



AN INTERVIEW WITH

# Penny O'Donnell

## “From Latin America to Australia: Journalism as an Ethics of Listening”

### PRESENTATION

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Penny O'Donnell is Senior Lecturer in International Media and Journalism at the School of Arts, Communication and English, University of Sydney (USYD), Australia. She is a media sociologist in the field of international media and journalism. As a journalism researcher, she has strived to extend and enhance disciplinary knowledge in the field of journalism studies by investigating central, if thorny, questions about journalism work, expertise and education.

In 1993 O'Donnell was awarded a Master's Degree in Social Communication from the Universidad Iberoamericana, Mexico. In 2006, she was admitted to the Degree of Doctor of Philosophy in Journalism Studies at the University of Technology Sydney (UTS), Australia. In 2008, she joined the Department of Media and Communications (MECO) at the University of Sydney, with a brief to research journalism and teach international postgraduate students. Her “ideal job,” she confesses.

O'Donnell has diverse and interesting experience of professional journalism work in Australia and abroad.<sup>1</sup> She is a distinguished scholar with an expertise in the education and professionalization of journalists,<sup>2</sup> the digital transformation of journalism,<sup>3</sup> and media cultures.<sup>4</sup> Her career path took her from Central America back to Australia. Her experience in Nicaragua and later in Mexico, as a community radio worker and a student in media studies, profoundly impacted her choices and forged her research interests. Volunteering abroad, reaching out to marginalized people, studying with topnotch professors in journalism and communication, have been determining factors in O'Donnell's academic development.

Thanks to a five-year collaboration with the media industry, in which she was a Chief Investigator on the New Beats Project,<sup>5</sup> her research has been recognized as a cornerstone in the study of employment trends and job loss in journalism. O'Donnell has nurtured a lifelong engagement with and is interested in journalism of ideas. Her contributions to media and journalism studies feature in anthologies and collections with a global reach.<sup>6</sup>

It has been my immense pleasure and privilege to visit Dr Penny O'Donnell at her office, nestled on the beautifully sunlit campus of the University of Sydney, a gorgeous "sandstone"<sup>7</sup> public institution, founded in 1850. Our conversation took place on Monday, May 27<sup>th</sup>. It was later transcribed and edited for clarity purposes.<sup>1</sup>

<sup>1</sup> On behalf of the journal, I express heartfelt gratitude to our guest interviewee, Dr Penny O'Donnell. Special thanks also go to Dr Beate Josephi, for liaising with O'Donnell and for facilitating this conversation, as well as for providing documentation on journalism studies in Australia.

## ENTRETIEN AVEC

# Penny O'Donnell

## “De l'Amérique latine à l'Australie : le journalisme, une éthique de l'écoute”

### PRÉSENTATION

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Penny O'Donnell enseigne le journalisme et les médias internationaux à la *School of Arts, Communication and English, University of Sydney* (USYD), en Australie. Sociologue des médias, elle travaille dans le domaine du journalisme et des médias internationaux. Dans sa recherche en journalisme, elle s'emploie à élargir et à approfondir les connaissances dans la discipline des études en journalisme, en explorant des questions centrales, voire épineuses, sur le travail, l'expertise, et la formation en journalisme.

En 1993, O'Donnell a obtenu un Master en communication sociale de la *Universidad Iberoamericana*, à Mexico. En 2006, elle a été admise dans le programme doctoral de *Philosophy in Journalism Studies* de la *University of Technology Sydney* (UTS), en Australie. En 2008, elle a rejoint le Département des médias et de la communication (MECO) de la *University of Sydney*, avec pour objectif d'y développer la recherche en journalisme et d'y former des étudiants internationaux de troisième cycle. Le job « idéal », confie-t-elle.

O'Donnell fait montre d'une expérience variée et intéressante portant sur le travail et la professionnalisation des journalistes, en Australie et à l'étranger.<sup>8</sup> Elle est une scientifique reconnue, dont l'expertise porte sur la formation et la professionnalisation des journalistes,<sup>9</sup> la transformation numérique du journalisme,<sup>10</sup> et les cultures médiatiques.<sup>11</sup> Son parcours professionnel l'a amenée de l'Amérique centrale à l'Australie. Son expérience au Nicaragua, d'abord dans une radio communautaire, et ensuite au Mexique, comme étudiante en médias, a profondément impacté ses choix et forgé ses intérêts de recherche. Ses activités bénévoles à l'étranger, notamment auprès de personnes marginalisées, et ses études auprès de professeurs

renommés en journalisme et communication, ont été des éléments déterminants de sa carrière académique.

Grâce à une collaboration de cinq ans avec l'industrie des médias, période durant laquelle elle fut *Chief Investigator* du *New Beats Project*,<sup>12</sup> sa recherche sur les tendances en matière de travail et de perte d'emploi des journalistes fut pionnière. O'Donnell a développé un véritable intérêt et engagement pour le journalisme d'idées. Ses contributions aux études en médias et en journalisme ont été publiées dans des anthologies et des collections à diffusion internationale.<sup>13</sup>

Ce fut un immense plaisir et privilège de rencontrer Penny O'Donnell à son bureau, niché au cœur du campus ensoleillé de l'Université de Sydney, une magnifique institution "sandstone"<sup>14</sup> fondée en 1850. L'entretien a eu lieu le lundi 27 mai. Il a ensuite été retranscrit et édité pour clarification.<sup>ii</sup>

ii. Au nom de la revue, je tiens à exprimer toute ma gratitude au Dr Penny O'Donnell pour cet entretien. Nos plus vifs remerciements vont également au Dr Beate Josephi, pour nous avoir mis en contact avec O'Donnell et facilité cet entretien, ainsi que pour la documentation fournie sur les universités australiennes.

## ENTREVISTA COM

# Penny O'Donnell

## “Da América Latina à Austrália: o jornalismo, uma ética da escuta”

### APRESENTAÇÃO

Penny O'Donnell ensina, na *School of Arts, Communication and English, University of Sydney* (USYD), Austrália, jornalismo e mídia internacional. Estes também são seus objetos de interesse como socióloga da mídia. Em sua pesquisa, O'Donnell se esforça por ampliar e aprofundar os conhecimentos nesse campo de estudo, explorando questões centrais, ou mesmo espinhosas, sobre o trabalho, a expertise e o ensino do jornalismo.

Em 1993, O'Donnell obteve um Mestrado em comunicação social na *Universidad Iberoamericana*, no México. Em 2006, foi admitida pelo programa de doutorado em *Journalism Studies* da *University of Technology Sydney* (UTS), na Austrália. Em 2008, juntou-se ao Departamento de mídia e comunicação (MECO) da *University of Sydney*, com o objetivo de desenvolver a pesquisa em jornalismo e de formar estudantes internacionais em nível de doutorado. O emprego “ideal”, nas palavras dela.

O'Donnell tem uma experiência variada e interessante, lidando com temáticas ligada ao trabalho e à profissionalização de jornalistas, na Austrália e no exterior<sup>15</sup>. Acadêmica reconhecida, ela se especializou na formação e a profissionalização dos jornalistas<sup>16</sup>, na transformação digital do jornalismo<sup>17</sup>, e nas culturas midiáticas<sup>18</sup>. Seu percurso profissional lhe conduziu da América central à Austrália. Sua experiência na Nicarágua, inicialmente em uma rádio comunitária, e,

em seguida, no México, como estudante no campo da mídia, impactou profundamente suas escolhas de pesquisa. Suas atividades voluntárias no exterior, sobretudo junto a pessoas marginalizadas, e seus estudos realizados junto a professores de excelência no campo da comunicação e do jornalismo foram elementos determinadas para sua carreira acadêmica.

