

Noosa Longweekend Festival debate on media's future to be broadcast



Two of Australia's most influential media executives will join a discussion on the impact of the internet on the media industry at the Noosa Longweekend Festival – with the debate recorded for national broadcast.

They are **Mark Scott**, one of Australia's most thoughtful media leaders who is taking the ABC in revolutionary directions to satisfy changing audience expectations; and **Eric Beecher**, with stakes in both web-based and print businesses.

The discussion, at The J on **Saturday June 19 at 11am**, will be moderated by **Paul Barclay**, highly-regarded host of the Radio National's week-night program Australia Talks.

The discussion takes place at a time of profound change, with collapsing media business models and areas of market failure.

Rupert Murdoch believes that News Corporation material should not be available for use by others on the internet without charge. Mark Scott has likened Murdoch's attempts to impose fees to a frantic emperor trying to control the media. Mark believes that the real power now lies with audiences.

Beecher is a former editor-in-chief of the Sydney Morning Herald, and now publisher of www.crikey.com – the subscription-based online political and current affairs service. He was a founder of Text Media which now publishes 80 titles, national consumer magazines, customer publications, corporate documents and books.

Julianne Schultz, editor of Griffith Review, and **Margaret Simons**, journalist, author and academic, will join the discussion.

Simons sees the ABC as being in the box-seat for experimentation and leadership as it can innovate without worrying about stock market response, a luxury not as easily available to publicly-owned media businesses whilst Julianne will discuss the good and the bad of the internet and its effects on journalism.

TICKET SALES AND FESTIVAL PROGRAMS

- The Media Forum is on Saturday June 19, at 11am, The J Theatre Noosa. Tickets are \$35.
- Tickets are on sale NOW. Visit www.noosalongweekend.com for details.
- Tickets for Noosa events are available at The J Box office phone (07) 5455 4455 or online at www.thej.com.au
- The full festival program can be viewed on line at www.noosalongweekend.com.

-ENDS-

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