

A/PROFESSOR TREVOR CULLEN - RESEARCH CV

In July 2015, I received a National Teaching Fellowship from the national Office of Learning and Teaching (OLT). This was **the first time a journalism educator in Australia had received the prestigious ALTF Fellowship for leadership in learning and teaching**. I was also part of a team of researchers, led by Professor Lelia Green, that secured a national Australian Research Council (ARC) Linkage Grant to research online support for heart patients. I joined a team of researchers, led by Professor Stephen Tanner, that secured a national OLT Development Grant to research graduate skills and industry needs. These three awards provide national recognition of my research credentials and my long-standing commitment to journalism education and health research.

These awards are further supported by a long list of peer-reviewed book chapters, journal articles, conference publications and international workshops. I created a website to share my findings (www.aidsreporting.com). Recently, I was described by a former President of the Journalism Education and Research Association of Australia (JERAA) as one of the **leading Australian academics on media coverage of health and HIV**.

I was appointed as a Research Associate at the Pacific Media Centre, based at Auckland University of Technology (AUT) in New Zealand in recognition of my research work on media coverage of health and HIV in the Pacific. I have directed workshops on health and HIV in several countries in Asia and the Pacific.

Research Grants

1. **Develop capstone units for journalism programs that effectively measure and assure the demonstration of graduate capabilities**. 2015 OLT National Teaching Fellowship. Chief Investigator - A/Professor Trevor Cullen, Amount - \$153,311.
2. **Narratives in health communication - a multi-disciplinary approach to strengthen understanding of the roles and uses of narratives in conveying health information and changing health behaviors**. European Commission, Marie Curie Actions - IRSES, 2013 – 2016. Chief Investigator - Professor Lelia Green. Amount \$123,525.
3. **Beyond the Red Ribbon: Improving HIV and STI awareness and responses through media and community engagement**. ECU Industry Collaboration Grant with WA AIDS Council, 2014 – 2015. Chief Investigator - A/Professor Trevor Cullen. Amount \$51,006.
4. **Graduate Qualities and Journalism Curriculum Renewal: Balancing Tertiary Expectations and Industry Needs in a Changing Technological Environment**. Office of Learning and Teaching (OLT) Grant, 2011- 2013. Lead Institution: University of Wollongong. Amount \$120,000.
5. **Construction of the subject as heart patient in the context of the gift economy**. Australian Research Council (ARC) Linkage Grant, 2007 - 2010, Chief Investigators - Professor Lelia Green, A/Professor Trevor Cullen, Dr. Debra Rodan. Amount \$278,768. [Australian](#)
6. **Awards Fellowship (AAF) 2014 - Round 14 - HIV Mentoring and Leadership**. Department of Foreign Affairs and Trade. Lead Institution: ASHM. Amount \$3.8 million.

OLT National Teaching Fellowship 2015, \$155,311.

This was the first time a journalism educator in Australia had been awarded the prestigious life-long Fellowship. It is a Category I research grant that aims to create agreed guidelines to facilitate the demonstration and measurement of graduate skills and capabilities in 29 universities in Australia that offer degrees in journalism.

European Commission Grant - 2013 – 2016, \$123,000

I was one of four successful ECU researchers, led by Prof Lelia Green, that secured a European Commission sponsored IRSES project that aims to build the theory, research and practice on the use of narratives in health communications. I worked with Prof Markus Appel at Koblenz/Landau University in Germany in June 2014 where I conducted two research seminars for staff and students on health narratives and one workshop on health journalism.

ECU Industry Collaboration Grant - 2014 – 2015, \$51,006.

This project seeks to engage media as key partners in stemming rising HIV and STD infections in WA. In collaboration with the WA Aids Council, Associate Professor Trevor Cullen, Head of journalism at Edith Cowan University, will develop and deliver a pilot media education programs (MEP). This program will enable the media and health professionals to work more effectively to share and convey accurate and balanced information to a wide range of audiences in WA on both HIV and STIs. The MEP will consist of a mix of media training and education programs for staff at the WA AIDS Council staff; people living with HIV (PLWH) and health and medical writers in WA. The project will draw from the successful 'Mindframe' national media initiative that has resulted in significant improvements in the reporting on mental health and suicide (Mindframe, 2014). The goal is to foster improved and responsible media reporting on HIV and STDs which will allow for better understanding and response to these diseases.

Australian Learning and Teaching Council Grant, 2012 – 2013, (\$120,000)

<http://www.olt.gov.au/project-graduate-qualities-and-journalism-curriculum-renewal-balancing-tertiary-expectations-and-ind>

In August 2012, the Australian Learning and Teaching Council (ALTC) awarded \$120,000 to Professor Stephen Tanner, Head of Journalism at Wollongong University, Professor Kerry Green, Head of the School of Communications at the University of Adelaide and Associate Professor Trevor Cullen, Head of journalism at Edith Cowan University

- To further their research on teaching Graduate Qualities and Journalism Curriculum Renewal
- Balancing tertiary expectations and industry needs in a changing technological environment

For this project, I conducted (in 2013) 12 face-to-face interviews with WA news editors at the ABC, Channels 7, 9, 10, *The West Australian*, *The Sunday Times*, *Community Newspapers*, WAToday and 6PR. The findings from these interviews were used in a national report (published in March 2014) on how news editors view Journalism education and industry needs.