Graças a uma colaboração de cinco anos com a indústria da mídia na qual ela trabalhou como *Chief Investigator* du *New Beats Project*,<sup>19</sup> sua pesquisa foi reconhecida como a pedra angular de um estudo sobre as tendências da situação laboral e da perda de emprego dos jornalistas. O'Donnell desenvolveu um real interesse e um engajamento pelo jornalismo de ideias. Suas contribuições aos estudos de mídia e jornalismo foram publicadas em antologias e coleções de abrangência internacional.<sup>20</sup>

Foi um prazer e um privilégio encontrar Penny O'Donnell em seu escritório, situado no coração do ensolarado campus da Universidade de Sydney, uma esplêndida instituição “sandstone”<sup>21</sup>, fundada em 1850. A entrevista aconteceu na segunda-feira, 27 de maio. Ela foi, em seguida, transcrita e editada para fins de clarificação<sup>iii</sup>.

## ENTREVISTA CON

# Penny O'Donnell

### “De Latinoamérica a Australia: el periodismo como ética de la escucha”

#### PRESENTACIÓN

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Penny O'Donnell es profesora titular de Periodismo y Medios Internacionales en la Escuela de Artes, Comunicación e Inglés de la Universidad de Sydney (USYD), Australia. Es socióloga de los medios en el campo de los medios y el periodismo internacionales. Como investigadora en periodismo, se ha esforzado por ampliar y mejorar el conocimiento de la disciplina en el campo de los estudios de periodismo, investigando cuestiones centrales, aunque espinosas, sobre el trabajo, la *expertise* y la educación del periodismo.

En 1993 O'Donnell obtuvo una Maestría en Comunicación Social de la Universidad Iberoamericana, México. En 2006, fue admitida en el Doctorado en Filosofía en Estudios de Periodismo en la Universidad Tecnológica de Sydney (UTS), Australia. En 2008, se unió al Departamento de Medios y Comunicaciones (MECO) de la Universidad de Sydney, con la tarea de investigar sobre periodismo y

<sup>iii</sup>. Em nome da revista, gostaria de exprimir minha gratidão à Dra Penny O'Donnell por esta entrevista. Também agradecemos efusivamente a Dra Beate Josephi, por nos ter colocado em contato com O'Donnell e facilitado esta entrevista, bem como por ter compartilhado uma documentação sobre as universidades australianas.

enseñar a estudiantes internacionales de posgrado. Su “trabajo ideal”, confiesa.

O'Donnell tiene una experiencia diversa e interesante sobre el trabajo y la profesionalización del periodismo en Australia y en el extranjero.<sup>22</sup> Es una académica distinguida; su *expertise* se centra en la educación y profesionalización de periodistas,<sup>23</sup> la transformación digital del periodismo<sup>24</sup> y las culturas mediáticas.<sup>25</sup> Su trayectoria profesional la llevó a Centroamérica y de regreso a Australia. Su experiencia en Nicaragua y luego en México, como trabajadora en una radio comunitaria y estudiante sobre medios, impactó profundamente en sus decisiones y forjó sus intereses de investigación. Su voluntariado en el extranjero, particularmente con personas marginalizadas, y estudiar con profesores de primer nivel en periodismo y comunicación, también han sido factores determinantes en el desarrollo académico de O'Donnell.

Gracias a una colaboración de cinco años con la industria de los medios, en la que fue investigadora principal del Proyecto New Beats,<sup>26</sup> su investigación ha sido reconocida como piedra angular en el estudio de las tendencias en el empleo y la pérdida de empleos en el periodismo. O'Donnell ha cultivado un compromiso de toda la vida y está interesada en el periodismo de ideas. Sus contribuciones a los estudios de medios y periodismo aparecen en antologías y colecciones de alcance global.<sup>27</sup>

Ha sido un inmenso placer y un privilegio para mí visitar a la Dra. Penny O'Donnell en su oficina, ubicada en el campus bellamente iluminado por el sol de la Universidad de Sydney, una hermosa institución «*sandstone*»,<sup>28</sup> fundada en 1850. Nuestra conversación tuvo lugar el lunes 27 de mayo. Posteriormente fue transcrita y editada para mayor claridad.<sup>iv</sup>

<sup>iv</sup> En nombre de la revista, me gustaría expresar mi sincero agradecimiento a la Dra. Penny O'Donnell por esta entrevista. Nuestro más sincero agradecimiento también a la Dra. Beate Josephi, por ponernos en contacto con O'Donnell y facilitar esta entrevista, así como por el material proporcionado sobre las universidades australianas.

**Isabelle Meuret (IM)**

**You are an Australian scholar. Yet your career path started in Central America. Can you tell us more about your trajectory?**

**Penny O'Donnell (PO)**

I came to live in Sydney when I was 23. I had always been attracted by Sydney. I already had an undergraduate degree when I arrived at the Sydney Institute—now the University of Technology, Sydney (UTS)—a vibrant place of teaching and learning. I not only did study there but, more importantly, I started to work in community radio. The university—at the time it wasn't a university—had a radio station, and I worked on a program called Razor's Edge. It was a community journalism station. We would always be looking at what was going on in Sydney and at the big issues we needed to discuss. As a result of working at this radio station in a volunteer capacity, I got a job at Triple-J, which was the Youth radio for the ABC (Australian Broadcasting Corporation). I just felt so fortunate. It was such interesting work.

That said, the first assignment I was given by my editor was to go to a protest at the University of New South Wales (UNSW). The protest was about the Allende government being overthrown in Chile. It was the anniversary of that event. It was a very heated event, and someone started burning a US flag. I found myself crying. I was so overwhelmed by what I was watching, and I wasn't sure whether I was crying because I was afraid or whether I was moved by what I was seeing. It made me realize the responsibility that comes with being someone on the radio that tells people about what's going on. So, I did a couple of years at Triple-J. I specialized in documentaries, and I also travelled quite a bit. One of those travels took me to a big World Conference of Youth and Students in Russia.<sup>29</sup> I went to Russia with a team of Australian unionists. We were the only Australians. In the stadium where the big events took place, there were people from all over Africa, Latin America, Europe. The people I met there really opened my eyes to the world. Most of them struggled. They struggled to get jobs. They struggled to have access to education. They struggled to have decent lives. Yet, they also sang and danced, so we did too. It was noisy and fun. The noise was about solidarity. That was the best part of the trip. Unfortunately, as a journalist, I was shadowed by a minder the whole time in Moscow.

Soon after I returned from Russia, I got a flyer about a peace March to Central America. I got myself on the March. There was a couple of hundred people from Europe and from the US and from Australia, and from other parts of the world. It was very eclectic. We landed in Panama, and were deported from Panama to Costa Rica, and then deported from Costa Rica to Nicaragua. It was very clear that the region did not want young people from other parts of the world interfering in the local politics.

**IM · Was the peace March organized because of the Sandinista revolution?\***

**PO ·** Because of the war. Many Americans saw the Sandinistas as a terrorist organization and yet many young people saw the Sandinistas as people who wanted a new society that wasn't built around war and poverty. Being on the peace March showed me that everyone has their own idea about what social change looks like. Nicaragua was a very poor, difficult place, and yet people were so enlivened by the opportunity that they had with the revolution to live a better life. Fortunately for me, a Jesuit priest called Padre César Jerez (Society of Jesus) came to the UNSW looking for professionals who could go and work in Nicaragua. My friend Julie Bishop and I signed up and before we knew where, we were off.

