

What's the Story?

Inventing the Future.



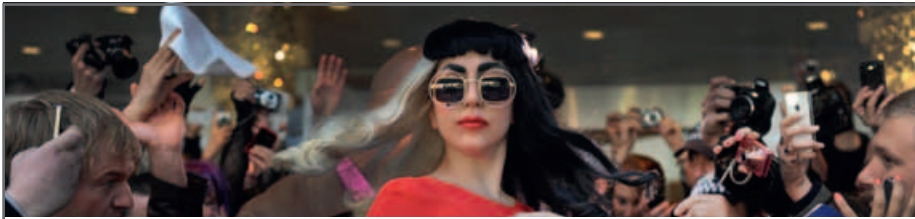
Walkley Media Conference 2011
State Library of Queensland,
Brisbane November 25-27
www.walkleyconference.com.au

PROGRAM

DAY ONE: FRIDAY, 25 NOVEMBER 2011

| TIME | SESSION | VENUE |
|--------------|--|--|
| 10.00 - 1.30 | Masterclasses: Magazine feature writing with Benjamin Law Whether you're into fashion or politics, fast cars or folk music, gardening or extreme sports, there's a magazine for everybody. Most of us read and love magazines. But how do you go about writing for them? And more, importantly, how do you get paid? Here, you'll learn the basics: harvesting ideas, pitching to editors, researching, structuring and drafting the story, the editing process, and how to invoice. or Photography with Brian Cassey So you want to take newspaper photographs? Learn what you need to know in this interactive session. | Meeting Room 1 A Meeting Room 1 B |
| 1.30 - 2.30 | Break | |
| 2.30 - 3.30 | Google tools Google 101 for Journalists is a global program designed to help journalists get more out of Google tools as they're researching and reporting stories. This session will investigate smarter ways of searching and demonstrate tools that create visuals to accompany stories. It will also include a section on how to leverage Google for analysing data and trends for stories. • Courtney Hohne | Auditorium 1 |
| 3.30 - 3.40 | Welcome • Christopher Warren | Auditorium 1 |
| 3.40 - 5.00 | Panel: Journalism's digital dragons Who are the new players and how do they do it? Our panel of entrepreneurs have all set up new ideas with new sources of funding. • Christopher Warren (chair) • Andrew Jaspan • Amanda Gome • Tim Burrowes • Marni Cordell | Auditorium 1 |
| 5.00 - 6.00 | The Alliance Centenary Lecture • Mark Scott | Auditorium 1 |
| 6.00 - 7.30 | Cocktail Reception | QLD Terrace |
| 7.30 - 8.40 | Documentary Screening 1: Go Back to Where You Came From by Ivan O'Mahoney, Rick McPhee, Michael Cordell and Nick Murray (66 mins) | Auditorium 1 |

*This program confirmed at the time of printing but may be subject to change.



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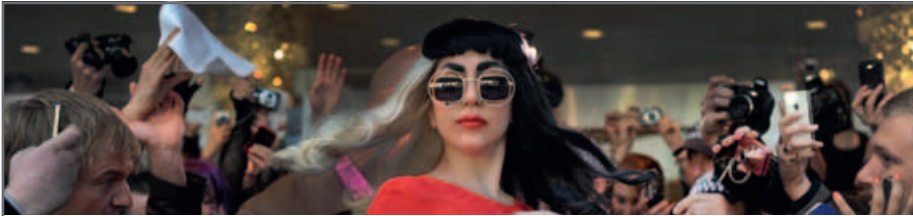
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PROGRAM

