THE UNIVERSITY OF SOUTHERN QUEENSLAND
Faculty of Arts

SCHOLARLY ACTIVITIES

I accept responsibility and accountability for the accuracy and completeness of the information provided below: Signature: *IO. James* Date: 7/12/11	Endorsement of Departmental Representative on Research Committee: Endorsement of Associate/Dean (Research):

Department Humanities and Communication

Name of person(s) Dianne Jones

ROLE (please refer to Defining Characteristics on back page)

Role	
Chair of a session at a scholarly conference	☐
Discussant/panel member, scholarly conference	☐
Editor for a scholarly or academic publication / serial / newspaper	☐
Entry in dictionary or encyclopaedia	☐
External examiner for dissertation or thesis	☐
Graduate recipient of a higher degree	☐
Invited comment to journals/publications	☐
Judge poetry, literary, musical and arts competition and prize events	☐
Leader of a workshop on invitation at another university or learned society	☐
Member of an external Department, Faculty or University review panel	☐
Organiser of a scholarly conference open to contributions from scholars	☐
Presenter of conference/ seminar paper or Masterclass	☒
Referee or reviewer for scholarly journals, books, publishers, research organisations	☐
Translator of literary works	☐
Winner, research grant / University award	☐
Other	☐

Scholarly activity (brief description)
Presented a conference paper titled , "The electronic side-step: candidates' communication strategies in a local election", at the Journalism Education Association of Australia Annual Conference, Adelaide Convention Centre, November 28-30, 2011.

Organisation/Venue:	Journalism Education Association of Australia, Adelaide Convention Centre
City:	Adelaide Date: 29/11/2011

Dianne Jones

JEAA
CONFERENCE 2011

Journalism Education Association of Australia Conference

28–30 November 2011
Adelaide Convention Centre
South Australia

Conference Handbook

034

Getting a second opinion: trust and distrust in the relationship between Australian medical reporters and their public relations sources

P. Furlan
University of South Australia

Public relations is frequently used by medical/health reporters even in "quality" news organisations to get story ideas and/or access to elite sources. The relational dynamics between journalists and public relations consultants involved in medical news production is therefore an important consideration in the process of disseminating accurate and timely health information publicly, yet has received scant research focus in Australia. Overseas literature has already documented journalists' traditional resentment and hostility of public relations. This presentation will explore the relationship between the professions through the constructs of trust and distrust using the results of mixed methods research, consisting of a national online survey and semi-structured depth interviews. Forty-five participants, both medical journalists and PR practitioners involved in health promotion, took part in the study which found a "trust-distrust" dyad exists in both professions. But rather than bipolar constructs, the findings illustrate the multiplicity and complexity of relationships.

035

The electronic side-step: candidates' communication strategies in a local election

D. Jones
University of Southern Queensland

Major changes are unfolding in the conduct of public communication in political campaigns in modern democratic societies, yet we know little about how this flows through to the grassroots level of local government. The 2007 Australian Federal election was one of the first in the world where candidates and voters used new media applications. This study adds to our understanding of the media and democracy by presenting an analysis of candidates' communication strategies during local council elections. It shows that two-thirds of candidates used email, but less than half had a website. Candidates gave the top five spots to traditional strategies, led by personal contact with voters, when asked about their most valuable communication methods. Web 2.0 tools were well down the list. Despite this conservative approach to e-electioneering, the results suggest the mainstream media are losing ground as the central arena for local election campaigning.

036

Stand and deliver! Teaching students fearless public speaking

R. Philipps
Bond University

Most communication students at Australian universities have a public speaking assignment or course as part of their undergraduate degree. Some excel at this, having been taught to speak before an audience in high school. Others, particularly those studying here from abroad, face a big battle to overcome their fears if they have never spoken in public before. Academics too find it a challenge to undertake speech coaching when the class comes from wildly different backgrounds and experience. What makes a great speech, one where the audience feels impelled to rise and applaud as it ends? How can we achieve such a result in a crowded curriculum, where writing/delivering a speech might be just one task in one subject for one semester? A few of the often funny or moving experiences of first-year students are shared, together with comments from tutors in public speaking.

037

Framing agency: the construction of risk, responsibility and vulnerability in news media coverage of fatal mental health crisis interventions

K. Clifford
University of Tasmania

Fatal police-involved shootings of mentally ill individuals are highly controversial and often subject to irreconcilable conflicts between professional and lay discourses, particularly in relation to definitions of 'risk', 'responsibility' and 'vulnerability'. Media professionals often serve as moral arbiters of this public discourse and the socio-political environment that frames these events, contributing significantly to the process of where and how social problems are defined. Those directly affected by such traumatic events will often closely and repeatedly examine news media reports in their construction of meaning around the event. This paper therefore examines the 'normative' news frames of media coverage of fatal mental health crisis interventions, and the impacts of these on traumatised subjects. It questions the ethical imperative for news media professionals to create a 'space of recovery' for those directly affected by these events, and the educative function of news media in the construction of public risk knowledge and community understandings of policing and mental illness.

TUESDAY 29 NOVEMBER 2011 (...continued)

1445–1500	**Afternoon tea** *Foyer 1*		
1500–1630	**Professional practice 3** Chair: **Lilian Zac** *Meeting Room 4*	**Public relations** Chair: **Kerry Green** *Meeting Room 5*	**Trauma and crisis 4** Chair: **Jolyon Sykes** *Meeting Room 6*
	031 Journalism competencies wish-lists out of step but some alignments evident **John Cokley** *University of Queensland*	034 Getting a second opinion: trust and distrust in the relationship between Australian medical reporters and their public relations sources **Patrizia Furlan** *University of South Australia*	037 Framing agency: the construction of risk, responsibility and vulnerability in news media coverage of fatal mental health crisis interventions **Katrina Clifford** *University of Tasmania*
	032 Crisis Intervention: A critical exploration of print media reports on the Northern Territory Emergency Response 2007 **Michelle Dunne Breen** *University of Canberra*	035 The electronic side-step: candidates' communication strategies in a local election **Dianne Jones** *University of Southern Queensland*	038 The good, the bad and the ugly: hard lessons for young journalists coping with trauma **Lyn Barnes** *AUT University*
	033 The voice of Timor Leste, the future of journalism in an emerging nation **Phil Glen** *University of Sydney*	036 Stand and deliver! Teaching students fearless public speaking **Richard Phillipps** *Bond University*	039 Road to recovery - tools for journalists working with victims of violent crime **Amanda Young** *Department of Justice and Attorney General*
	007 Go2News: developing a mojo curriculum for journalism students **Ivo Burum** and **Martin Hirst** *Deakin University*		
1630	**Book launch: Law and ethics for professional communicators (second edition) by Rhonda Breit** *Foyer 1*		
1630	**Registration close** *Foyer 1*		
1830–2200	**Conference dinner** *Venue: Regattas Restaurant, Adelaide Convention Centre* *Announcement of Ossie Awards for Student Journalism*		