<sup>v</sup> The Sandinista Revolution, or Nicaraguan Revolution, lasted from 1978 to 1990. The Somoza family ruled Nicaragua for more than forty years, with the support of the U.S. government. Anti-American sentiment, and the success of the Cuban revolution, inspired Nicaraguans and sparked protests against their own government. The Sandinista movement (named after Augusto Sandino), aka as the Sandinista National Liberation Front (FSLN), was born and gained momentum in the 1970s. The country sank into a civil war. The U.S. took some distance from the Nicaraguan government, due to human rights abuses. The Sandinistas claimed victory and Somoza resigned. A new rebel movement of counterrevolutionaries called the Contras later opposed the new government but failed to topple the Sandinistas, who held elections in 1984. Daniel Ortega became President and the party remained in power until 1990. Source: "Nicaraguan Revolution (1978–1990)," *American Archive of Public Broadcasting* (<https://americanarchive.org/exhibits/newshour-cold-war/nicaragua>)



My job was to work in the only journalism school in the country, up the hill. I was given the role of teaching radio theory and practice and did this for three years. It took me all over the country. I did a lot of radio training of people, from students to farmers to women. There was a kind of energy that was all about people experimenting with ways of living in the world that they had never had the opportunity to experience. It was electric. A group I was involved in was called *Ahora Yo Tengo la Palabra*: Now it's my turn to speak. You find yourself speaking to women who had never had a chance to speak and who didn't know how to make a radio program, but they were interested. They often had to persuade their husbands, who weren't all that supportive, because wasn't their job to be looking after the kids and making dinner?

The war was always the most pressing discussion. The economy was so depleted by the war effort. So, a lot of the radio we made together was in the context of the war, but it was also about everyday life. Women had opportunities to become feminists and they became feminists. In this kind of space, it was exciting. It was a very creative time.

**IM · Has your experience in Nicaragua been crucial to determine your academic development?**

**PO ·** The more definitive opportunity I got was the experience of doing postgraduate studies at the Iberoamericana University in Mexico. When I got to the university, I was overwhelmed by what I didn't know. I didn't know about journalism. I didn't know about seeing things from a theoretical, not just a practical, perspective. I had a very steep learning curve at the Iberoamericana. I loved the learning experience. The Iberoamericana had the first social communication course in Latin America. It's a Jesuit University, and quite conservative, yet they were totally supportive of the social communication degree.

**IM · Who were your mentors?**

**PO ·** Guillermo Orozco, Director of Research on Communication and Social Practices, was my supervisor and research methods teacher. We'd sit around the table and discuss ideas: how did we think of this, and what about that? It was very stimulating. Raul Fuentes Navarro, a most generous scholar, examined my thesis ... and gave me some of his published books to bring home! They really helped me keep grounded. Another examiner was Raúl Mora Lomelí, a distinguished Mexican Jesuit, who lived in Nicaragua during the war, and he recommended the publication of my thesis.

Then I have to mention Maestra Ines Cornejo Portugal, the Peruvian coordinator of the Masters who decided that we had to have access to all the big-name scholars in Latin America. We did! We had Jesús Martín-Barbero from Colombia, José Marques de Melo from Brazil, and from Argentina there was Mario Kaplún and Néstor García Canclini, among others. They were invited. They came and we had lessons from them. So inspiring!

At the Iberoamericana, on my first day, my teacher, Margarita Reyna Ruiz, said to the class, "I need you to read four books on Habermas by next week." She kept up at that pace for the whole semester. We learned. We learned through discussions, debates, papers. There was no hiding in the corner. You could not escape. She and her husband, Eduardo Andión Gamboa, were very generous. Because I had a lot of interaction with them, they really opened an intellectual path for me. It was very important to be able to talk not just with experts, but people whom you are friends with at the same time. We were all in that study space together.

**IM · You did your Master thesis in Mexico and then came back to Australia for your PhD?**

**PO ·** I came back to Australia in 1993 and my first instinct was to go back into radio work. I went back into media production because it gave me an income. But in 1994, I was offered a position at UTS as a journalism studies lecturer. UTS was a leading Australian provider of journalism education, student demand for journalism degrees was accelerating, and I was being employed to do interesting work, developing and enhancing journalism research and teaching. It seemed to me that I had landed in the right place at the right time. So, I was ready to give it a go!

**IM · You were nostalgic of the university environment?**

**PO ·** I didn't see myself as an academic, to be honest, but I did feel I had done enough radio, and I had learned a lot about journalism and media studies. In the first few years, I taught a wide range of units of study from Australian journalism theory and practice to specialist units, such as *Aboriginal people and the media*. In 2001, at the invitation of the UTS Equity and Diversity Unit, my colleague Heidi Norman and I co-designed and co-delivered a new cross-university elective, *Reconciliation Studies*. In 2004, we received the UTS Team Teaching Award for creating new dialogues about race, power, subjectivity and intercultural communication. That was a proud moment in my career.

By then, over two-thirds of Australia's thirty-eight universities offered some type of journalism course at undergraduate or postgraduate levels. Yet, journalism had little status in the national university system, was frequently dismissed as anti-intellectual, and only rarely praised for its contribution to liberal democracy. I started looking for research that took a different approach and came across the provocative idea that journalists possess a distinct way of thinking conceptually. That inspired me to complete my PhD on the topic of journalism as intellectual practice!

I was aware of the tussle between media journalism studies and communication, but it didn't seem to me to be a big deal at that time.

**IM · It became a big deal because there existed two schools of thought.**

**PO ·** I did a project with some colleagues and thought we were on the same page.<sup>30</sup> They were into cultural studies, and I was in journalism. For them, journalism wasn't a progressive area of scholarship. It was a conservative area. I think they saw it also as vocational. Australia has a very oligopolistic media system that is dominated by a few very powerful companies. For the most part, Australia's media is quite conservative and doesn't always shine in what might be social change or new ways of thinking about how society works.

**IM · And yet the younger generation is interested in social change. Is it the reason why they want to study journalism today?**

**PO ·** In the Australian experience, the reason that journalism ended up in the universities was through student demand. Thousands of students wanted to do journalism. It ended up meaning that an area of practice and research that had been pretty much marginalized found itself becoming the go-to place for young students. The student demand forced universities to accept that journalism was an area of interest, and research and practice.



The 1980s saw the Dawkins's reform of Australia's higher education sector and opened the way for middle-class students to go to university. Dawkins<sup>vi</sup> was interested in the universities being less elitist and not just the destination of wealthy sectors of the society. Before that reform, many students enrolled in colleges of advanced education after leaving school, because it was cheaper and more accessible than the universities. That trend of wanting the universities to be more open to much bigger cohorts of students is a continuing demand, particularly of Labor governments. Now, there's a big push on to open the universities to students from the demographics that have been most neglected, such as Western Sydney. How are we going to provide them with opportunities? I think that's an important and progressive challenge. Theoretically, it's a good idea. In practice it can be very difficult to make change happen fast.

**IM · Emeritus Professor Rod Tiffen writes that it gets more exciting with a Labor government on these matters.<sup>vii</sup>**

**PO ·** Definitely. Jason Clare<sup>viii</sup>, the Minister for Education in the current Labor government, has said "My mum and dad never even dreamt of going to university. They grew up at a time when most working-class kids in Western Sydney didn't even finish school. We are a different country today".

