



MACQUARIE
UNIVERSITY

FACULTY OF ARTS



CMH

CENTRE FOR MEDIA HISTORY

FACULTY OF ARTS

ANNUAL REPORT
2009-2010



CENTRE FOR MEDIA HISTORY

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Introduction

The Faculty of Arts at Macquarie University is home to Australia's first centre dedicated to conducting and fostering research on the interactions between media and history. Established in mid-2007, the Centre for Media History is interested in the history of the media, history in the media, and history and the media.

Macquarie University has nationally and internationally recognised strengths in the field of media history, including the history of the press, radio, television, film, censorship and public opinion, and in representations of history in film and broadcast media. The Centre for Media History's members, drawn from the Department of Modern History, Politics and International Relations, the Department of Media, Music and Cultural Studies, the Department of English, the Department of Sociology and the Department of Linguistics have distinguished publication records and have been involved in the production of innovative television series, documentaries and films.

The Centre for Media History aims to:

- foster interdisciplinary approaches to the study of the media;
- support research and teaching of excellence in the field of media history;
- produce research in which our understanding of the past informs the important questions about contemporary media institutions, genres, audiences and policy;
- and provide a stimulating and supportive environment for postgraduate students and research fellows.

Advisory Board

The Advisory Board gives to the Centre for Media History's Management Committee, Director and Deputy Director advice, counsel, opinion, strategies, information and guidelines on matters relevant to opportunities for research into, and the study of, media history.

The members are:

- Professor Judyth Sachs (Chair), Deputy Vice-Chancellor and Provost
 - Dr Michelle Arrow
 - Dr Jane Connors, Manager, Radio National, ABC*
 - Mr Angelos Frangopoulos, CEO, Sky News Australia
 - Professor Murray Goot
 - Associate Professor Bridget Griffen-Foley
 - Dr Darryl McIntyre, CEO, National Film and Sound Archive
 - Associate Professor Kathryn Millard*
 - Professor John Simons (Deputy Chair), Executive Dean, Faculty of Arts*
 - Professor Graeme Turner FAHA, University of Queensland
- * new member

A meeting was held on 19 May 2010.

Members

Core Members

- Associate Professor Bridget Griffen-Foley (Director), Department of Modern History, Politics and International Relations
- Professor Murray Goot, (Deputy Director), Department of Modern History, Politics and International Relations
- Dr Michelle Arrow, Department of Modern History, Politics and International Relations
- Harvey Broadbent, Department of Modern History, Politics and International Relations
- Dr Virginia Madsen, Department of Media, Music and Cultural Studies
- Associate Professor Kathryn Millard, Department of Media, Music and Cultural Studies

Associate Members

- Dr Maree Delofski, Department of Media, Music and Cultural Studies
- Bruce Dennett, PhD candidate, Department of Modern History, Politics and International Relations
- Dr Peter Doyle, Department of Media, Music and Cultural Studies
- Sandey Fitzgerald, PhD candidate, Department of Modern History, Politics and International Relations
- Elisabeth Gould, PhD candidate, Department of Modern History, Politics and International Relations
- Kyle Harvey, PhD candidate, Department of Modern History, Politics and International Relations
- Madeleine Hastie, PhD candidate, Department of Modern History, Politics and International Relations
- Mandy Kretzschmar, PhD candidate, Department of Modern History, Politics and International Relations*
- Dr Justine Lloyd, Department of Sociology
- Alec Morgan, PhD candidate, Department of Media, Music and Cultural Studies
- Tom Murray, PhD candidate, Department of Media, Music and Cultural Studies
- David Myton, Coordinator, Public Relations/Macquarie Institute for Innovation
- Don Perlgut, PhD candidate, Department of Media, Music and Cultural Studies
- Associate Professor John Potts, Department of Media, Music and Cultural Studies
- Tom Roberts, PhD candidate, Department of Modern History, Politics and International Relations*
- Margaret Van Heekeren, PhD candidate, Department of Modern History, Politics and International Relations /Charles Sturt University
- Can Yalcinkaya, PhD candidate, Department of Media, Music and Cultural Studies

* new Associate Member

Management Committee

The members are:

- Dr Michelle Arrow (Chair)
- Harvey Broadbent
- Professor Murray Goot
- Associate Professor Bridget Griffen-Foley (Director)
- Dr Virginia Madsen*
- Associate Professor Kathryn Millard*
- Margaret Van Heekeren (representing Associate Members)

* new Associate Member

Meetings were held on 3 August 2009, 8 December 2009 and 3 March 2010. The next meeting is scheduled for 28 July 2010.

Honorary Associates

Honorary Associates provide opportunities for linkages and exchanges with more established media history centres internationally, and are available for advice about current international research, conferences and funding opportunities. In 2010 the Centre invited Australian scholars working on media history to join the Centre as Associate Members.

