important issues facing journalism. Through our work, we aim to become nationally and internationally recognised as a Centre of excellent, innovative research into journalism, including its methodology, future and impact. Our research informs our teaching as we prepare our students for the rapidly evolving news media industry.

## Best Practice in Data Journalism

Good journalism relies on verified facts. Robust and sustainable democracies need engaged and informed citizens. The consequences of technological change profoundly challenge the vital role that journalism plays in this process

The communications technologies of our time, including pervasive information and access to Big Data, bring both opportunities and dilemmas.

In September 2014 the Centre hosted a two-day workshop, Best Practice in Data Journalism, bringing together a select group of invited data journalists and specialists in Big Data from a number of different academic disciplines and industries.

We were joined by representatives of the federally funded AURIN project, government representatives involved in the Government 2.0 agenda, leading figures from industry involved in Big Data, and experts from a range of relevant University disciplines.

The aims of the best practice workshop included:

- Bringing Data Journalism practitioners together to discuss their practice, challenges and aims
- Promoting conversations and connections between the nation's best Data Journalists and relevant experts from the University and industry
- Promoting understanding of the challenges and opportunities of Data Journalism, in the interests of building effective responses, including through collaborations
- Exploring new technologies to facilitate the above through big data analysis and visualisation.

A particular focus of the workshop was the Australian Urban Research Infrastructure Network (AURIN) and the capabilities of data it offers for Data Journalism driven projects.

In 2015 the Centre will help launch new Guidelines for the Ethical Use of Digital Data in Human Research, and establish ongoing research relevant to data journalism.

## The Civic Impact of Journalism

What impact does journalism have on civic life in a liberal democracy? Politicians and journalists constantly assert the importance of journalism to a healthy society, but empirical evidence of how this works is surprisingly thin.

Even more important, what impact does a reduced journalistic capacity have on civic life? What is the impact of the collapse of the traditional media business model? What models are likely to sustain journalism in the future, and what deficits will exist?

The Civic Impact of Journalism project is a major research endeavour, funded partly by industry and currently the subject of a major Australian Research Council grant application. The project aims to build understanding of the interactions between journalism and democracy and the role journalism plays in civic life, how this has operated and how it is changing. The collapse of the media business models that have traditionally supported journalism will likely have a profound effect on civic society. Research suggests there is an emerging shortage of "accountability reporting" and that this might lead to more government waste, corruption and other serious problems.

Meanwhile technology is creating opportunities for journalism, including new kinds of outlets and practice. The project will identify areas of emerging deficit and opportunity in journalism and will inform the responses of civic society at a time of rapid change.

We intend this to be useful, high-impact research, designed to inform government policy and the work of legacy media organisations, emerging new media entrepreneurs and the media industry more generally. A "laboratory" of eminent cross-disciplinary scholars met in October 2014 to develop methodologies for the project which will be underway for all of 2015.



Master of Journalism student,  
Jackson Graham



***The Master of Journalism is tough – the lecturers and tutors put you through a lot. But it's all in order to help you learn. My writing is so much better, and I've learnt how to conduct interviews with all sorts of people. As a result of doing the course, I've been published in The Age and The Brisbane Times. I've also reported on conferences and the Victorian state election.***

Michelle See-Tho, Master of Journalism student  
and 2014 Editor, *Farrago* magazine

## Violence Against Women – A Media Intervention

Building on our work reporting Violence Against Women in *The Citizen*, the Centre has begun a three stage action research project which will yield new data in the primary prevention of violence against women by exploring the link between the internal operations of news media organisations, news media outputs and their impact on community attitudes.

Current literature indicates that a paucity and the tone of news reporting on violence against women perpetuates harmful attitudes towards women, and international research has consistently identified such attitudes as the key causal factor in such violence. However, there is considerable evidence of change in news reporting of this issue, but no research into the reasons for this change, or its impact on news media outputs or community attitudes.

This project will explore the causal factors behind this change, and its limits. Interviews were conducted with journalists at a number of media outlets in 2014, and the work will continue throughout 2015, with results due to be published before the end of the year.