**IM · Should we encourage journalists and educators to become scholars?**

**PO ·** Lots of criticism of journalism went along the lines of—not that it's inaccurate or poorly written—but that the perspectives are limited. And yet it seemed to me that a lot of the criticism of journalism was being made by people who didn't do journalism but who had a lot to say about journalism. The big fallacy was that scholars were dead keen on criticizing journalism, but journalists didn't take any notice of them. So, there was a sort of culture war that didn't have any journalist protagonists. My point was, let's see whether there is a meeting place where we can understand those ways of doing journalism as scholarship and journalism as practice that enables us to move forward. That was the initial impetus that encouraged me to look at the different types of journalism that were being developed in Australia. I came up with a typology of four different ways in which journalism educators approach their teaching.<sup>31</sup>

This research, which I did locally, got picked up in the *International Encyclopedia of Communication*.<sup>32</sup> It moved me from thinking of what was going on in Australian journalism, to seeing how you can create an engagement with ideas about journalism across the world. All that seemed to blossom into a cloud of new ideas. When you do research, it's very focused on your objective study. This showed me that you could have a another, different sense of the wider world through research.

I'm not a philosopher, but I was inspired by Clem Lloyd<sup>ix</sup>. He passed away rather suddenly. He'd been one of the first journalism professors in Australia. Lloyd had this idea that the philosophy of pragmatism was the way out of all our dilemmas in journalism. I decided I was going to pick it up and I wrote this magnum opus about the history of ideas in Australian journalism, Lloyd's claims (which I challenged), and the need to understand the journalistic worldview.<sup>33</sup>

<sup>vi.</sup> John Dawkins (born in 1947) was Treasurer in the Paul John Keating Labor government of Australia, from 1991 to 1993. He initiated reforms in tertiary education.

<sup>vii.</sup> Rodney Tiffen is Emeritus Professor from the University of Sydney. He was a Professor in Government and International Relations, and published extensively on media, journalism, and political communication, for instance *Rupert Murdoch: A Reassessment* (New South Publishing 2014) and *Disposable Leaders: Media and Leadership Coups from Menzies to Abbott* (New South Publishing 2017). Tiffen writes that "the advent of a Labor government ... energizes political journalism in Australia." See Rodney Tiffen, "Australian Journalism." *Journalism* 10(3), 386.

<sup>viii.</sup> Jason Clare is Australia's incumbent Minister of Education. He is a member of the Labor Party and has been in that position since 2022.

<sup>ix.</sup> Clem Lloyd (1939–2001) was a prominent journalism educator in Australia.

**IM · Discussing ideas in journalism is important to you, just as it was for Donald Horne?<sup>x</sup>**

**PO ·** Donald Horne was all about ideas in journalism.<sup>34</sup> A lot of people see journalism as template work. The editor will give you your job for the day and you just have to meet the deadline. It's very mechanical and doesn't necessarily require a great deal of intellectual engagement. In the time that I started doing journalism studies, it seemed to me that there were a lot of ideas in play. It was almost a contest of ideas. And that contest didn't get talked about because everyone was in their own little silo. What got me fired up was that if you did journalism research you were always finding deficits. There never was any scholarship about excellence. So, I did a piece called "That's gold."<sup>35</sup> I looked at the prize system in Australian journalism, the Walkley Awards. When you look at it, you're inspired and see it as extraordinary that journalists with so little time, not many resources, produce content and new ideas.

**IM · Research is a big part your work. Tell us about the New Beats project.**

**PO ·** I got my first ARC grant, an Australian research award, in 2009, with my UTS colleague David McKnight, and Jonathan Este, who worked for the media union and the Walkley Foundation. We were looking at the shift in journalism as it moved into the digital age. We finished the research in 2012.<sup>36</sup> On the day that we published this research, Fairfax Media declared it was sacking 1900 journalists. It was the most serious contraction in Australian news media history. We had done this piece of work which involved interviewing one hundred journalists and senior executives, we'd talked with them about the changing business of news, the transition from print to multimedia, changing relationship with the readers, and what digitization meant for professional standards, but no-one had talked to us about workforce downsizing. It was shocking! The next week News Corp announced it was also sacking a lot of journalists. The interesting thing was that the media union had very good redundancy agreements with Fairfax and with News Corp. Although all these journalists were offloaded, they got very good pay-outs, so it gave most of those who were made redundant a buffer where they could at least have some time to try and sort out what they were going to do next.

The New Beats Project started with a pilot study of what redundant journalists did after they lost their jobs. Working with Lawrie Zion and Merryn Sherwood, academic colleagues from La Trobe University in Melbourne, we found many print journalists had somehow found new jobs, but at much lower pay-rates. This suggested print journalism may be dying. Our pilot project led to an ARC industry grant to research where journalists went after job cuts. Lawrie took the lead and formed a research team of six chief investigators from five universities, along with three industry partners: the Media, Arts & Entertainment Alliance, the National Library of Australia, and the Australian Broadcasting Corporation. Together, over four years, we tracked how redundant journalists adapted their traditional skills and remade their careers in digital media. We also did research on what was happening in regional and rural Australia, which is where a lot more people lost jobs that were never going to come back. Those stories were heart-breaking!

Then we got a second grant, and we internationalized the project by partnering or engaging with researchers in The Netherlands, USA, Canada, South Africa, Finland, Indonesia, Sweden, Portugal and the UK. What emerged was the variation in patterns of job loss across the global North and South, highlighting the need to analyze specific regulatory, professional, and workplace contexts, and their impact on processes of job loss in the wider context of media digitization.

<sup>x</sup> Donald Horne (1921–2005) is a renowned Australian journalist who came to prominence with his best-selling book, *The Lucky Country* (1964), the title of which became the nickname of Australia. In this book, Horne provided a searing assessment of Australia, a supposedly "lucky" country, due to its many resources, but which was run by "second-rate" politicians. Horne challenged his fellow citizens to up their game.

The New Beats Project in Australia included one other core contribution: whole-of-life interviews. This is what came out of *Upheaval: Disrupted Lives in Journalism*.<sup>37</sup> We worked with the National Library of Australia to do sixty life interviews of journalists. Life interviewing is so interesting because you start by asking about family, childhood and how journalists became journalists, and end up talking about their big stories, favorite mentors, and, of course, what happened on their final day at work. It was soul-destroying to see how people's livelihoods had just disappeared. But at the same time, this sense of journalism as a lifelong experience or calling was strong as well.

**IM · You think we should talk about the demise of the newsroom?**

**PO ·** I'm not holding any candles for the demise of the newsroom. I think the shocking part of the newsroom was the amount of sexual harassment and discrimination that women faced, and how long they have had to suffer it. It has been difficult to get those in charge of newsrooms to do anything about it or to acknowledge what women were experiencing. To be honest, the editors, Andrew Dodd and Matthew Richardson, weren't all that keen about having a chapter in the *Upheaval* book called "The constant undercurrent: Sexual harassment and discrimination." But, to their credit, they could see that it was something that had to be addressed: "The stories are awful, but as any self-respecting journalist would say, they must be told."<sup>38</sup>

In the same way, I've found it hard to generate interest in the topic of job loss and unionism in Australian journalism. Some colleagues refer to my research on unionism as 'industry-based research' as if it lacks a theoretical foundation or scholarly purpose, but I don't see it like that. What I see is that journalistic power is disputed these days because it seems to be in vertiginous decline. When you look at unions in the 21st century, they seem so anachronistic. Most people don't even think about journalism as a unionized workplace, much less as the source of journalism's symbolic power. But in Australia, as elsewhere, the union is so fundamentally important to everything that happens in journalism. Even if unionism is 200 years old, it's 200 years of people struggling for decent pay and conditions.