The Centre's Honorary Associates are:

Steve Ahern, Ahern Media & Training Pty Ltd, Australia*

Professor Robert C. Allen, University of North Carolina Chapel Hill

Associate Professor Frances Bonner, University of Queensland*

Dr Jane Chapman, Reader, School of Journalism, University of Lincoln*

Dr Martin Conboy, Reader, Department of Journalism Studies, University of Sheffield*

Professor Denis Cryle, Central Queensland University*

Dr Wendy Davis, Central Queensland University*

Dr Mary Debrett, La Trobe University*

Dr Jerome de Groot, University of Manchester

Professor Jock Given, Swinburne University*

Associate Professor Martin Hadlow, University of Queensland*

Dr Chris Healy, University of Melbourne*

Professor Annette Hill, University of Westminster

Professor Michele Hilmes, University of Wisconsin Madison

Associate Professor Peter Horsfield, RMIT University*

Dr Chandrika Kaul, University of St Andrews

Dr Rod Kirkpatrick, Australian Newspaper History Group*

Professor Marnie Hughes-Warrington, Pro Vice-Chancellor (Learning and Teaching), Monash University

Dr Chandrika Kaul, University of St Andrews

Associate Professor T. Mills Kelly, Associate Director, Center for History and New Media, George Mason University

Professor Sonja de Leeuw, Utrecht University

Professor Iain McCalman AO, University of Sydney

Associate Professor Nicole Moore, ADFA, University of New South Wales*

Professor Tom O'Malley, Director, Centre for Media History, University of Aberystwyth

Dr Simon J. Potter, National University of Ireland Galway

Dr Leonie Rutherford, Deakin University*

Dr Claire Scott, University of Wollongong*
Professor Brian Shoemith, University of Liberal Arts, Bangladesh
Professor John Sinclair, University of Melbourne*
Ettore Siracusa, Sydney College of the Arts, University of Sydney*
Professor Christina Slade, London City University
Professor Sean Street, Director, Centre for Broadcasting History Research, Bournemouth University
Dr Melanie Swalwell, Flinders University*
Jolyon Sykes, University of South Australia*
Associate Professor Sue Turnbull, La Trobe University*
Dr Jason Wilson, University of Wollongong*

*new Honorary Associate

Events

On 27 August 2009 the Centre co-sponsored a Staff/Student seminar in the Department of Politics and International Relations: Professor Rodney Tiffen (University of Sydney), 'Hawke vs Keating versus Howard vs Costello – News media and party leadership struggles'.

In two public lectures, Gallipoli author, researcher and Centre Management Committee member Harvey Broadbent traced the role of Australian newspapers, books, films and television in moulding Australian perceptions of the Gallipoli Campaign. The lectures entitled "'A Simple Epic': Gallipoli and the Australian Media", drew their name from an Australian newspaper on Anzac Day, 1916, describing Australia's and New Zealand's Gallipoli story. The lectures were held in Sydney on 6 August 2009 at the Gallipoli Memorial Club and on 29 October 2009 at the Royal United Services Institute.

On 14 October 2009 the Centre co-sponsored a seminar in the Department of Modern History's 'Histories on Wednesday' series: Dr Robert Crawford (University of Technology), 'Upholding Whose Values? Australia's Advertising Standards Bodies, 1979-2009'.

Two visiting Swedish media historians from Lund University, Dr Patrik Lundell and Dr Andreas Nyblom presented papers entitled, respectively, 'From participation to professionalism: The historiography of the press as a resource' and 'National history, personal objects: On the media and materiality of celebrity culture', at a Centre seminar on 11 November 2009.

The Centre was the principal sponsor of the Australian Media Traditions 10th anniversary conference, which was held at the University of Sydney on 23-25 November 2009. Associate Professor Bridget Griffen-Foley was invited to help open the conference and seven Members and Associate Members of the Centre presented papers.



Dr Andreas Nyblom and Dr Patrik Lundell from Lund University

On 5 May 2010 the Centre co-sponsored a seminar in the Department of Modern History's 'Histories on Wednesday' series: Associate Professor Bridget Griffen-Foley, 'Broadsheets and Broadcasts: History in the Australian Media'.

On 2 June 2010 the Centre co-sponsored a seminar with the Department of Media, Music and Cultural Studies: Associate Professor John Potts, 'The History of Charisma in Media and Politics'.

Major publications and productions

Major works published or produced by Core and Associate Members include:

- Michelle Arrow, *Friday on Our Minds: Popular Culture in Australia Since 1945*, UNSW Press, Sydney, 2009.
- Harvey Broadbent, *Gallipoli, The Fatal Shore* (2005), republished by *Reader's Digest* in their hard-back list 'Encounters' for subscribers (2009).
- Peter Doyle, *Crooks Like Us*, Sydney, Historic Houses Trust of NSW, Sydney, 2009.
- Bridget Griffen-Foley, *Changing Stations: The Story of Australian Commercial Radio*, UNSW Press, Sydney, 2009.
- John Potts, *A History of Charisma*, Palgrave, London, 2009.

In addition, Associate Member Claire Scott's PhD thesis, 'Reporting Armistice: A diachronic, functional perspective', was submitted and passed.