This work has also resulted in the Centre being awarded a contract by OurWatch, the new national organisation established to drive nation-wide change in the culture, behaviours and attitudes that lead to violence against women and children. In partnership with the DART Centre for Journalism and Trauma and the Domestic Violence Resource Centre, CAJ will develop curriculum resources on the reporting of family violence for use in university journalism courses and in the industry.

## Unipollwatch

Students from the Master of Journalism at the University of Melbourne joined journalism students from four other universities in a ground-breaking exercise to provide in depth coverage of key electorates in the 2014 Victorian state election.

In partnership with *The Age*, the students profiled every candidate, digging in to the issues that matter to the voters who decided the election. The results were published on the Unipollwatch website and copy was shared with *The Age*.

Notably, our project provided the only detailed coverage of independent candidates and minor parties. Our students also broke a major story about the Family First party, and its takeover by property development interests.

In the wake of this exercise we are conducting research to examine the impact of Unipollwatch and its associated social media presence on the conduct of the campaign.

## China

A team from the Centre once again visited Fudan University, China in 2014. We co-taught a subject with Fudan University staff to a cohort of Chinese and Australian students, as well as conducting a series of interviews in newsrooms across China, designed to explore the rapidly changing nature of journalistic work in China, including the impact of government regulation. This pilot project has formed the basis of a grant application to the Australian Research Council to conduct a comparative study of change in journalism in Australia and China.

## AuSud

The AuSud Media Project was born out of concerns over media representations of Sudanese Australians, and a desire to find practical ways of addressing the issue. The project had two key components; practical media training for Sudanese people so that they could have their own voice in the media, and a research element.

The Australian Broadcasting Corporation and Adult Multicultural Education Services (AMES) have been valuable and committed organisational partners and the Australian Research Council funded a Linkage grant (LP110100063) for this project.

The research component of the AuSud project concluded this year. The research involved three key fields of investigation; How Sudanese people were portrayed by the Australian media, how media portrayals influenced the lives of Sudanese migrants and whether the media training devised for the project was effective in meeting the project goals.

An evaluation report on the AuSud Media Project is now available through the CAJ. [www.caj.unimelb.edu.au/research/ausud-media-project](http://www.caj.unimelb.edu.au/research/ausud-media-project)

# TEACHING

The Master of Journalism is designed and taught by Australia's leading practitioners to fit emerging and mid-career journalists with the skills to successfully work in the contemporary media profession. As well as teaching the essential skills of journalism, we also offer innovative subjects such as new media entrepreneurship, multimedia storytelling and data journalism. This degree is the only journalism qualification in Australia offering this mix. Subjects such as Reporting and Writing Stories, Dilemmas in Journalism, Entrepreneurship in New Media and Public Interest Journalism have repeatedly gained outstanding satisfaction ratings from our students.

The curriculum is regularly reviewed to ensure that it is up to date and intensely relevant for those working in the industry, and those who wish to pursue a career in the field. Recent updates to the course provide more flexibility for those entering the degree with industry experience, and enable established professionals to choose a path through the degree that reflects their own specific needs and interests. At the same time, the degree is structured to ensure that those entering journalism for the first time graduate with all the essential skills and understandings.

From the very moment you begin, you're treated as a journalist as much as a student. It makes a huge difference to how you engage with the course. Ultimately, you're held to the standards of a working journalist. When you do get out into the workforce, you're prepared to dive in.

The degree includes professional internship opportunities. Over the last twelve months we have placed interns with the ABC (TV and Radio newsrooms and 7:30), *Business Spectator*, *Crikey*, *Herald Sun*, *The Monthly*, Leader community newspapers, Channel 9, ninemsn, *The Age*, *The Geelong Advertiser*,

*The Canberra Times*, *The Saturday Paper* and *The Guardian*. International and nationwide internships are available. Due to the quality of our students, media organisations are now approaching us to seek internship arrangements.