**IM · Are any ongoing projects worth mentioning?**

**PO ·** One is the Public Interest Journalism Initiative, in Melbourne, which hosts the Australian News Data project.<sup>39</sup> This is a body of work designed to assess media diversity and plurality in Australia. The project monitors news reductions and checks there is sufficient news infrastructure to keep communities safe during bushfires. It has multiple components, including help on market gaps that new entrants might fill. It keeps a close watch on the news available in regional and rural local government areas. The New Beats Project tracked what redundant journalists were doing. The Public Interest Journalism Project is next level, providing data, visualizations and reporting on key issues and trends around any decline in the diversity of public interest journalism.

Another one is by Benedetta Brevini and Michael Ward.<sup>40</sup> Benedetta is Associate Professor at my university. Michael has just finished his PhD with Benedetta. In their 92-page report for *Getup* activists, Brevini and Ward make five key claims: Australian media is more concentrated than ever. The Murdoch Press owns 59% of key print markets. Deregulation of media ownership has been designed to serve major media moguls. The recent news bargaining code will only make media concentration worse. It's extremely difficult to find out who owns and controls our media ... and it shouldn't be. That's the punchline. Former Australian Prime Minister Kevin Rudd has raised simi-

lar concerns. Brevini is a political economy of communication scholar, who readily critiques the Murdoch press, but also Google and Facebook. It takes a bold and brave scholar to challenge “the Global digital Lords.” Brevini is one of them.<sup>41</sup>

### **IM · Is accreditation a big deal in Australia?**

**PO ·** Yes and no. Different bodies, including the Journalism Education and Research Association of Australia (JERAA), are interested in thinking more about accreditation and its role in boosting journalistic credibility. During COVID, in Melbourne, apparently a lot of people on the streets called themselves journalists. Then there was a court case, where the judge said, “who is a journalist?”, and there was no agreed answer to the question.

In 2019, Peter Greste, the Australian journalist imprisoned in Egypt, set up an *Alliance for Journalists' Freedom* in Australia and he and his colleagues are working to gain legislation supports for media freedom, including shields against security legislation, and more powers for judges to protect the public's right to know. This is a long-term project. I don't think accreditation is the end game. The end game is about improving Australia's democracy. That requires proper protections of human rights, including freedom of opinion and expression, which to date remain elusive.

### **IM · What do you teach? Does your research influence your teaching?**

**PO ·** I've taught international media practice since 2008. I'm responsible for the postgrad internships. In the past, I taught undergraduate students about the Australian media. These days, I see my main responsibility as teaching postgraduate international students all about the theory and practice of international media. I get access to large cohorts of international students, most of whom, in my view, come here because they want to understand the media and their understanding of the media starts from whatever media they've consumed at home.

We do a survey at the beginning of each semester where we ask them questions, including, what grade are you looking for, what languages do you speak and what's the last news item that you've had a look at? I guess what I try to do is to take people out of their comfort zone, and to show them the bigger world that they can be a part of. When you engage in international media, the world becomes your world, and some might be very interested in what's going on in the Russia war against Ukraine or in Iran with the hijab laws or in what's going on in the USA on abortion or gun control, others will struggle to find anything of interest. I don't have any particular place that I want them to visit and understand, but I am very keen to help them to see the world as a big place of making media and journalism and telling stories.

### **IM · What about the evolution of journalism studies in Australia? Do universities develop specific niches? Are some universities more research oriented, and others more digital oriented?**

**PO ·** The University of Sydney introduced journalism education way back in the 1930s,<sup>42</sup> graduated one student, and then ran away from journalism until 1999. Then Catharine Lumby,<sup>xi</sup> who worked at Macquarie University, was invited to come over to USYD and set up the media and communications degree. Her approach distinguished itself by creating a department of media and communications (MECO), rather than a journalism school. Lumby's priority was to equip students with the skills to enter and navigate the volatile media and communications sector, and to think critically while doing so. It was an

<sup>xi</sup> Catharine Lumby is an Australian journalist and a Professor of Media at USYD.

immediately successful offering and twenty-five years on the programs offered by MECO are flourishing!

There are at least five other universities in the Sydney catchment area: UTS, Macquarie, UNSW, the Australian Catholic University and Notre Dame. UTS is traditionally the strongest practice-based journalism school in New South Wales. Macquarie offers journalism and non-fiction writing. UNSW gets students to investigate critical perspectives in the fast-changing world of digital journalism, public communication, and news media. The UNSW approach is a sign of the times, as journalism courses have seemed to be on the decline in recent years. One explanation is that digital journalism is the future of the media, this requires a reset of course offerings, and not all universities are there yet.

My colleague, Professor Terry Flew, also suggests journalism, media and communications are no longer priority areas in the eyes of policymakers. In addition, the flow of international students from China is always vulnerable to change in Australia-China diplomatic relations.

**IM · There's been a lot of talking about the Aboriginal populations, lately, and about the Voice referendum being rejected.<sup>xii</sup> Is there any openness to ethnic media?**

**PO ·** There is a lot of discussion these days about how to indigenize the curriculum. Since the defeat of the Voice referendum, there is a great urgency and passion to do this. But there are also some key challenges. This university is a product of colonialism. It's a direct copy of Oxford and Cambridge, and some parts of the university still seem to see their exclusive role as teaching the Western canon. As I said before, I don't think our international students come to Sydney Uni for that. Some do, but most do not seem to have that aim. They want media and journalism skills, and the more diverse and international they are, the better.

It is important to say that Sydney Uni has a whole-of-university approach to enhancing research, teaching and learning around Indigenous knowledges, practices and ways of being. Deputy Vice-Cancellor Professor Lisa Jackson Pulver (Indigenous Strategy and Services) is a member of the senior executive and leads these initiatives. In addition, the National Centre for Cultural Competence, based on campus, has introduced cultural competence education programs, to raise awareness of cultural diversity. Over 20,000 higher education staff and 600 senior leaders have now completed this training. Nonetheless, efforts to indigenize the curriculum still tend to move quite slowly.

A project I did back in 2009 explored media that listened to others: the Listening Project.<sup>43</sup> We had a whole edition of the *Continuum* journal, and we did an unusual thing by including practitioners. I asked a very dear friend, Nadyat El-Gawley, who worked at the ABC, if she'd come and talk to me about what she was doing. Listening is a central theme in her journalistic work. She regularly produces radio programs that invite audiences to listen to people they may be afraid of, feel uncomfortable about, or have no interest in. She's in my patch.

Marginalization seems to me to be the dismissal of people who have different ways of living, often that involve poverty and hardship, and we tend to walk away from rather than walk towards it. Nadyat El-Gawley walks straight on in. She's always trying to get her executive producer to take a community-minded approach. I just find it a really refreshing approach to journalism. She wants her type of journalism to be recognized. She says, "journalists always

<sup>xii.</sup> The Voice referendum was defeated in October 2023. The Voice was imagined as an advisory body that would advise the government on matters affecting or related to the Aboriginal peoples of Australia (<https://ulurustatement.org/the-voice/what-is-the-voice/>).

need to learn from other journalists. But on issues that I'm familiar with, like diversity and racism and communities and Palestine and Israel, I really do feel the need to spend more time with journalists and let them know what these stories are all about."

