



media140 – exploring the future of the real-time web

Monday 12 October 2009

**MEDIA140 SYDNEY ANNOUNCES JAY ROSEN KEYNOTE
AND HOW-TO SOCIAL MEDIA WORKSHOPS**

One of the world's most influential media scholars and writers on the transformation of journalism, Prof. Jay Rosen, will join the speakers line-up, delivering a Keynote address direct from New York on Day Two of the Media140 Sydney conference.

Media140 Sydney is an international collaboration and discussion which asks, "What is the future of Journalism in the Social Media Age?" held in partnership with the ABC at its Ultimo Centre in Sydney on November 5th and 6th.

Julie Posetti, Editorial Director of Media140 Sydney commented, "Prof. Jay Rosen's cutting edge views on the rapidly changing digital media landscape, Citizen Journalism and social media are highly sought after and we're excited to have him as a keynote speaker at Media140 Sydney."

From New York University, Jay Rosen spoke of the debate within the media industry about social media platforms and practices. He said, "Pro journalists frequently tell us that without them informed participation is impossible. I agree with that. But without participation in our democracy, pro journalism is impossible. The rise of social media is making this connection very, very clear."

In addition, details of the anticipated Social Media Workshops have now been released. Highlights include interactive sessions around the best tools for journalists and social media users who want to use the real-time web for newsgathering and broadcasting; making the most of audio and video web tools such as Qik, 12Seconds, Seismic, AudioBoo, Flip cameras and the iPhone; and developing multimedia formats that bring online journalism to life.

Ande Gregson, Media140 Founder said, "We're experiencing growing momentum for this event by means of the quality talent involved, the constant chatter on Twitter from those attending and the enthusiasm for our 'un conference' style practical workshops on November 6.

"Our Keynote Speakers – Mark Scott from the ABC and Prof. Jay Rosen from NYU – together with international speakers from the BBC in the UK and Rhodes University in South Africa, and the leading lights of the Australian mainstream media, social media and academia means that intellectual fireworks are guaranteed!"

Support for Media140 Sydney has been encouraged by the moderately priced tickets (from \$165) and an agenda that invites real engagement around the future of news reporting with the advent of real-time social media tools, including discussion expected around issues such as 'truth & accuracy vs. speed' in online communities.

As with recent Media140 London events, part proceeds from Media140 Sydney will be donated to an Australian charity. Next week, Tweets will be able to decide which charity should receive the funds through a Twtpoll vote.

The event has a wealth of supportive Sponsors and Media Partners associated with the event including the ABC (Event Host and Lead Partner), Fairfax Digital, Crikey, New Matilda, CBS Interactive, and the Media Entertainment & Arts Alliance, plus University of Canberra, LaTrobe University, s2m Digital, AudioBoo, Tweetdeck, Amiando and 12Seconds.



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Panels at the two-day Sydney conference will ask “Is Social Media the Death or Salvation of Professional Journalism?” and consider the role of Twitter in recent coverage of events from the Iran Uprising to Victoria’s Black Saturday Bushfires. The ways in which social media is changing political reporting will also be examined by reporters trying to navigate this new territory and social media gurus who remain sceptical about professional journalists’ role within online communities.

For the full list of speakers, sessions, sponsors, about Media140 or to purchase tickets, go to <http://www.media140.com/sydney/>. For the Media 140 blog, go to <http://media140.org/>.

- Ends -

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Interview talent includes Media140 Founder Andrew Gregson (@dailytwitter) from London; Media140 Sydney Editorial Director, Julie Posetti (@julie_posetti); and many others speaking at the event.

ABOUT MEDIA 140

Founded in February 2009, Media140 is an independent global platform creating unique multimedia conference-style events to explore the future of the real-time web and its impact on the media industry. In May 2009, Media140 held its first event in London, which discussed the impact of real-time news in the social media sphere on traditional UK media. The event had more than 250 participants, raised more than \$15,000 for charity and became the #1 global trend on Twitter. The overwhelming success of the event compelled Media140 Founder Ande Gregson to initiate similar events globally. See www.aroundtheworldin140days.com.

Media140 is a group of respected and well-networked individuals from leading media outlets, universities, agencies and brands who link together their peers to have real discussions about the evolving world we work in. As industry professionals, we invest in pioneering ways to make change count for industry, audiences, consumers, brands and the bottom line.

Additional cities slated for the Media140 global tour includes London, Bangalore, Perth, Auckland, Dubai, Rome and New York.

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