

Lowen Steel ([00:25](#)):

Can you put up the hashtags and the hashtags and everything go up there. You could see if they want to know. So in the previous presenters, they've just mentioned it

Lowen Steel ([00:49](#)):

Do I need 10? All welcome, everybody. Welcome to this afternoon session or within a future of media, I'm Lowen Steel from challenging thinking. And I'm here to just monitor this today, long to the conversation. We are fortunate to have some fantastic speakers here with us. First, before I get into that, I can do a little bit of housekeeping. So phones to silent, please. I'm sure everybody's aware of that. The session is being recorded by Adelaide radio Adelaide on behalf of the Adelaide festival of ideas. So that we a future podcasts coming from all of this and there's video recorded by daylight breaks. We will have a Q and a session. Actually the Q and a session is going to be a little bit different to the way it's normally program. We're going to include that throughout the session.

Lowen Steel ([01:48](#)):

Further housekeeping is that there is the hashtag. I'm just got to find my hashtags here. The tweet handle is at Adelaide FOI and the hashtag for Instagram is Adelaide FOI slash at Adelaide FOI. That makes sense to everybody. I would hope so. We have to run to a tight time schedule, so I'll keep us on time. And what I'll do now is introduce our speakers to you. So, as I said, we're really fortunate with the caliber of speakers attending today. We've got Amanda Pepe from publishing she's the publishing director of opinion media with a long career in media communications and management under her belt. Amanda now oversees print and online publications, including the iconic Adelaide masthead. The Adelaide review prior to this, Amanda was the publisher at solstice media. So we welcome you today, Amanda. Chris Graham, some of you I'm sure know who Chris is, I'm sure you know who most of these people are today.

Lowen Steel ([02:49](#)):

Chris founded the national indigenous times and the magazine tracker he's won a Walkley award, a Walkley high commendation and two human rights awards, his reporting, and is here today as the ad, as the editor of new Matilda, we also have Peter professor Peter Fray. Who's the co-director of the center of media transition at the university of technology in Sydney. So as a reporter editor and academic, Peter has lived through the digital revenue revolution and news media and spending his waking hours wondering how to harness it for public good. Don't we all? So what are we going to do? We had a lounge for each speaker and speak for 10 minutes. What we decided to do here is it's going to be a more informal conversation between the speakers and I'll manage to in fact, manage the conversation so that we hear from everybody, but it gives you the audience an opportunity to ask a question, we've changed the format.

Lowen Steel ([03:44](#)):

So we're going to have you have the opportunity to ask a question to of the speakers as we go. Now, there is a microphone here, so put up your hand and we'll get a microphone to you. So what I'll do is I'll start off with Amanda, maybe I'll start with you? You've seen a great change and a great transition in media having come from solstice media to where you are now and embracing the digital platform. I thought it'd be good to hear from you what that experience has been like and what some of the learnings and challenges maybe

Amanda Pepe ([04:16](#)):

Thanks a lot. Well, I spent three years as [inaudible] here in south Australia. So digital only news service and that [inaudible] they actually started as a public [inaudible] and it's hardest to become an alternative breeding source. And it was difficult that current chair solstice Eric winter came along and suggested that a digital was the way to go and to the head at the time. And they, I think really embraced that and, you know, he was kind of waiting for us and he said that it is not an easy road. And obviously my screen yet realized for their financial support and it's free service. So there was no spiritual fee, but journalists need to be paid in this probably your biggest [inaudible] Australia or the world is what is content worth. So that was a struggle behind him. [inaudible]

Amanda Pepe ([05:31](#)):

To move on to horrible, but [inaudible] kind of your hand experience, but we are focusing very hard on the online side of it as well, because I think that the, there is involved or you just do anyway, if you received information yeah. Would use it. A product is about getting underneath the stimulant ideas of issues. That will be more and more about, so it's not a news breaking publication, which might sort can really get in there and spend time on a story and color side. It was being covered already. You get it, let's just take a different angle, but we have online [inaudible] because it is a different way of getting information out and a different class of information, better industry. So I think that's the journey we're on now is how do people receive information of all the classic information in there? And one of the other things is I don't want to say [inaudible] and sprains, perhaps not always.