I published a book when I came back from Central America called *Australians Against Racism*<sup>44</sup> and it was about the anti-apartheid movement. My co-author was Lynette Simons, a founding Director of the Mandela Foundation and Training Officer at Australia's multicultural radio, SBS. It seemed extraordinarily unreal to us that Australians could flock to the cause of South African apartheid and yet did nothing for Aboriginal Australians. The premise of the book was not just Australians against racism and the testimonies, but what did Australians learn from that experience. In some ways, it was heartening. In other ways, it was just depressing. Lilla Watson, an Aboriginal artist and educator, whose story appears in the book said, "That period was a great learning experience for lots of white Australians because they hadn't thought about the situation in their own backyard. I think it generated a lot of righteous anger amongst Aboriginal people too, that white Australia could be so blind. I felt very angry. That didn't stop me from participating in the Springbok protests. I wasn't angry with black South Africans; I was angry with white Australians ... that they could not see what was happening before their eyes."

In my view, the Voice referendum failed because Australians did not accept indigenous points of view. People don't listen. People don't see. When you've worked overseas, you do see or have seen. You never forget. Every time I have a student who shows their new understanding of media, I don't see winning or losing. I just see that you can enable people to become the journalists and media people they want to be.

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## NOTES

- <sup>1.</sup> This includes work at *ABC Radio National*, Sydney (1993–1994, 1985–1986); *Social Change Media*, Sydney (1993–1994); *First Nations Media*, 98.9FM, Brisbane (1993); *Notimex*, Mexico City (1991–1992); *Radio Universidad*, Managua (1987–1990), and ABC Triple-J, Sydney (1983–1984). O’Donnell is a member of the International Communication Association (ICA), the International Association for Media and Communication Research (IAMCR), and the Journalism Education and Research Association of Australia (JERAA).
- <sup>2.</sup> See, for instance, O’Donnell, P., & van Heekeren, M. (2015). JERAA@40: towards a history of the professional association of Australian journalism academics. *Australian Journalism Review*, 37(2), 3–18. See also O’Donnell, P. (2018). Australian Journalists at Work. In Eric Freedman, Robyn S. Goodman & Elanie Steyn (Eds.), *Critical Perspectives on Journalistic Beliefs and Actions: Global Experiences*, (pp. 24–34). Abingdon, UK: Routledge; O’Donnell, P. & Zion, L. (2019). Precarity in Media Work. In Mark Deuze, Mirjam Prenger (Eds.), *Making Media: Production, Practices, and Professions*, (pp. 223–234). Amsterdam: Amsterdam University Press; O’Donnell, P. (2021). Resilience and reinvention. In Andrew Dodd and Matthew Ricketson (Eds.), *Upheaval: Disrupted lives in journalism*, (pp. 264–276). Sydney, Australia: UNSW Press; O’Donnell, P. (2022). Job loss and unionism in Australian journalism. In Timothy Marjoribanks, Lawrie Zion, Penny O’Donnell and Merryn Sherwood (Eds.), *Journalists and Job Loss*, (pp. 66–78). Abingdon, UK: Routledge.
- <sup>3.</sup> See, for instance, O’Donnell, P. (2016). Getting Social: The Rise of Youth Media in Australia. In Andrew Dodd, Helen Sykes (Eds.), *Media Innovation and Disruption*, (pp. 85–96). Albert Park, Australia: Future Leaders; Zion, L., Marjoribanks, T., O’Donnell, P. (2022). Who is a journalist now? Recognising atypical journalism work in the digital media economy. *Media International Australia*; O’Donnell, P. & Josephi, B. (2022). Freelance journalists in Australia at a time of industry contraction and COVID-19. In Timothy Marjoribanks, Lawrie Zion, Penny O’Donnell and Merryn Sherwood (Eds.), *Journalists and Job Loss*, (pp. 196–207). Abingdon, UK: Routledge; Josephi, B. & O’Donnell, P. (2024). Pivoting on Their Writerly Skills: How Australian Freelance Journalists Fared During the Pandemic. In Leon Barkho, Jairo Alfonso Lugo-Ocando and Sadia Jamil (Eds.), *Handbook of Applied Journalism*, (pp. 501–513). Cham: Springer.
- <sup>4.</sup> See Josephi, B., O’Donnell, P. (2023). The blurring line between freelance journalists and self-employed media workers. *Journalism* 24(1), 139–156. See also Flew, T., Gray, J., O’Donnell, P., Tang, W. (2024). Old and new leaders in global media markets. In M. Bjorn Rimscha, Tim Raats and Ulrike Rohn (Eds.), *De Gruyter Handbook of Media Economics*, (pp. 249–266). Berlin; Boston: De Gruyter.
- <sup>5.</sup> Penny O’Donnell was awarded two grants for the New Beats project by the Australian Research Council (ARC) and Linkage Projects (LP) in 2014, and by the Research Council (ARC) and Discovery Projects (DP). Research reports were published on these projects, among which Zion, L., Sherwood, M., O’Donnell, P., Marjoribanks, T., Ricketson, M., Dodd, A., Winarnita, M. (2018). *New Beats Report: Mass redundancies and career change in Australian journalism*, (pp. 1–28). Melbourne, Australia: The New Beats Project.
- <sup>6.</sup> Her research has been published extensively and acknowledged internationally in *Journalism*, *Journalism Practice*, *Journalism Studies*, *Australian Journalism Review*, *Communication Research and Practice*, *Media International Australia*, *Continuum*, *Australian Studies in Journalism*, among others. She authored and (co-) edited books and chapters in *Critical Perspectives on Journalistic Beliefs and Actions: Global Experiences* (Routledge 2018), *Making Media: Production, Practices, and Professions* (Amsterdam UP 2019), *Upheaval: Disrupted Lives in Journalism* (UNSW Press 2021), *Journalists and Jobs Loss* (Routledge 2022), *De Gruyter Handbook of Media Economics* (De Gruyter 2024).
- <sup>7.</sup> Josephi, B. (2017). Mapping communication and journalism studies in Australia, *Publizistik* 62, 466.
- <sup>8.</sup> Elle a travaillé pour *ABC Radio National*, Sydney (1993–1994, 1985–1986); *Social Change Media*, Sydney (1993–1994); *First Nations Media*, 98.9FM, Brisbane (1993); *Notimex*, Mexico City (1991–1992); *Radio Universidad*, Managua (1987–1990), et ABC Triple-J, Sydney (1983–1984). O’Donnell est membre de l’International Communication Association (ICA), l’International Association for Media and Communication Research (IAMCR), et la Journalism Education and Research Association of Australia (JERAA).
- <sup>9.</sup> Voir, par exemple, O’Donnell, P., & van Heekeren, M. (2015). JERAA@40: towards a history of the professional association of Australian journalism academics. *Australian Journalism Review*, 37(2), 3–18. Voir également O’Donnell, P. (2018). Australian Journalists at Work. In Eric Freedman, Robyn S. Goodman & Elanie Steyn (Eds.), *Critical Perspectives on Journalistic Beliefs and Actions: Global Experiences*, (pp. 24–34). Abingdon, UK: Routledge; O’Donnell, P. & Zion, L. (2019). Precarity in Media Work. In Mark Deuze, Mirjam Prenger (Eds.), *Making Media: Production, Practices, and Professions*, (pp. 223–234). Amsterdam: Amsterdam University Press; O’Donnell, P. (2021). Resilience and reinvention. In Andrew Dodd and Matthew Ricketson (Eds.), *Upheaval: Disrupted lives in journalism*, (pp. 264–276). Sydney, Australia: UNSW Press; O’Donnell, P. (2022). Job loss and unionism in Australian journalism. In Timothy Marjoribanks, Lawrie Zion, Penny O’Donnell and Merryn Sherwood (Eds.), *Journalists and Job Loss*, (pp. 66–78). Abingdon, UK: Routledge.
- <sup>10.</sup> Voir, par exemple, O’Donnell, P. (2016). Getting Social: The Rise of Youth Media in Australia. In Andrew Dodd, Helen Sykes (Eds.), *Media Innovation and Disruption*, (pp. 85–96). Albert Park, Australia: Future Leaders; Zion, L., Marjoribanks, T., O’Donnell, P. (2022). Who is a journalist now? Recognising atypical journalism work in the digital media economy. *Media International Australia*; O’Donnell, P. & Josephi, B. (2022). Freelance journalists in Australia at a time of industry contraction and COVID-19. In Timothy Marjoribanks, Lawrie Zion, Penny O’Donnell and Merryn Sherwood (Eds.), *Journalists and Job Loss*, (pp. 196–207). Abingdon, UK: Routledge; Josephi, B. & O’Donnell, P. (2024). Pivoting on Their Writerly Skills: How Australian Freelance Journalists Fared During the Pandemic. In Leon Barkho, Jairo Alfonso Lugo-Ocando and Sadia Jamil (Eds.), *Handbook of Applied Journalism*, (pp. 501–513). Cham: Springer.
- <sup>11.</sup> Voir Josephi, B., O’Donnell, P. (2023). The blurring line between freelance journalists and self-employed media workers. *Journalism* 24(1), 139–156. Voir également Flew, T., Gray, J., O’Donnell, P., Tang, W. (2024). Old and new leaders in global media markets. In M. Bjorn Rimscha, Tim Raats and Ulrike Rohn (Eds.), *De Gruyter Handbook of Media Economics*, (pp. 249–266). Berlin; Boston: De Gruyter.
- <sup>12.</sup> Penny O’Donnell a obtenu deux bourses pour le New Beats project de l’Australian Research Council (ARC) et les Linkage Projects (LP) en 2014, et par le Research Council (ARC) et Discovery Projects (DP). Des rapports de recherche ont été publiés sur ces deux projets, parmi lesquels Zion, L., Sherwood, M., O’Donnell, P., Marjoribanks, T., Ricketson, M., Dodd, A., Winarnita, M. (2018). *New Beats Report: Mass redundancies and career change in Australian journalism*, (pp. 1–28). Melbourne, Australia: The New Beats Project.
- <sup>13.</sup> Sa recherche a été publiée et reconnue internationalement dans *Journalism*, *Journalism Practice*, *Journalism Studies*, *Australian Journalism Review*, *Communication Research and Practice*, *Media International Australia*, *Continuum*, *Australian Studies in Journalism*, among others. Elle a écrit et a (co)édité des livres et chapitres de livres dans *Critical Perspectives on Journalistic Beliefs and Actions: Global Experiences* (Routledge 2018), *Making Media: Production, Practices, and Professions* (Amsterdam UP 2019), *Upheaval: Disrupted Lives in Journalism* (UNSW Press 2021), *Journalists and Jobs Loss* (Routledge 2022), *De Gruyter Handbook of Media Economics* (De Gruyter 2024).
- <sup>14.</sup> Josephi, B. (2017). Mapping communication and journalism studies in Australia, *Publizistik* 62, 466.
- <sup>15.</sup> Isso inclui o trabalho *ABC Radio National*, Sydney (1993–1994, 1985–1986); *Social Change Media*, Sydney (1993–1994); *First Nations Media*, 98.9FM, Brisbane (1993); *Notimex*, Mexico City (1991–1992); *Radio Universidad*, Managua (1987–1990), and ABC Triple-J, Sydney (1983–1984). O’Donnell is a member of the International Communication Association (ICA), the International Association for Media and Communication Research (IAMCR), and the Journalism