The Master of Journalism has, in just three years, succeeded in being recognised as a superior degree producing work-ready graduates. Many of our graduates are successfully employed in the field of journalism. Several more, who are yet to graduate, have secured paid employment either via their internship experience or through working with *The Citizen* in the subject Newsroom – Applied Professional Practice.

For more information on entry requirements, course structure and fees, please visit [www.graduate.arts.unimelb.edu.au](http://www.graduate.arts.unimelb.edu.au) or phone 13 MELB (13 63 52)

In 2015 two new programs will be offered for the first time as part of a nested suite with the Master of Journalism. The Advanced Graduate Certificate in Journalism will be aimed at the semi-professional blogger or part time journalist, while the Advanced Graduate Diploma will offer a course covering basic journalism skills and understandings.

We will also launch what will, at the time of writing, be the first MOOC – Massive Online Open Course – in citizen journalism skills on the Coursera platform.

## Short Courses

For practitioners working in the contemporary media industry who wish to update their skills, we offer a number of bespoke intensives and practical workshops throughout the year. Professional short courses have included a Data Journalism intensive (4 days) and one-day seminars on Social Media and the Law and How to make the transition from writing short pieces to writing a book. Past seminars have included a forum for New Media Entrepreneurs to share knowledge and build networks and an intensive on non-fiction writing for emerging and established journalists and writers. Check [www.caj.unimelb.edu.au](http://www.caj.unimelb.edu.au) for forthcoming short courses offered at the Centre.

Many subjects taught in the Master of Journalism degree (such as Data Journalism, Researching/Writing Stories and Law & Ethics in Journalism) are available to study as a single subject at the University of Melbourne's Parkville campus through the Community Access Program.

For more information: Phone: 13 MELB (13 6352) or visit [http://futurestudents.unimelb.edu.au/courses/community\\_access\\_program](http://futurestudents.unimelb.edu.au/courses/community_access_program)

***“The Master of Journalism has, in just three years, succeeded in being recognised as a superior degree producing work-ready graduates.”***

***People say ‘journalism is dying’ or ‘there are no jobs in journalism,’ which is not true. There are more jobs than ever that need people who can write, respond, edit and create. I’ve found that writing good stories often puts you in ethical situations from which you have to reason yourself out, and subjects like Dilemmas in Journalism prepared me to tackle these issues in the workplace. I absolutely love my current job, as I work with the best and brightest minds in the country writing about the big issues.***

Andy Hazel, Master of Journalism student  
and Editorial Assistant, *The Saturday Paper*



## THE CITIZEN

*The Citizen* is integral to our teaching program, giving students valuable experience writing for publication, while also spotlighting our research and steering students to employment.

To coincide with the first anniversary of *The Citizen*, CAJ announced 'The Citizen Newsroom Awards'. University of Melbourne students enrolled in the Master of Journalism, whose work was published in the year prior to the award, were eligible. Winners were selected by a panel of judges drawn from the Centre's Advisory Board and announced at a special event celebrating *The Citizen*'s first anniversary.

Winners in four separate categories each received \$1500:

### BEST NEWS REPORT

**Julie Milland**, Virus causing paralysis strikes five

### BEST FEATURE

**Chris Shearer**, Taking a punt on the new Silk Road

### BEST MULTI-MEDIA REPORT

**Squirrel Main**, Police ready to listen to African Australians

### BEST PORTFOLIO

**Rose Iser**

These stories, and many other works by Master of Journalism students can be read at [www.thecitizen.org.au](http://www.thecitizen.org.au)

Not only has *The Citizen* had a major impact on the Master of Journalism's teaching program, but students have broken important stories to a remarkable standard. In May, *The Citizen* published a series of stories documenting life inside the Manus

Island detention facility that were sourced from a leak of several thousand documents and interviews with former workers. These articles were co-published with *Crikey* and were mentioned in the Senate Committee inquiry into the Manus Island riots.

