

Issues and Agendas in the WA Media

Freedom Factory July 13, 2009

The plan

- Journalism is, by nature, a cynical business, so in this presentation I hope to turn that on its head and invite the next generation to view the media more cynically than, perhaps, I did.
- My presentation, attempts to expose the way issues and agendas progress into and filter through the media. By way of background, I also sought to explain what the media is, who has influence over it and how it is changing. In understanding that, the audience will be better placed to make their own judgements about what is being reported.
- For some context, I offered some examples of cases which I had some personal experience with, either as a journalist or an interested bystander.

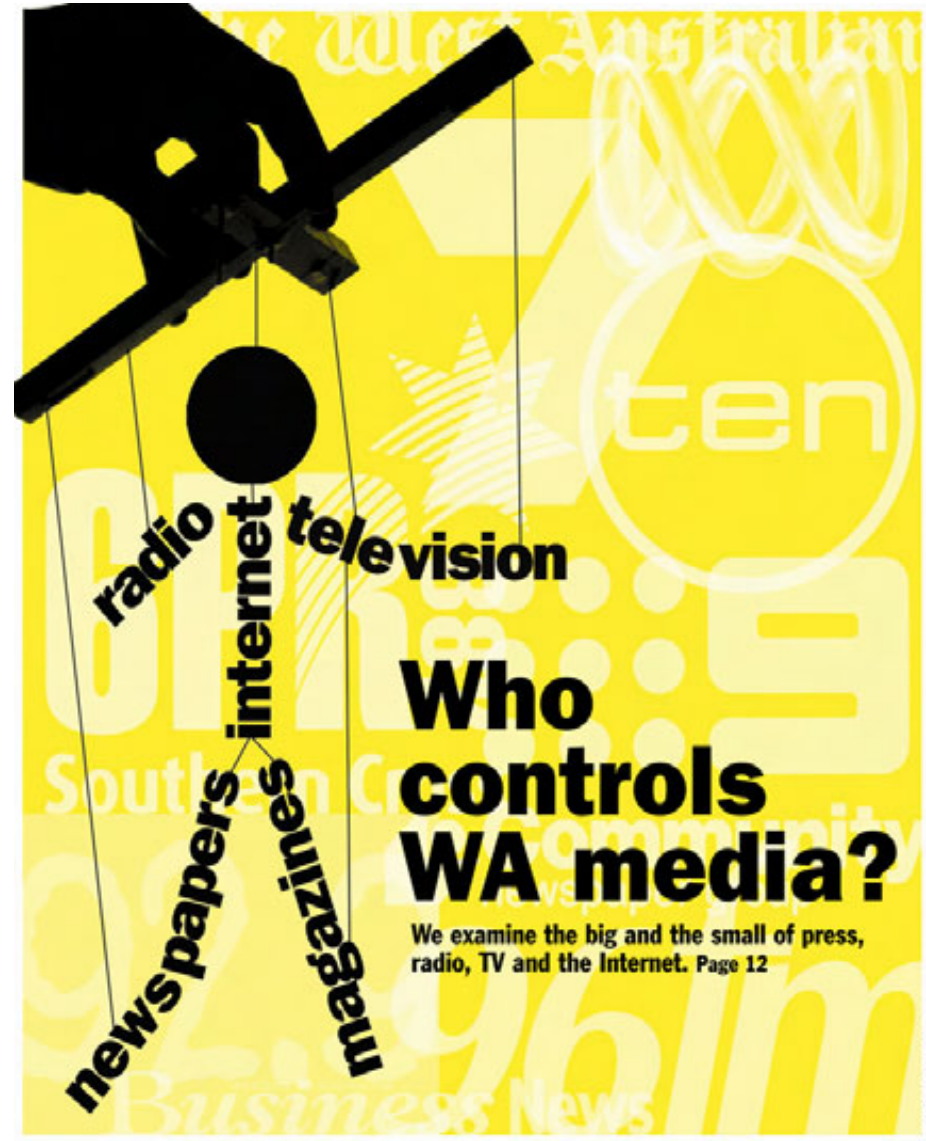
What is the WA media?