Education and Research Association of Australia (JERAA).

<sup>16.</sup> Ver, for exemplo, O'Donnell, P., & van Heekeren, M. (2015). JERAA@40: towards a history of the professional association of Australian journalism academics. *Australian Journalism Review*, 37(2), 3–18. See also O'Donnell, P. (2018). Australian Journalists at Work. In Eric Freedman, Robyn S. Goodman & Elanie Steyn (Eds.), *Critical Perspectives on Journalistic Beliefs and Actions: Global Experiences*, (pp. 24–34). Abingdon, UK: Routledge; O'Donnell, P. & Zion, L. (2019). Precarity in Media Work. In Mark Deuze, Mirjam Prenger (Eds.), *Making Media: Production, Practices, and Professions*, (pp. 223–234). Amsterdam: Amsterdam University Press; O'Donnell, P. (2021). Resilience and reinvention. In Andrew Dodd and Matthew Ricketson (Eds.), *Upheaval: Disrupted lives in journalism*, (pp. 264–276). Sydney, Australia: UNSW Press; O'Donnell, P. (2022). Job loss and unionism in Australian journalism. In Timothy Marjoribanks, Lawrie Zion, Penny O'Donnell and Merryn Sherwood (Eds.), *Journalists and Job Loss*, (pp. 66–78). Abingdon, UK: Routledge.

<sup>17.</sup> Ver, for exemplo, O'Donnell, P. (2016). Getting Social: The Rise of Youth Media in Australia. In Andrew Dodd, Helen Sykes (Eds.), *Media Innovation and Disruption*, (pp. 85–96). Albert Park, Australia: Future Leaders; Zion, L., Marjoribanks, T., O'Donnell, P. (2022). Who is a journalist now? Recognising atypical journalism work in the digital media economy. *Media International Australia*; O'Donnell, P. & Josephi, B. (2022). Freelance journalists in Australia at a time of industry contraction and COVID-19. In Timothy Marjoribanks, Lawrie Zion, Penny O'Donnell and Merryn Sherwood (Eds.), *Journalists and Job Loss*, (pp. 196–207). Abingdon, UK: Routledge; Josephi, B. & O'Donnell, P. (2024). Pivoting on Their Writerly Skills: How Australian Freelance Journalists Fared During the Pandemic. In Leon Barkho, Jairo Alfonso Lugo-Ocando and Sadia Jamil (Eds.), *Handbook of Applied Journalism*, (pp. 501–513). Cham: Springer.

<sup>18.</sup> Ver Josephi, B., O'Donnell, P. (2023). The blurring line between freelance journalists and self-employed media workers. *Journalism* 24(1), 139–156. See also Flew, T., Gray, J., O'Donnell, P., Tang, W. (2024). Old and new leaders in global media markets. In M. Bjorn Rimscha, Tim Raats and Ulrike Rohn (Eds.), *De Gruyter Handbook of Media Economics*, (pp. 249–266). Berlin; Boston: De Gruyter.

<sup>19.</sup> Penny O'Donnell was awarded two grants for the New Beats project by the Australian Research Council (ARC) and Linkage Projects (LP) in 2014, and by the Research Council (ARC) and Discovery Projects (DP). Research reports were published on these projects, among which Zion, L., Sherwood, M., O'Donnell, P., Marjoribanks, T., Ricketson, M., Dodd, A., Winarnita, M. (2018). *New Beats Report: Mass redundancies and career change in Australian journalism*, (pp. 1–28). Melbourne, Australia: The New Beats Project.

<sup>20.</sup> Os resultados de sua pesquisa foram bastante difundidos e reconhecidos internacionalmente em publicações como *Journalism*, *Journalism Practice*, *Journalism Studies*, *Australian Journalism Review*, *Communication Research and Practice*, *Media International Australia*, *Continuum*, *Australian Studies in Journalism*, among others. She authored and (co-) edited books and chapters in *Critical Perspectives on Journalistic Beliefs and Actions: Global Experiences* (Routledge 2018), *Making Media: Production, Practices, and Professions* (Amsterdam UP 2019), *Upheaval: Disrupted Lives in Journalism* (UNSW Press 2021), *Journalists and Jobs Loss* (Routledge 2022), *De Gruyter Handbook of Media Economics* (De Gruyter 2024).