Lowen Steel ([06:44](#)):

So Chris in the work that you're doing, what are you seeing in this, in this sort of space, as far as this online space, how's this impacted for you?

Chris Graham ([06:58](#)):

Well, thanks. I'm pretty general by background. I started and I didn't have the foresight unfortunately to embrace online, in fact, when I was at rural press. So I need everything I possibly could [inaudible] but eventually lost out and then eventually interested in the, I love the NBC. A lot of them are broken your story quickly, that leads to some pretty sloppy reporting. Sometimes you see across media, but a lot of the fact that it crosses all the meetings, cause I work in radio as well as classically. So in theory [inaudible] in reality Amanda, I was looking at it. It's just, I have absolutely no understanding whatsoever of what goes and why or what should go home or, or have write something to go borrow. I don't want to take place, but to give you an example, I wrote a story last week about the striving filaments. [inaudible] Probably want to go because it went religiously, this is probably 30 journalists at the most. [inaudible] Obviously annoyed at the Australia police response to and Filipinos entirely for the, for the incidents. [inaudible] It had said on Australia instead. The story went viral in Australia and the Philippines. And I certainly say to 24 hours but [inaudible] we spent a week you missed [inaudible], but we spent a substantial amount of time, legal risks. [inaudible] so long story short. I laugh and I absolutely think it is a democracy is [inaudible] is riding the buses share-ability democracies. So I don't think it's necessarily all that good for these places.

Lowen Steel ([09:51](#)):

So Peter, on that topic, your position, because you do a lot of study around what's happening in this space, look to you and look at you. And when I read about some of the work you're doing, and we talk

about, you know, where trust comes within media these days and what are we doing? What impact is this digital space having on trust and, and journalism?

Peter Fray ([10:12](#)):

Well, I think to, to the warm to the feet, in a sense, just to get a bit Dickensian here, we're in the best of times, because we've never had as much choice. We have more media, there are pockets of that choice, which are considerable amount of threat, but everyone in this room, they assess the best, the worst times with this as well. And I think the so the way I think about this sort of, and I thought about this for a long time. So I was editor in chief of the Sydney morning Herald... All the way along this journey, the thing that troubled me, right?

Peter Fray ([11:12](#)):

What do you trust? And, you know, I'm interested in what the audience thinks about this because I was asked to pay... And I guess my, my central question is how every survey will tell you that it was trust a lot of institutions in the active processes trusted institutions that have essentially news media legacy journals is very much part of that trust because I think we took the audience. And that goes again, back to the business model, because we didn't have to worry about the audience. The audience was this invisible mass. You know, I was a reporter. I occasionally get a letter from a member of, you know, reader and it will take some two weeks to get to me and capital be, you know, and you try it in the, and never read it or baby either way. It was instant. You know, Chris, [inaudible] there in your face. The readers are in the face all the time in the Twitter, Twitter and other social platforms that are essentially an executive change.

Peter Fray ([12:43](#)):

So my my trust is I think we can recapture trust if we understand this build relationship trust in any relationship. I think the news media is guilty taking for granted for a long, long time now and its potential to recapture that trust. But to do that, and I think we need to be unified as a service. So, you know, every service that you value, you pay for [inaudible]. But as a rule at the earliest time with digital, we habituated the readers to expect culture three of us at the same morning here, I would say, Hey, why are we giving this away? And the answer was because we had to make things go nuts and that led to cat videos and Kardashians, and we're still suffering so suffering. And I think there's a real issue we need to define what is quality, we need to redefine public interests. And we have to define, or we have to make them if you like between the journals [inaudible]

Amanda Pepe ([14:14](#)):