- The West
- The Australian
- Sunday Times
- TV
- Radio
- Suburban
- Specialist and trade (includes mining pubs, AFR)
- Online Traditional versus Independent (Blogs)



Ownership and control

- Stokes – C7 and The West
- Murdoch – The Aust, Sunday Times, PerthNow
- Fairfax – AFR, Rural Press, 6PR, 96FM and WAToday



How media is changing

- Splintering
- Traditional media evolving
- Making room for the web
- B2B/B2C/Gov2C
- Books, movies



How journalism is changing

- Journalists spread thinner
- More use of the press releases
- Web access to ideas, research and opinions
- 24hr news cycle
- Celebrity, fashion, titillation
- Two-speed careers
- Fewer jobs



What does this mean for agendas?

- Less checking
- Balance shifted
- Journalists opinions more open
- Media shopping
- Editors focused on consumers



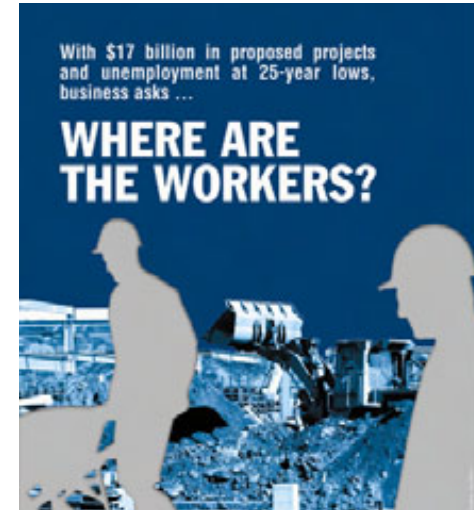
Agendas through the media

- Filtering down
- Broader base
- Opinion leaders
- Think tanks
- Populist groups



Examples

- Retail trading
- Skills shortage
- Buy local
- Real estate



- Media links
- Attack as defence



Brian Burke

- Good communicator
- Manipulative
- Connections
- Media links
- Attack as defence

Stain of Burke, WA Inc returns

Amanda O'Brien
Alison Buckley Carr

THE disgraced former West Australian premier Brian Burke could face the third set of criminal charges since leaving office in 1988 after the state's corruption watchdog revealed evidence a wall of witnesses stretching through government and the bureaucracy.

In the most damning report on the "architect" of the 1980s WA boom, the state's Corruption and Crime Commission yesterday found Mr Burke and his business partner John Goff had "made money as a result of influencing a string of senior public servants to engage in misconduct."

Two senior bureaucrats, including an acting director of the state's public servants during the past 20 years, had alleged the public servant.

In total, seven past and present public officers were found guilty of misconduct, including former Labor cabinet minister James Macfarlane, who was sacked when his secret links to Mr Burke were exposed by the commission last year.

While the CCC made no mention of Mr Burke or Mr Goff, it laid the blame for alleged misconduct primarily on the CCC's executive director, Mr Macfarlane, who was sacked when his secret links to Mr Burke were exposed by the commission last year.

Mr Macfarlane told independent judges, who heard the case, that he had not been involved in any misconduct, but that he had been involved in a number of cases of misconduct, including Mr Burke's, which he had not been involved in.

Mr Burke and Mr Goff were charged on February 14 with corruptly obtaining for themselves a total of \$13.5 million, residential and tourism development at Yallingup, southwest of Perth.



Scrapping Brian Burke

Mr Burke's alleged misconduct was made public by the state's Corruption and Crime Commission yesterday.