Several more stories have also been co-published with other news outlets including *The Age*, *The Sunday Age*, *New Matilda*, *The Cairns Post* and *The Monthly*, ensuring wide dissemination of student work.

Bec Zajac's extensive work on gender education and the issue of violence against women brought her international acclaim when she was named Asia-Pacific Journalist of the Year in the Women's Empowerment Journalism Awards, sponsored by Diageo. Meanwhile, an in-depth look at cancer research trials in Australia by Julie Milland, published in September, was short-listed for the Melbourne Press Club's student journalist of the year award.

### THE CITIZEN WEBSITE

**22%**  
increase  
in page views for  
*The Citizen* in 2014  
over our initial year of operation

The website continues to draw new readers with  
**104,000**  
unique browsers  
having downloaded  
**280,000** pages

*The Citizen*'s audience is varied and wide, split roughly 50:50 between Australian readers and those from  
**from more than 100 COUNTRIES**  
Our top 5 offshore visitors come from (in order):  
**USA UK Canada India Indonesia**



***I think people are always concerned that this course will be very “theoretical” but actually it’s a very practical, hands-on course. That said, there’s an intellectual element, a creative element, for those of us who want to think more deeply about the complex way media works.***

Bec Zajac, Journalist of the Year, 2014 Women’s Empowerment Journalism Awards and Master of Journalism student.



Master of Journalism  
student, Ian Lunt

## ENGAGEMENT

Through our public program we have continued to explore the quality and standards of journalism practice and encourage accurate, balanced, fair and ethical practices. Key industry professionals such as Mark Scott (ABC) and Morry Schwartz (*The Saturday Paper*, *The Monthly*) delivered major lectures to our audiences in 2014. Both spoke on future challenges for media companies and each explored how they will meet them.

In a special presentation from CAJ and the Centre for Media and Communications Law, two fearless whistleblowers spoke about how their truth-telling subsequently saw them branded as 'traitors'. Jesselyn Radack, Director of National Security and Human Rights with the Government Accountability Project (GAP) and Edward Snowden's Lawyer, and former NSA crypto-linguist Thomas Drake, visited Australia to discuss the issues surrounding the infamous Snowden case. They also spoke on 'Truth, Freedom and Privacy' to a public audience at an event held in partnership with The Wheeler Centre and Blueprint for Free Speech.

New News by the Centre for Advancing Journalism is the nation's leading forum for public discussion of the strengths and ills of journalism and the news media. Held in partnership with The Wheeler Centre, over three days we took the conversation about the present and future of journalism to the people who matter most – the audience.

New News explored how to make the most of the opportunities, and deal with the challenges of new media. We talked about whistleblowing, privacy and ethics, misogyny, start-ups, citizen journalism and advertising.

Many of the sessions are available to view online [www.caj.unimelb.edu.au/engagement/resources-library/lectures-audio-video](http://www.caj.unimelb.edu.au/engagement/resources-library/lectures-audio-video)

CAJ also provided a unique opportunity for new media entrepreneurs to meet with other start-ups, share experiences and profile a range of new media ventures. 'Tales From the Trenches: New Media Entrepreneurs' was a one day seminar held in May. Featured presenters included Anne Summers (ASR), Phoebe Montague (*Lady Melbourne*), Paul Hamra (*The New Daily*), among others.

***In a special presentation from CAJ and the Centre for Media and Communications Law, two fearless whistleblowers spoke about how their truth-telling subsequently saw them branded as 'traitors'.***

# SUPPORTING THE FUTURE OF JOURNALISM

We welcome philanthropic partners to support a range of specific programs across our activities. Donations to *The Citizen* could enable underreported issues to be exposed and important stories to be developed. The Centre is fostering several important research activities and innovative pilot projects that require funding.

We also offer the opportunity to sponsor key events in our New News public program. For more information on partnering with our Centre, please contact Program & Communications Coordinator Anders Furze: anders.furze@unimelb.edu.au

We are grateful for the continued support of the Office of the Vice Chancellor, The Faculty of Arts, and the School of Culture and Communications. The Centre thanks our industry and community partners who contributed to our programs including our many guest speakers who shared their valuable time to participate in our lecture program, helping make it freely available to all.