Amanda, then just ask you, because I think the model for how journalism was passed, did you drive some of that? [inaudible] Driving the island proposition because the additives be journalism and they [inaudible] is a broken model. It doesn't actually work. So I think the way an offset you're really trying to get [inaudible] in south is how do you do something that is more [inaudible] and how they want to access that information and then getting it into that format. But in some ways also for the organizations doing the work, it is not a simple [inaudible] as [inaudible] understand, that's what we offer them, but it's a double-edged sword because some people will see that as, yes, that's fair enough. And others desperate, you don't pass this many organizations on the age of his life. I think

Peter Fray ([15:41](#)):

That science and asking people to pay for it, then there is this issue of journalists or the role of the journalist and whether, if you were asking people to pay for stuff, then they therefore get to say what you do and to run the guardian. So they have this whole model, Peggy really and of course you invite the audience and then the audience would say, well, why did you, why didn't you, you know? And so there's that kind of interesting, again, another top back part of that, which is what does the audience expect? So does the audience expect just because it gives it money because it really does involve objectivity and subjectivity. I know there's an interesting time. We are in a very federal time when it comes to the relationship between news media and the rest of society, we actually try and on that we've very much sort of the more we would be Jesus primarily [inaudible] our business side at the time since crap, but also free. So anybody can access this service in time. [inaudible] So we do have a baby model, but we consistently try. And well we push that [inaudible] [inaudible] but having said that, I think the model is pretty much Australia and I'm surprised you think maybe you have [inaudible] [inaudible] in the [inaudible] I think maybe the government gave them thing for a long time. So pretty crap.

Amanda Pepe ([17:58](#)):

I think too, there's a result that was on the germs to understand [inaudible] do you need someone that is strong and has a grasp of ethics and understand what their role is so that they can actually not get sucked into arguing about this word because it's, it is a fine balance. I think it's always been really changed. It's not that it's not a, but I think where we're hitting that strength of an editor to be able to stand up and say, no, that doesn't fit, you know, not wanting to do that, but this is fine. My son [inaudible], as the information gets out,

Chris Graham ([18:55](#)):

[Inaudible], you know, sometimes do we do things that really [inaudible] cover that uniquely comprehensive [inaudible] absolutely. We have media driving [inaudible] more than twice. And some people respected the fact that even though serious abortion, do you want to have that discussion again? It's sort of, what would it take from granted? We killed it on [inaudible]. What are you invested in the beauty of online costs to get out of class? Well, I remember the, in that sense and the cost of [inaudible], but we all right. So 500 grand, you know, for the humans to [inaudible] and you've got to value that sort of jails and it's not, what am I, she's fine. [inaudible], [inaudible]

Peter Fray ([21:11](#)):

One of the things I think that's important now we're just going to do as a research around trust and what would it take for people to trust journalists and news media? And it was really interesting that the six things came out. Three of them are really traditional, very much for the digital world, the three traditional loads where things like that. They want to know that the journalists are working in the public interest and they also wanted us to be objective objectively all the time, but in the digital space, it also real clever and for transparency. And I think in digital transparency means a lot a lot. And it means what the audience actually want wanting you jump in at any time here. But what we've found is that the audiences want to know why the story was done, how it was done, who this journalist is and whether the, what else needs, what they don't know.

Peter Fray ([22:10](#)):

So there's this kind of moment of truth, which we skirted while we have the trusted, we'll have to fess up to the fact that actually we didn't know everything. And the whole idea that we were the first kind of history. Yes, but we was kind of the severities and this idea that we actually had the truth, the truth. We

never had the truth. We've been seeking the truth in journalism, journalism. That is a true seeking activity. It's not the truth necessarily finding it too, to be quite Frank about it. So we need to be Frank about what we don't know as much as what we do now, this sort of arrogance is going on in the news media for a long time.

