Walkley Foundation MediaPass Student Industry Day

Sydney 2013

Tuesday 14 May
Redfern Town Hall

Program

10:30am – Registration

11:00am – Introduction and Media Alliance Membership Talk: what it means for you
MEAA NSW section Director Paul Murphy speaks on the purpose of the Media Alliance, what it means to join, and what happens to your membership after you graduate.

11:15 am - Making it in the Media: Young Journalist Panel
How do you begin a successful career in the media and sustain it? In this session, our four panellists will share the do’s and don'ts of a journalist’s first steps in the industry.

Antony Loewenstein, Journalist and Freelance Author
Gina McKeon, Producer, RN Life Matters
Flip Prior, Journalist and Communications Manager, the Walkley Foundation
Jake Sturmer, Journalist, ABC TV

12:10pm – Working Together: Super for Super Journalists
John Meyers, Superannuation Manager, Media Super.

12:30pm – The Future of Journalism: An Alliance Presentation
MEAA presentation on Life in the Clickstream, report on the future of journalism.
Chris Warren, Federal Secretary, Media, Entertainment & Arts Alliance.

1:00pm – Lunch

1:45pm - Keynote address

Nic Christensen, Senior Journalist at Mumbrella and Encore Magazine

2:30pm - Pick Me: Advice from Employers
Our employer representatives discuss what they look for in a young journalist and provide tips for the interview process.

Jock Cheetham, Training editor, Fairfax Media
Heather Forbes, Manager of Audience Liaison and Staff Development, ABC News
Marina Go, Publishing Director, Private Media Group
Paul Patrick, Director of News – Sydney, Network Ten

3:30pm - Closing Remarks

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http://twitter.com/mediaalliance
MEET THE SPEAKERS

Keynote Speaker

Nic Christensen is a journalist for leading media and marketing website Mumbrella, where he covers newspapers, online, digital marketing and public relations. He is former media writer with The Australian where he covered the digital space and prior to this was a general news reporter for The Daily Telegraph. He has also worked as a senior producer with both Radio 2GB and Radio 2UE. A graduate of the UTS postgraduate journalism program he was awarded the Media Super Student Journalist of the Year in 2009, by the Walkley Foundation, for his investigation of Dr Chau Chak Wing’s business interests and his role as the biggest foreign-based donor to Australia’s political parties. Twitter: @nicchristensen

Young Journalist Panel

Antony Loewenstein is an independent journalist and author who has been published in The Guardian, The Nation, The Sydney Morning Herald, Haaretz, New Statesman and many others. His two best-selling books are My Israel Question and The Blogging Revolution. In 2012, his two book releases are Left Turn and After Zionism and in 2013 a book about disaster capitalism and another book about religion in the 21st century. Twitter: @antloewenstein

Gina McKeon is a broadcaster, producer and journalist who contributes to All The Best on FBi Radio. She has worked for Triple J, ABC Radio National, Late Night Live, and ABC News Radio, and is currently producing for ABC Radio National’s Life Matters program. She also works as a freelance cross-media reporter. Gina won the Walkley Young Australian Journalist of the Year (Radio) Award and Highly Commended, Young Journalist of the Year for her story on the St Vincent de Paul Catholic Church in Redfern as part of a 50-minute documentary for All The Best. Twitter: @ginamckeon
Flip Prior spent several years roaming the Kimberley as north-west bureau reporter for The West Australian before swapping the red dirt and crocs for the big smoke, moving to Sydney in January to become the Walkley Foundation for Journalism’s communications manager. During her years with WA Newspapers in Broome, Kalgoorlie and Perth, she won the Best Country Journalist and Science Reporting prizes at the WA Media Awards, scored the WA Youth Awards Media Prize twice and was a finalist in social equity and environment reporting prizes.