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West's Burke coverage astounds

David Whiting

THE WEST AUSTRALIAN

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Only in Burke's backyard

Amanda O'Brien

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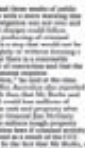
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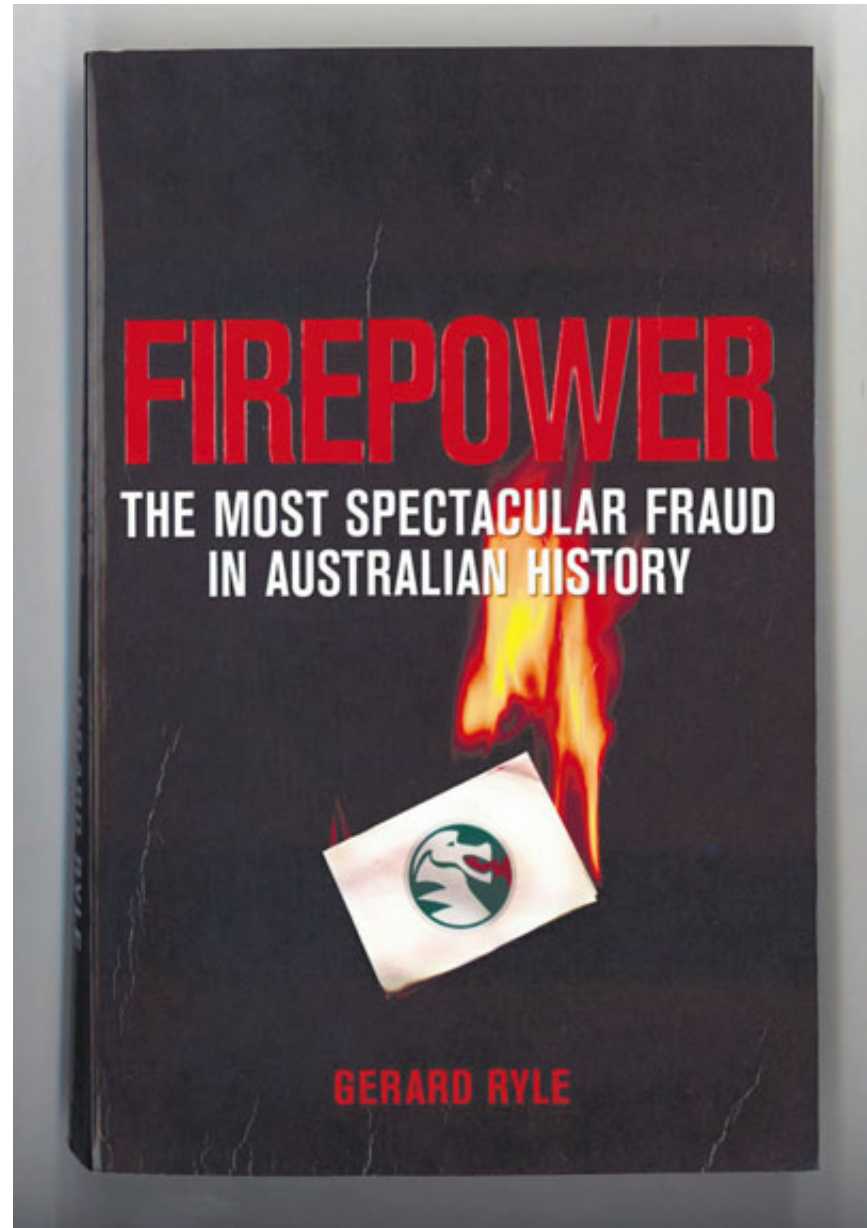


The Oz – the heart of old news



Firepower

- Huge story
- \$100m in losses
- Driven by SMH
- West coverage after the fact



Climate change

- Huge debate
- Statistics and fear mongering
- Media/politicians – feedback loop
- Business \$\$\$\$
- Recent reaction
- Books and movies



Thank you

- Following the presentations, I enjoyed the discussion which varied considerably from table to table. It is fascinating to listen to people who are at the beginning of their adult lives and think “was I like that?”, “would I have benefitted from something like this event?” or “will they always hold that view?”