Amanda Pepe ([22:53](#)):

I can hear you. Great. I always say I'm very upfront about objectivity is, is subject to [inaudible] the ministerial affair. At some point as an editor at any new cycle, you have to decide what's in and what's out. Now you can't cover everything, but it's happened and immediately less subject because you have to make decisions based on something. And as a human being, you know, despite the best terms and training, and, you know, whatever else at some point, your personal biases come in well-trained but it's still happening. So to say to your completely reject immediate a lie, transparency, I think is absolutely seeking and being a much more disciplined about [inaudible] organizations that don't have to serve, because I think that was a lot more damage then sort of misplaced. Does anyone have a question?

Lowen Steel ([24:02](#)):

No, that's actually going to come to you, Chris, because I'm really interested in the work that you've done over the years. You do really heavy hitting investigative journalism, you know, and it always appeared to be without fear or favor. And that's what, that's where I was coming from with this conversation. You know, you become accountable for some of yours. You've had some, you've had the so what where's that now what's happening doing today? Investigative journalism is, is, is aware of an environment now where this is more readily available. I mean, we see Royal commissions and things going on now that comes from yeah,

Chris Graham ([24:39](#)):

Yeah. I was sort of [inaudible] expert in Syria, but I've watched this as an excuse for me to reporting and they don't want to talk about it tomorrow. I don't care. But this excuse from the Australian media are all the reasons why we're not wrong. And certainly those two stories is because of the early restricted in Australia. I think that's absolutely crap. I think the reason why we not [inaudible] and maybe this man or vocal minority can't repair might have some, a little bit of a war who would control this stories, have stake in not coming out. You know, their investigative services is difficult and you can be exceedingly expensive. We have really Xs on boilers, but you still have your own insurance. We don't actually them.

Chris Graham ([25:47](#)):

But it's expensive and it is it takes a lot of resource and it, and it can say a lot of risks, but ours you know, so it's there, it's just, I watched you know, [inaudible] and you sort of rushed in my view, absolutely. The momentum particularly sort of rushing about a reporter with the Jeffrey Rush story. I don't know yet if I was to, I lost I just think the [inaudible] I think that maybe I have parents as the model classes and they're not investing so much in that terms it's done, but it still gets done fear of access plant. You know, we see there's some fantastic investigative stuff as well, but they're, [inaudible] stories on watch the contract. You can track when the [inaudible]

Amanda Pepe ([27:01](#)):

Not to add to that, but I totally agree. And I think that that movement has struggled to retain the mental game. And [inaudible] the fact that optionally, most of the first meters, I asked you certainly around braid other people that I'm aware of. And I want to get an opportunity to travel around the country. And

to me it was that sort of really tiny stream. We don't have that sort of money to go and have a chat with Colleen. And you also asked me, I asked you this, the start of that early mockery that it's reported on an extremely well, let me saying, I think the ABC animal, there is another really important topic for us to do because they are [inaudible] in Australia. So again, put them in a [inaudible]. These are the sorts of changes that we need to be aware of, if that pulling back resources, that [inaudible] logical conclusion, which is nothing as a measure, you put it down on the story. It doesn't always come up in a spin story. Sometimes, you know, there are dead ends in journalism but there's no money for dead ends anymore. So you need to make the story and that's can be not good for the professional.

Chris Graham ([28:44](#)):

I actually want to jump in on ABC for a second. Come weeks ago the economist Hayden was commissioned to do a study about the impact of public interest. And I'm not sure where to find it. We try to get it. But one thing he said about the ABC, and I think there is, there is a truth in this and that is this, that the [inaudible] us consumers in this country to having free content. And I think we are all sitting ready to go a lot, a lot of the problems we've got right there. So we need to move. This is following recent touch. Not necessarily a breakup DMC would get there, but I'm saying it is true, right? Free content on every platform. One of the things that had been floated if we thought there was a crisis of public interest journals in this country, is it therefore as a [inaudible], could you carve off, have a video that will have to video that and make it contestable other organizations? That's an interesting idea.