Twitter: @flipsidedown

Jake Sturmer is the ABC's National Science and Technology reporter based in Sydney. He was named 2012 Young Australian Journalist of the Year by the Walkley Foundation for his exposé of systemic child abuse at a government-run hostel which subsequently led to an independent inquiry. He started his journalism career in Perth at a commercial radio in 2008. After a year he joined the ABC as a cadet journalist (still in Perth) working in radio, television and online. Between 2010 and 2012 he worked as a TV current affairs reporter for the ABC's Stateline WA/7.30 WA programs. In his time working on those shows, his reports won the 2011 and 2012 'Best Current Affairs' awards at the WA Media Awards.

Twitter: @thesoundofjs

The Future of Journalism

Christopher Warren is the federal secretary of the Media, Entertainment & Arts Alliance. He is responsible for coordinating the industrial and professional campaigns of the organisation on issues to build a strong and independent media and entertainment sector that provides fair wages and conditions for creative workers. Chris is also CEO of the Walkley Foundation for Excellence in Journalism and a long-time trustee of the $3 billion Media Super. He is immediate past president of the International Federation of Journalists.
Working Together: Super for Super Journalists

John Myers is currently a Relationship Manager for Media Super, the Industry Super Fund for printing, media, entertainment and arts professionals. John has been part of the Super Fund team for the last six years, after working in numerous senior roles in the superannuation and greater financial services industry for well over a decade. He is a true believer in “super for life”.

Employer Panel

Jock Cheetham has been a journalist for 22 years, the past five of them as training editor at Fairfax Media, working mostly with The Sydney Morning Herald. Before his training job, Jock was a senior sub-editor at the Herald. He has also worked as the editor of an education newspaper and chief sub-editor of a transport newspaper. Jock has had dozens of features published at the Herald, including most recently an article in Good Weekend on psychic mediums. He was a nominated for a Walkley award for his four-part Herald feature series "Who Killed Isaac Dinsdale?" in 2009.

Twitter: @JockCheetham

Heather Forbes is Manager of Audience Liaison and Staff Development at ABC News. She is responsible for cadet recruitment and training, editorial policy review, OH&S and equity and diversity issues for ABC News. Prior to taking up her current position in 1997 Heather had worked as a producer on documentary films and in news and current affairs for more than twenty-five years. In 1990 she joined the ABC as a foundation member of the award-winning Lateline program. In 2007 the ABC launched a trauma awareness program for its staff which Heather was instrumental in developing.
Marina Go has 25+ years of consumer media experience. As Publishing Director at Private Media she is responsible for the P&L and strategy of the company’s media brands Crikey, Smart Company, Property Observer, Start Up Smart, Leading Company and Women’s Agenda. For the previous three years she was focused on managing and developing digital properties and related brand extensions as Publisher of The Hannan Group’s Independent Digital Media. She began her media career as a newspaper journalist and worked in the news and features sections of The Daily Mirror for three years. Since 1997, Marina has held the following management positions where she had responsibility for P&L and strategy: Publisher of Independent Digital Media, Group Publisher of EMAP Australia, Publishing Director and Editor-in-chief of Pacific Publications, Associate Publisher of Fairfax Lifestyle Media and General Manager of Fairfax Newsstand Magazines.

Twitter: @marinasgo

Paul Patrick has been working in broadcasting for more than 25 years in New Zealand, Britain, and now Australia. He joined the TEN Network last year after almost two decades at New Zealand’s number one news network TVNZ. He was in charge of all Daily News Programmes there stretching from Breakfast to Bedtime. Paul’s current role is as Network News Director of TEN. He is in charge of the TEN’s News at Five Sydney edition, the national weekend bulletin, and the Late News. He has been a reporter, producer, EP, and in the past has worked in both newspapers and radio.
2013 - 2014 Internship Opportunities with the Walkley Foundation

Who we are looking for?

Internships are open to third and fourth year students with an events management, public relations or journalism tertiary focus. If you are in your final year, are passionate about Australian journalism, have a can-do attitude and a variety of skills you’re keen to hone, we want to hear from you!