Competitive grants, fellowships and awards

Competitive grants, fellowships and awards for Core and Associate Members include:

- Michelle Arrow has been awarded a Macquarie University New Staff (returning from parental leave) Grant valued at \$13 550 for 'Australian history on television: A production and audience study'.
- Michelle Arrow has been awarded a 2010 Citation for Outstanding Contribution to Student Learning by the Australian Learning and Teaching Council valued at \$10 000.
- *Gallipoli: The First Day* (www.abc.net.au/gallipoli), to which Harvey Broadbent was senior consultant and writer, won the AFI's Screen Innovation Award for 2009.
- Can Yalcinkaya was awarded a Turkish Cultural Foundation Fellowship in Turkish Culture and Art for his 'Modes of Melancholy and Excess in Turkish Film and Popular Music: 1996-2009'.

Media Archives Project

In June 2009 Associate Professor Griffen-Foley successfully applied to the Australian Research Council's Cultural Research Network for \$19,447 to conduct a Media Archives Project pilot study. The amount was subsequently doubled. Dr Nathalie Apouchtine was recruited as the MAP project officer and commended work in October 2009. An information sheet, a brochure and two questionnaires for different circumstances were created, along with a dedicated email address: map@mq.edu.au. Efforts were made to get out word about the project to organisations to solicit information about archives and to find leads to private holdings.

All major commercial television networks, as well as Foxtel, have been contacted and some visited. Many of the 270 commercial radio stations across the country have been contacted and sent questionnaires on their archives. Approaches have been made to regional newspaper groups, representative associations and community newspapers. A number of private archival collections have been located. Archival collections at risk of disposal have been identified and liaison with collecting institutions initiated by the project to secure their retention.

Meetings and discussions have occurred with the National Library of Australia and the Macquarie University Library on the best way to set up the MAP database. Recommendations that the database be compliant with the Open Archives Initiative protocol have been accepted.

As a result of the success of the pilot study, several applications for funding to continue the project have been submitted. Further avenues for funding to extend the project to a genuinely national one, with a focus on community as well as commercial media, are being considered.

Linkages

The Centre is a member of the International Association for Media and History.

The Centre is included in the online database of the Asia Pacific Directory of Academic and Research Associations.

The Communications Policy Research Forum was held at the University of Technology Sydney on 19-20 November 2009, with the Centre publicly acknowledged as a supporter.

The Centre is a member of the Consortium for Humanities Centers and Institutes. On 25-26 February 2010 at Flinders University February 2010 Associate Professor Bridget Griffen-Foley attended a meeting of centre directors to discuss the formation of an Australasian chapter of the CHCI.

In May-June 2010 Associate Professor Bridget Griffen-Foley met with several Honorary Associates of the Centre, and other international media historians, in Great Britain.

Website

<http://www.humanities.mq.edu.au/cmh>

The website includes information about members, news, events, media mentions, courses and resources; links to related sites, including information about *A Companion to the Australian Media*, the Media Archives Project, and a downloadable flyer.

Plans are progressing for the migration of the Australian Media History Database from the University of Queensland to Macquarie University where it will be accessible from the Centre's website. Considerable work has been put into creating additional content for the AMHD, including a number of new resource databases. These are:

- Media Archives Project (MAP): A database of Australian media history archives held by businesses and individuals.

- International Bibliography: An Endnote database of internationally published research on Australian media history.
- Theses Bibliography: An Endnote database of theses on the Australian media.
- Database of Public Opinion, Social Movements and the Media: A database of references to opinion polls in Factiva from c. 1980-2001.
- Media Reception Database: This database was created under a Strategic Infrastructure Grant at Macquarie University and is designed to store oral history interviews.
- Database of Media Research and Commentary: Donated to the Centre, this database of research outputs on the media contains over 6000 entries.

The number, duration and source of hits to the site are monitored by Google Analytics. In addition to Australia, hits have been received from Bangladesh, Bulgaria, Canada, China, Finland, France, Germany, Hong Kong, India, Ireland, Italy, Japan, Mauritius, the Netherlands, New Zealand, Norway, Pakistan, Peru, the Philippines, Portugal, Serbia and Montenegro, Singapore, Switzerland, Thailand, Turkey, the UK, and the USA.

It is anticipated that hits will increase with the addition of the above resources and the promotions the Centre will initiate to promote them. The website has been promoted via a range of listservs, in Australia and overseas, and members are encouraged to include the Centre's address beneath their email signatures.

Promotion

Individual members of the Centre have provided expert commentary to the media, and their research projects and activities have received considerable media coverage. Dr Michelle Arrow is now a regular guest on ABC 702 Afternoons with James Valentine, discussing aspects of the history of popular culture.

A list of 'media mentions' of Centre members appears on the Centre's website:

<http://www.humanities.mq.edu.au/cmh/media.html>

Thanks

I am grateful to Matthew Bailey for his administrative work on behalf of the Centre, Deputy Director Professor Murray Goot and Ms Margaret Van Heekeren for advice on a range of matters, and Dr Nathalie Apouchtine for her work on the Media Archives Project.

Associate Professor Bridget Griffen-Foley
 Director
 30 July 2010