DAY TWO: SATURDAY, 26 NOVEMBER 2011

| TIME | SESSION – OPTION A | SESSION – OPTION B | VENUE |
|---------------|--|--|--|
| 8.30 | Registration | | Foyer |
| 9.00 - 9.10 | Welcome to Day 2 • Peter Lewis | | Auditorium 1 |
| 9.10 - 10.00 | Keynote: Apptastic – fun and games in digital journalism Between aggregators, news games and new display devices, it's a good time to be on the geeky fringe of digital journalism. • Jonty Burton | | Auditorium 1 |
| 10.00 - 11.00 | Panel: Journalism's next top model God may save the Queen, but who's going to save the news industry? Our panel examines the options – will it be paywalls, freemium content, the news club? • Colleen Egan (chair) • Jane Huxley • Bob Cronin • Jerry Harris • Peter Atkinson | Media Lab: How to make a Documentary How to work with broadcasters, funding bodies and/or create an audience for your film outside traditional models. Tips on how documentary makers get their work seen widely, create social impact, and earn a living in the digital age. • Steve Warne • Catherine Scott | Auditorium 1 – Panel Auditorium 2 – Media Lab |
| 11.00 - 11.20 | Morning Tea | | |
| 11.20 - 12.15 | Panel: 360-degree story-tellers As the advert says, you don't just read a newspaper – you can listen to it, watch it and talk back to it. In an age of convergence, our experts discuss the best in multimedia news packages. • Shona Cox (chair) • John Donegan • David Higgins • Matthew Liddy | Panel: Future of the book chapter 1 What does the future hold for the book? This highly influential panel will steer you through the latest trends in book publishing and will include valuable information on the most recent developments in e-publishing. • Christopher Warren (chair) • Kate Eltham • John Hunter • Matthew Condon • Alison Green • Margaret Kennedy | Auditorium 1 – Panel: 360-degree story-tellers Auditorium 2 – Panel: Future of the book |
| 12.15 - 1.15 | The Conversation Hour: Broadcast interview techniques for print people You're a sound print journalist but how do you sound? Learn from experts about improving your technique, approach and style. • Madonna King • Trent Dalton | Panel: Future of the book chapter 2 How to choose an agent, read a contract and get your story from manuscript to masterpiece. Plus a chance to pitch your idea to the experts! • Matthew Condon (chair) • John Hunter • Alison Green • Margaret Kennedy | Auditorium 1 – Conversation Hour Auditorium 2 – Panel |
| 1.15 - 2.15 | Lunch | | |

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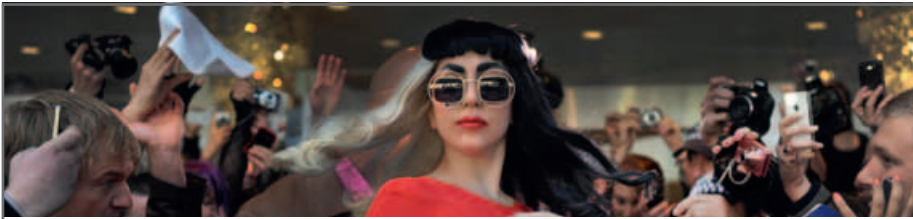
DAY TWO: SATURDAY, 26 NOVEMBER 2011 (continued)

| TIME | SESSION – OPTION A | SESSION – OPTION B | VENUE |
|-------------|---|---|---|
| 2.15 - 3.15 | <p>Panel: Word up – Blogging as a business proposition How do you build and sustain a captive audience for your blog or website and what tools are at your disposal to engage with these newly created online communities?</p> <ul style="list-style-type: none"> • Jonathan Tasini (chair) • Mark Bahnisch • Annabel Candy • Tim Burrowes | <p>Media Lab: Photography skills Professional photojournalists are taking advantage of new tools to do some amazing things with their images. Learn how it's done.</p> <ul style="list-style-type: none"> • John Donegan | <p>Auditorium 1 – Panel</p> <p>Auditorium 2 – Media Lab</p> |
| 3.15 - 3.30 | Afternoon Tea | | |
| 3.30 - 4.30 | <p>Panel: Stranger than fiction It's a cliché, but true stories are often stranger and more compelling than anything a novelist could invent.</p> <ul style="list-style-type: none"> • Hedley Thomas (chair) • Colleen Egan • Susan Johnson • Trent Dalton • Russell Skelton | <p>Media Lab: Video skills for storytelling The transition from page to screen is a difficult one. Learn how to engage audiences with your words and your images.</p> <ul style="list-style-type: none"> • Shona Cox | <p>Auditorium 1 – Panel</p> <p>Auditorium 2 – Media Lab</p> |
| TIME | SESSION – OPTION A | SESSION – OPTION B | VENUE |
| 4.30 - 5.30 | <p>Panel: Tragedy plus time – the currency of satire As Jon Stewart has shown in the US, putting a comedy spin is one way of bringing news to a wider audience.</p> <ul style="list-style-type: none"> • Jason Chatfield (chair) • Wendy Harmer • Benjamin Law • Annabel Crabb | <p>Media Lab: The Rise of the V-J John Doggett-Williams is a video-journalist: he can write, shoot, edit and file his own work no matter where he is. See some of the tools that are remaking the old rules as John Doggett-Williams pitches his vision of where he thinks journalism is headed.</p> <ul style="list-style-type: none"> • John Doggett-Williams | <p>Auditorium 1 – Panel</p> <p>Auditorium 2 – Media Lab</p> |
| 5.30 - 5.35 | <p>Wrap-up of the day</p> <ul style="list-style-type: none"> • Peter Lewis | | |
| 5.35 - 7.00 | <p>Documentary Screening 2: <i>Scarlet Road</i> by Catherine Scott and Pat Fiske (70mins)</p> | | <p>Auditorium 1</p> |