What will you work on?

Depending on the time of year in which an internship falls, interns assist on a variety of projects with the marketing, communications and event operations for our key program areas.

How long is an internship?

A standard internship is three weeks, full-time in our Sydney office, however there are opportunities for longer term placements. Internships are unpaid, however successful applicants from interstate may apply for a living allowance of $200/week for a maximum of three weeks.

For more information or to apply, check out the website and Email us at: students@alliance.org.au

• Your current CV
• Your dates of availability for the internship
• A 100-word statement about why you would like to work at the Walkleys
ARE YOU A FINAL YEAR STUDENT? JOIN THE ALLIANCE FOR ONLY $40!

As an Alliance member you can expect:
♦ A subscription to *The Walkley Magazine – Inside the Australian Media* (five issues per year)
♦ Your wages and working conditions improved and protected through enterprise agreements, awards and individual contracts.
♦ Confidential investigation of any complaint you may have concerning your workplace or employer.
♦ Weekly email bulletin on media industry news and campaigns. (email members@alliance.org.au to register for the bulletin)
♦ Free legal and contractual advice on employment matters from in-house lawyers.
♦ Access to loans and banking services from Members Equity, the Industry Super Funds Bank.
♦ Generous discounts at leading industry related retailers and service providers.
♦ Support from your Alliance colleagues should you face victimisation.
♦ Promotion of improved professional and ethical standards.
♦ Technological changes monitored to ensure members’ health and safety is protected.
♦ Equal opportunity for Alliance members enshrined in policy and actively pursued and affirmative action principles in the Alliance’s official rules.
♦ Decisions on industrial action to be taken by vote of the members concerned - If you take industrial action it’s always your decision.

Core Union Services
♦ Legal advice on employment issues.
♦ Legal advice on workers’ compensation claims.
♦ Legal support and representation in cases about work issues.
♦ Promotion of improved wages and working conditions through industrial campaigns, enterprise bargaining, lobbying government and funding organisations.
♦ Lobbying for professional issues.
♦ Improvement of workers’ health and safety at the work place.
♦ Workers’ Compensation advice.
♦ Debt Recovery Service.
♦ Advice on social security and taxation.
♦ Advice on superannuation.
♦ Advice and representation in discrimination cases, unfair dismissals or workplace difficulties.
♦ Research and lobbying for womens’ issues in the entertainment and media industries.
♦ Professional development and seminars.
♦ The annual Walkley Awards for Excellence in Journalism.

And the Alliance also...
♦ Sets recommended minimum freelance rates for journalists, photographers and artists
♦ Protects members’ copyright and administers and monitors members’ residual payments.
♦ Issues national and international Media Passes (for eligible members).
♦ Regulates the professional standards of journalists through the Journalists’ Code of Ethics.
♦ Promotes ongoing professional training.
♦ Is pivotal to the creation of industry safety codes.
♦ Provides regular training for members on a range of professional and industrial issues.

Not a member? The Alliance will only act for members. To join, visit our website www.alliance.org.au or contact the Alliance Membership Centre on 1300 65 65 13. Membership fees are 100% tax deductible.
FEEDBACK FORM – FILL ME OUT, I’M HUNGRY FOR YOUR THOUGHTS

We want our student program to be as relevant to your needs as possible, so please take a moment to let us know what you thought of today’s event.

What did you enjoy about the day?

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Was there anything you didn’t enjoy?

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___________________________________________________________________________

Did you have a favourite panel or speaker? If so, who and why?

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___________________________________________________________________________

What is the most valuable thing you’ve learnt today?

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___________________________________________________________________________
Was there anything you think should have been addressed that wasn’t?

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Would you like to make any suggestions about how we can improve the day in the future?

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___________________________________________________________________________

Anything else?

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Thank you! Please tear off and leave on the front registration desk.