Amanda Pepe ([30:40](#)):

[Inaudible],

Speaker ([30:47](#)):

[Inaudible]

Amanda Pepe ([30:48](#)):

The process for applying for these funds and access to use for their, what their stated meeting or community idea to do more. And it's not the easiest time to get hands-on.

Peter Fray/Chris Graham ([31:04](#)):

It's not actually, they don't want to give it to journalists. I mean, \$16 million a year, over three years, very far, but small publishers, like both of you [inaudible] and ridiculous editorial that is not going to find some, getting a nearest and we weren't, well, I think the solution to, to [inaudible] your sister's name, which cannot say we rented it out and that's essentially what the media industry [inaudible], but also [inaudible] doing the same thing that goes in your position is necessarily going to be, oh, suddenly this is a three is I think you've shown me for three years to find [inaudible], but [inaudible] [inaudible] come up with a sustainable business model. [inaudible] Getting much, this look is that's the reality [inaudible] to fill in the gaps.

Lowen Steel ([32:37](#)):

And now I actually think the I'm wondering if everybody's got some questions from the audience, you know, we said we could have chit chat along the way, and we're coming down to our last sort of less

than quarter of an hour. So we've got any questions, anyone glad twice. We've got a question at the back there. You can get a mic there.

Audience member ([33:06](#)):

So [inaudible] conversation, [inaudible] language into something readable. I haven't arrived concession. What are the lbs thoughts on that? Is that a trustworthy source? Does that compete with the fair hats, et cetera, from the compensation? And it was that in me, but I can stay at

Amanda Pepe ([33:36](#)):

A higher germs. [inaudible] And occasionally that I review as well. And I think it's a good solution for a Strat media industry in the content it's problematic in some ways, because it's not really much. So it is, it can cause as many hands as it can opportunities. [inaudible] Probably a closer relationship between giving one of the compensation. So it would be really helpful. I don't know whether anyone wants to start to do that. I had approached them, but I don't even have to, to work with them to try and make it more adapted to what the need is, but I don't think it's a bad thing.

Peter Fray ([34:35](#)):

Concession as is a great Australia to mention the story of the world. And I suggested it should be, I don't think it's the absence of anything much. I mean, it's essentially, it's a great, well, all terrifically, a very talented, flowery research opinion, pieces, comments, free, essentially stuff. Really good free [inaudible] I don't think as a business, it's not really a business model. The business model, the compensation is taking money off of universities and making their academics. [inaudible] There's nothing wrong with that. Absolutely not the world. No, I agree. I think my session did a nice job over here. I just, just a sort of an idea that this [inaudible]

Amanda Pepe ([36:24](#)):

[Inaudible] so my worry about firewalls or what have you ended up with this sort of [inaudible] that's the way

Chris Graham ([36:47](#)):

You know, [inaudible] you know, quality gems. Well, you can get some really good quality [inaudible] [inaudible], you know, [inaudible] saying [inaudible] consistently but that's [inaudible] statute here. [inaudible] Use you probably master different field. But I agree with you when I'm [inaudible]. I mean, I think the model is a little bit more, a bit more nuanced, just because public interest, journalism, investigative journalism, you'll never charged the regular costume. So the business law isms that's charged people 50 bucks a story, whatever the story is, five, all the other ways to make that travel is the pay. And then your public, your public self to the public is we do these amazing drills. So I don't know. I mean, is there kind of a hundred or 200 bucks a year, too much to pay because this is where the good food thing doesn't actually work because lots of people spend lots of money on crap. Well, you go spend money on fresh

Speaker 5 ([38:40](#)):

[Inaudible].

