



Media Usage Survey and Focus Groups

Local media has been a significant part of community life, especially in remote, rural and regional Australia. The local newspaper, radio station and in some communities a local television channel. Today we have an erosion of these services either by reduction of services or the impact of network radio.

The media is also inclusive of social and online media tools. This has further impacted the media landscape.

The impact on local communities, social interactions and the like is the subject of my research. How local media provides or voice or has silenced many communities is being explored in this research.

About the researcher:

Dr. Ashley Jones is the Discipline Head and Senior lecturer Television and Radio Broadcast. He is a fulltime academic at the University of Southern Queensland and has 40 year's experience In the media industry. Having worked and now researching localism and well-being, he is well placed to undertake this important body of work.



There are TWO approaches to this research. 1. **An online survey** and 2. **Focus groups**. The aim is to hear what people feel about the current access to media, internet and other services. The focus groups are aimed at the general public, business people, community leaders, those involved in community based organisations, churches, and service clubs. This is an opportunity to outline points of support and of concern over what is available today. This is a way of checking on the media industry and seeking ways to improve services where they lack.

It is vitally important that all communities get involved. Details will be emailed, texted and share on facebook pages.

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