DAY THREE: SUNDAY, 27 NOVEMBER 2011

| TIME | SESSION – OPTION A | SESSION – OPTION B | VENUE |
|--------------|--|--------------------|---------------------|
| 9.00 - 9.25 | <p>Breakfast Supported by </p> | | <p>Foyer</p> |
| 9.25 - 9.30 | <p>Welcome to Day 3</p> <ul style="list-style-type: none"> • Christopher Warren | | <p>Auditorium 1</p> |
| 9.30 - 10.00 | <p>Keynote: How we embedded journalism in games Morgan Jaffit led a team that developed Warco, a game that helps journalists anticipate the pressures and dangers of working in combat zones. Originally conceived by journalist Tony Maniaty and developed in collaboration with filmmaker Robert Connolly, Warco represents a new approach to the development of interactive media.</p> <ul style="list-style-type: none"> • Morgan Jaffit | | <p>Auditorium 1</p> |

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| TIME | SESSION – OPTION A | SESSION – OPTION B | VENUE |
|---------------|--|--|--|
| 10.00 - 10.40 | Keynote: Jonathan Tasini – Up against Arianna Tasini on the class action he has launched against HuffPo on behalf of unpaid bloggers | | Auditorium 1 |
| 10.40 - 11.30 | Panel: Dare to share – talking with the (social) animals Facebook and Twitter are powerful tools for journalists, but – as we're finding out – social media platforms can be dangerous. <ul style="list-style-type: none"> • David Higgins (chair) • John Birmingham • Annabel Crabb • Jonathan Tasini • Axel Bruns | Panel: New media new ethics Does the rise of digital technology demand that we take a fresh look at media ethics? <ul style="list-style-type: none"> • Chris Smyth (chair) • Julian Disney • AJ Brown • Madonna King | Auditorium 1 – Panel: Dare to share Meeting Room 1B – Panel: New media new ethics |
| 11.30 - 11.45 | Coffee break | | |
| 11.45 - 12.40 | Panel: Rising tigers, hidden dragons How nationalism has shaped the news business in Asia. Our expert panel will analyse the big trends in our region. <ul style="list-style-type: none"> • Anne Davies (chair) • Bharat Bhushan • Bhimanto Suwastoyo • Nick Bryant | Media Lab: How I write, with John Birmingham They say there's a book in all of us but most first time writers struggle with narrative and structure. John Birmingham will guide you through the writing process and offer tips and advice. | Auditorium 1 – Panel Meeting Room 1B – Media lab |
| 12.40 - 1.50 | Panel: Future to the node Super-fast broadband will change the way we all produce and consume content. Join our high-level panel for some blue sky thinking. <ul style="list-style-type: none"> • Laurie Oakes (chair) • Mark Scott • Greg Hywood • Louise McElvogue • Andrew Sholl | Panel: Comics and cartooning – getting to the point Cartoonists lampoon our politicians and provide a running commentary on issues that affect us all on a daily basis. Some of this country's finest cartoonists get together to share their thoughts. <ul style="list-style-type: none"> • Corinne Grant (chair) • Mark Knight • Lindsay Foyle • Jason Chatfield | Auditorium 1 – Panel: Future to the node Meeting Room 1B – Panel: Comics and cartooning |
| 1.50 - 2.00 | Wrap-up of the conference <ul style="list-style-type: none"> • Christopher Warren | | Auditorium 1 |
| 2.00 - 2.30 | Lunch | | |
| 2.30 - 3.50 | Documentary screening 3: <i>The Tall Man</i> by Darren Dale, Tony Krawitz and Chloe Hooper (78 mins) | | Auditorium 1 |