



**Breaking Down the Silos:
the integration of media studies and industry.**

Dr. Ashley Jones

Acknowledgement of Country

USQ would like to acknowledge the traditional owners on the land on which we gather. We would also like to pay our respect to Elders – past, present and emerging.





Personal History

Early Days of Television

Experiences from both sides

- Being on the crew – starting out
- Being in management
- The Optus Pay TV experience
- Informing my practice

Getting into our SILOS

Towers of Power

Industry

- Trained internally
- University considered irrelevant
- Plenty of work – largely local
- Staff are hands on the tools

Academy

- Theoretical approach
- No skill development – practical
- Industry only understood through the research lens
- Vocational education is for VET sector



ON AIR



Bridging the Gap



**Time to consider
approaches.**



What is required.

Conversation

Reflection

Plan

Build a new approach





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Collaborations





What Have I Gained:

Some of the key learnings from building authentic relationships.

- **Establish Deep relationships**
- **Value of collaboration**
- **Soft skills to be taught**
- **Listen to the needs**
- **Bring innovation**
- **Value of education – meaningful education (lifelong learning)**
- **Flexible education – delivery, cross discipline etc**



Currency of Knowledge
and Practice

Transferable Skills!

Take Aways

Be contemporary & relevant

My Response to the needs:

- Media Centre model
- Real World interaction
- WIL and Internships
- Industry Resources
- Each student is valued
- Head Start, Meet-up and other university resources
- Entry - ATAR OR Interview



CAUTION



Employability ought not to become a marketing message, rather it is our reasonable service to the student (client) who is seeking to get work at the end of study

Industry & Students have the final word!

- *I don't believe ... that any education facility in Queensland provided job-ready students like Dr Jones does. Students that not only were educated with the right skills, but educated in knowing how hard this industry can be, what dedication is required and the want to keep developing their skills to stay in an industry which is extremely hard to break into ... [Craig Dyer, Production Operations Manager, Seven Network, 2019, email].*
- *Ashley's hands-on, real-world approach gave me the experience I needed to get started in my career. Since finishing University I have worked with a number of people who did similar degrees at different universities who were not as well equipped as I was [Jacob Roebuck, former student and current ABC radio producer, 2019, email].*
- *The studio and production facilities Ashley has built are on a par with media industry best practice standards and reflect his understanding of industry needs, giving students hands-on experience from early in the learning process [Mike Dalton, News Director, Nine Network, 2019, email].*





Thank You



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