<sup>21.</sup> Josephi, B. (2017). Mapping communication and journalism studies in Australia. *Publizistik* 62, 466.

<sup>22.</sup> Ello incluye su trabajo en *ABC Radio National*, Sydney (1993–1994, 1985–1986); *Social Change Media*, Sydney (1993–1994); *First Nations Media*, 98.9FM, Brisbane (1993); *Notimex*, Mexico City (1991–1992); *Radio Universidad*, Managua (1987–1990), y ABC Triple-J, Sydney (1983–1984). O'Donnell es miembro de la International Communication Association (ICA), de la International Association for Media and Communication Research (IAMCR), y de Journalism Education and Research Association of Australia (JERAA).

<sup>23.</sup> Véase, por ejemplo, O'Donnell, P., & van Heekeren, M. (2015). JERAA@40: towards a history of the professional association of Australian journalism academics. *Australian Journalism Review*, 37(2), 3–18. Véase también O'Donnell, P. (2018). Australian Journalists at Work. En Eric Freedman, Robyn S. Goodman & Elanie Steyn

(Eds.), *Critical Perspectives on Journalistic Beliefs and Actions: Global Experiences*, (pp. 24–34). Abingdon, UK: Routledge; O'Donnell, P. & Zion, L. (2019). Precarity in Media Work. In Mark Deuze, Mirjam Prenger (Eds.), *Making Media: Production, Practices, and Professions*, (pp. 223–234). Amsterdam: Amsterdam University Press; O'Donnell, P. (2021). Resilience and reinvention. En Andrew Dodd and Matthew Ricketson (Eds.), *Upheaval: Disrupted lives in journalism*, (pp. 264–276). Sydney, Australia: UNSW Press; O'Donnell, P. (2022). Job loss and unionism in Australian journalism. En Timothy Marjoribanks, Lawrie Zion, Penny O'Donnell and Merryn Sherwood (Eds.), *Journalists and Job Loss*, (pp. 66–78). Abingdon, UK: Routledge.

<sup>24.</sup> Véase, por ejemplo, O'Donnell, P. (2016). Getting Social: The Rise of Youth Media in Australia. In Andrew Dodd, Helen Sykes (Eds.), *Media Innovation and Disruption*, (pp. 85–96). Albert Park, Australia: Future Leaders; Zion, L., Marjoribanks, T., O'Donnell, P. (2022). Who is a journalist now? Recognising atypical journalism work in the digital media economy. *Media International Australia*; O'Donnell, P. & Josephi, B. (2022). Freelance journalists in Australia at a time of industry contraction and COVID-19. En Timothy Marjoribanks, Lawrie Zion, Penny O'Donnell and Merryn Sherwood (Eds.), *Journalists and Job Loss*, (pp. 196–207). Abingdon, UK: Routledge; Josephi, B. & O'Donnell, P. (2024). Pivoting on Their Writerly Skills: How Australian Freelance Journalists Fared During the Pandemic. En Leon Barkho, Jairo Alfonso Lugo-Ocando and Sadia Jamil (Eds.), *Handbook of Applied Journalism*, (pp. 501–513). Cham: Springer.

<sup>25.</sup> Véase Josephi, B., O'Donnell, P. (2023). The blurring line between freelance journalists and self-employed media workers. *Journalism* 24(1), 139–156. Véase también Flew, T., Gray, J., O'Donnell, P., Tang, W. (2024). Old and new leaders in global media markets. En M. Bjorn Rimscha, Tim Raats and Ulrike Rohn (Eds.), *De Gruyter Handbook of Media Economics*, (pp. 249–266). Berlin; Boston: De Gruyter.

<sup>26.</sup> Por el Proyecto New Beats, Penny O'Donnell recibió dos becas del Consejo Australiano de Investigación (ARC) y del Linkage Projects (LP) en 2014, y por el ARC y Discovery Projects (DP). Se publicaron informes de investigación sobre estos proyectos, entre ellos Zion, L., Sherwood, M., O'Donnell, P., Marjoribanks, T., Ricketson, M., Dodd, A., Winarnita, M. (2018). *New Beats Report: Mass redundancies and career change in Australian journalism*, (pp. 1–28). Melbourne, Australia: The New Beats Project.

<sup>27.</sup> Su investigación ha sido ampliamente publicada y reconocida internacionalmente en *Journalism*, *Journalism Practice*, *Journalism Studies*, *Australian Journalism Review*, *Communication Research and Practice*, *Media International Australia*, *Continuum*, *Australian Studies in Journalism*, entre otros. Escribió y (co-) editó libros y capítulos de libro en *Critical Perspectives on Journalistic Beliefs and Actions: Global Experiences* (Routledge 2018), *Making Media: Production, Practices, and Professions* (Amsterdam UP 2019), *Upheaval: Disrupted Lives in Journalism* (UNSW Press 2021), *Journalists and Jobs Loss* (Routledge 2022), *De Gruyter Handbook of Media Economics* (De Gruyter 2024).

<sup>28.</sup> Josephi, B. (2017). Mapping communication and journalism studies in Australia. *Publizistik* 62, 466.

<sup>29.</sup> The actual name is the “World Festival of Youth and Students.” The host country was the Soviet Union in 1985.

<sup>30.</sup> On this topic, see O'Donnell, P. (2002). The odd couple? Academic research and journalism education. *Australian Studies in Journalism* 10/11, 58–83.

<sup>31.</sup> O'Donnell, P. (2002). The odd couple? Academic research and journalism education. *Australian Studies in Journalism*, 10(11), 58–83

<sup>32.</sup> See O'Donnell, P. ‘Communication Professions and Academic Research,’ in Wolfgang Donsbach (2008). *The International Encyclopedia of Communication*. Malden, MA: Wiley-Blackwell.

<sup>33.</sup> O'Donnell, P. (2007). Journalism and Philosophy: Remembering Clem Lloyd. *Australian Media Traditions 2007, Distance and Diversity: Reaching New Audiences*, Bathurst, Australia: Charles Sturt University.

<sup>34.</sup> McKnight, D., O'Donnell, P. (2017). Journalism and Intellectual Life: The Exemplary Case of Donald Horne. *Australian Journalism Review*, 39(1), 37–46.

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- <sup>38.</sup> Ibid.
- <sup>39.</sup> The Australian News Data Project is here: <https://piji.com.au/news-mapping/australian-news-data-project/>
- <sup>40.</sup> Brevini, B. & Ward, M. (2021). Who Controls our media? The impact of media concentration on our democracy. *GetUp!*
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- <sup>42.</sup> See Coleman, G. 1992. Wayward sojourn—Pioneering tertiary education in Australia. MA Thesis. University of Technology Sydney.
- <sup>43.</sup> El-Gawley N. & O'Donnell P. (2009) Listening, journalism and community voices: Nadyat El-Gawley in conversation with Penny O'Donnell. *Continuum* 23(4), 519–523. See also other projects on listening, namely, O'Donnell, P., Lloyd, J., Dreher, T. (2009). Listening, pathbuilding and continuations: a research agenda for the analysis of listening. *Continuum: A Journal of Media and Cultural Studies*, 23(4), 423-439; O'Donnell, P. (2009). Journalism, change and listening practices. *Continuum: a Journal of Media and Cultural Studies* 23(4), 203–517.
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