In particular, we wish to acknowledge the support of the following individuals and organisations in 2014:

- Melbourne Research Office
- Interdisciplinary Seed Funding Scheme
- Melbourne Social Equity Institute
- Research Collaboration Grants Committee
- Melbourne School of Government
- Australia Research Council
- Eric Beecher
- John Dahlsen
- Ian Potter Foundation
- Domestic Violence Victoria
- Swinburne University of Technology
- The Wheeler Centre
- Future Leaders
- VicHealth
- The Walkley Foundation
- White Ribbon Australia
- Carlton Connect Initiative
- Victorian Equal Opportunities and Human Rights Commission
- DART Centre for Journalism and Trauma
- Domestic Violence Resource Centre
- Paul Bendat

Many of our guests who participated in New News donated their time generously:

- Kim Williams
- Hugh Martin
- Kate Torney, ABC
- Mark Forbes, *The Age*, Fairfax
- Liam Mannix, *The Age*, Fairfax
- Michelle Griffin, *The Age*, Fairfax
- Patricia Karvelas, *The Australian*
- Malcolm Long, Australian Centre for Broadband Innovation
- Helen McCabe, *Australian Women's Weekly*, Bauer Hearst
- Marina Go, Bauer Hearst
- Zac Zavos, Conversant Media
- Bill Condie, *Cosmos Magazine*
- Marnie Cordell, *Crikey*
- Melissa Sweet, *Croakey*
- Helen Sykes, Future Leaders
- Matt Levinson, Get Up
- Tim Hanlon, Gizmag
- Emily Wilson, *Guardian Australia*
- Paul Chadwick, *Guardian Australia*
- Damon Johnston, *Herald Sun*
- Nick Richardson, *Herald Sun*, News Ltd
- Ellen Whinnet, *Herald Sun*, News Ltd
- Jill Baker, News Ltd
- Gael Jennings, The University of Melbourne
- Suelette Dreyfus, The University of Melbourne
- Sybil Nolan, The University of Melbourne
- Peter Bartlett, Minter Ellison
- Alan Crabbe, Pozible
- Sophie Black, Private Media
- Jim Remedio, Radio 3KND
- Andrew Dodd, Swinburne University of Technology
- Ellie Rennie, Swinburne University of Technology
- Julian Thomas, Swinburne University of Technology

**We would also like to acknowledge our Advisory Board, who provide valuable guidance and support throughout the year:**

- Mr Peter Bartlett, Minter Ellison Lawyers (Chair)
- Ms Jill Baker, *Herald & Weekly Times*
- Mr Bill Birnbauer, Monash University
- Ms Sophie Black, Private Media
- Mr Craig Butt, *The Age*, Co-Founder Hacks/Hackers Melbourne
- Ms Mary Delahunty, Writing Australia
- Mr John Lloyd, Reuters Institute for the Study of Journalism, Oxford University, UK
- Prof Michael Parks, School for Communications and Journalism, University of Southern California, USA
- Prof Julianne Schultz, Editor, *The Griffith Review*
- Ms Carol Schwartz, Schwartz Group
- Ms Jenny Taing, Australian Securities and Investments Commission



***The people I have met and the insights they have given me studying the Master of Journalism have been invaluable. The course has taught me to report with finesse and clarity, to be a fast and clean writer. These skills are vital in my current role.***

Michael Roddan, Master of Journalism student and Breaking News Reporter, *Business Spectator Australia*



# CENTRE FOR ADVANCING JOURNALISM

## FIND US AT

[caj-info@unimelb.edu.au](mailto:caj-info@unimelb.edu.au)

[@journalism\\_melb](https://twitter.com/journalism_melb)

[journalism.melb](https://www.facebook.com/journalism.melb)

[www.caj.unimelb.edu.au](http://www.caj.unimelb.edu.au)

Faculty of Arts

The University of Melbourne