Amanda Pepe ([38:41](#)):



I just think that first year is not very effective and I'm going to say [inaudible] and [inaudible] he's changed, but I used to find on your own kids. And I don't think anything that I would pay for information, but are curious about the world. They mean, but very strange town. It's very direct and to the subjects that you're interested in. And the only thing that bothers me is they don't see all the answer. If you don't know what you don't know, which is why, you know, freeze has always been, you know, tonight, January incredibly national scrolls were a combination and you come up with stories or information that you didn't think you needed to know nothing about. And then all of a sudden you do it and that's your experience as well. So [inaudible] all

Lowen Steel ([39:50](#)):

Right. We've got another question here. I'm just looking at the time too. So if you can kind of carry,

Audience member ([39:59](#)):

My daughter is doing journalism act angry

Audience member ([40:03](#)):

And she says over 50% of young, 80 year olds want to be sports journalists and another 25% of the girls who are long wanting to move on to television, what do you think is going to be to the future of our young journalist?

Peter Fray ([40:32](#)):

[Inaudible]? The Truth Is that when I was in journalism school so I think the, I think what the roll edge case is to be incredibly realistic. you know, in the first year I had 350 undergraduates and I say, don't leave because the skills you're going to lose the skills to learn all sorts of roles. I think this is one thing is that journalists in a way is kind of ready to talk to anyone. They don't have to lie to me. They don't have to news aggregate thoughts. you know, some journalists are very useful, the skills of journalism, very useful. And it's interesting when you look at where a lot of journalism gets made, it gets made at angios and it gets made in places where, who employed journalists to do that work. So it's not, you know, the mumble, there are a lot more choose it's just that we don't have a lot of money. Oh yeah. I actually wrote the world's [inaudible] I think that is, I remember the video I remember it was like the [inaudible] why I feel

Lowen Steel ([42:27](#)):

I'm going to move this on time for one more question at the back. Thank you.

Audience member ([42:49](#)):

Certainly there's sort of social media platform Spears and interesting. It's very interesting question because we curing our face in Facebook or whatever, or wherever we decide to see it. So there is a huge danger that when you're in that space, you are hearing the opinions of people who are very much like yourself. So it doesn't expose you to the actual issue and what the world is about. And it just exposes you to a lot more friends and, you know, people in similar social economic situation to you think, so it is a danger when I'm not anti social media pages on Twitter and Facebook and out, meaning that once use them like everybody these days and reward on loan and take the stats in front of potential advertisers and what we're dealing with now. But I do think it's a little bit of sort of use it or be aware in that space



and can be pretty small and starting a conversation as well mean if you want to sort of chocolate [inaudible], can you hear me? Social media is a great way to starting out.

Chris Graham ([43:55](#)):

I think it's one of the biggest problems facing society genuinely. I think there's normalizing views across social media is a major major. And as a site, I make sure I get my news sort of many different sources because I'm trying to do that, but, you know, and when you're in the middle of the Twitter storm, when you're being cheered, it's awesome. When you're on a it's not. So but generalists, I think, well, people, I think we get worse polarized, and I think [inaudible] obviously, but there's standard portion of the [inaudible] camps in the U S at least, at least [inaudible] talk about social a lot, but I think yes, I mean, Trump has become sort of the assignment for a generation of journalists. But I, I do think just there are some positives in social. Every one of them is, you know, there are lots of platforms for politicians to share.

Peter Fray ([45:40](#)):

I think if you look at Snapchat discovery, for instance economist publishers on Snapchat, discover, discover, discover a million new readers by putting a visual graph visualizations of its world. And I, I have a father, but 30 over the 40 world. And it gives me a lot sometimes to apply that loose on Instagram because they ain't going to discover anywhere else. Right. So I think we need to work out how to harvest YouTube, Instagram, Snapchat. I mean, this is the most single powerful thing that we need to harvest that, and I don't think it's an option.

Lowen Steel ([46:31](#)):

Thank you. We don't have time for any more questions. I'm sorry. I do want to just remind you that there's a coffee shop out here and enjoy your coffee. You've got your programs and there's the wonderful book shop here. So I'd like to say on behalf of all of us, all of us here, Amanda Pepe, Chris Graham, and professor. Thank you so much. [inaudible]

Speaker 6 ([49:29](#)):

[Inaudible]

Lowen Steel ([49:29](#)):

Because you're the second person [inaudible].