- In 2013, I presented research papers on the project at international and national media/ journalism conference conferences in Dublin, Fremantle, Hobart and Brisbane.
- Gave a keynote address on the topic at the Mleague international educational conference, held at the Communication University of China on 27th September 2013, in Beijing, China.
- Peer-reviewed conference paper, Journal article and book chapter on the topic in 2013 and 2014.
- Organized the first-ever meeting (and luncheon) for Perth-based news editors and Journalism educators from five universities in Perth that teach journalism and broadcast journalism.

Australian Research Council Linkage Project, 2007 - 2012, (\$278,768).

Improved communication with heart patients in the context of the gift economy

http://www.arc.gov.au/pdf/LP07/LP07_RdI_ECowan.pdf

- One of three Chief Investigators, who secured a five-year Australian Research Council Linkage Grant in October 2007
- Developed better communication with heart patients to improve their health outcomes
- Main role has been as an assistant supervisor for a PhD student, Lindsey Ridge whose thesis is focused on the project.
- Supervised two medical students from University of Western Australia who based their thesis research on the website
- The Heart Foundation was the main industry partner.
- Currently, more than 700 patients access the site for information and support

Faculty research grants (2005, 2008 and 2011)

- \$15,500 towards research on reporting HIV in Papua New Guinea and the Pacific from 2000-2010

Book chapters

Cullen, T. (2013). [Health reporting: Opportunities and challenges](#). A chapter in *Investigative Journalism*, edited by S. Tanner. Oxford: Oxford University Press, pp. 232-245.

Cullen, T. (2010). [Reporting HIV and its broader impact in Asia: The case of Papua New Guinea](#). Book chapter in *Liberalizing, Feminizing and Popularizing Communications in Asia*. London: Ashgate, pp. 43-58.

Cullen, T. (2009). [HIV Surveys and HIV Communication Theories](#), in *Changing Media, Changing Societies: Media and the Millennium Development Goals*. Singapore: Asia Media Information and Communication (AMIC).

Cullen, T. (2008). [The Impact of HIV on Development' in Media and Development in Issues and challenges in the Pacific Islands](#). Suva: USP.

Cullen, T. (2001). [Reporting Health and Coverage of HIV/AIDS in the South Pacific](#). In *The Pacific Journalist: A Practical Guide*. Suva: University of the South Pacific.

Peer-reviewed journal articles

Cullen, T. (2014). [News editors evaluate journalism courses and graduate employability](#). *Asia Pacific Media Educator*, 24 (2). 209-224.

Cullen, T. (2014). [Mind the Gap: Health reporting in the Pacific](#). *Pacific Journalism Review* 20(1),197-209.

Cullen, T. (2013). [Exploring ways to improve online health stories](#). Peer-reviewed journal article in *eJournalist*, Volume 13 (No 2).

Cullen, T., Stewart, H., Williams, M., Johnston, M., Phillips, G., Mulligan, P., Bowman, L., Meadows, M. (2012) [Indigenous Voice Closing the Gap and Putting Communication for Social Change into Practice](#). *Asia Pacific Media Educator* 1 (21) 55-68.

Cullen T. (2011). [Health reporting: The missing links](#). *ejournalist*. Vol 11 (2) 137 - 147.

Cullen, T. & Callaghan, R. (2010). [The use of narrative fiction to spread HIV information in Papua New Guinea](#). *ejournalist*, Vol 10 (2).

Cullen, T. & Callaghan, R. (2010). [Reporting HIV in Papua New Guinea: Trends and omissions from 2000 to 2010](#). *Pacific Journalism Review* 16(2) 163 - 177.

Cullen, T. & Callaghan, R. (2010). [Promises, Promises, Promises. What Universities promise journalism students](#). *Australian Journalism Review*, 32(1) 117 - 130.

Cullen, T. (2010). [Student journalists learn about Aboriginal communities and culture in Western Australia](#). *Asia Pacific Media Educator*. 1(20) 153 - 162.

Cullen, T. (2009). [Health communication theories: Implications for HIV reporting in Asia and the Pacific](#). *Asia Pacific Media Educator*. 1(19) 112 - 125.

Cullen, T. (2007). [Review of the International Federation of Journalists new handbook on HIV/AIDS for journalists](#). *Pacific Journalism Review*. 13 (1) 219 - 220.

Cullen, T. (2006). [HIV/AIDS: 25 years of press coverage](#). *Australian Journalism Review*. 28 (2) 187 - 198.

Cullen, T. (2006). [HIV/AIDS in PNG: A reality check](#): *Pacific Journalism Review*. 12 (1) pp 155 - 168.

Cullen, T. (2005). [Press coverage of HIV/AIDS in PNG: Is it sufficient to report only the news?](#) *Australian Studies in Journalism* (15) pp 133 - 150.

- Cullen, T. (2003.) [HIV/AIDS: 20 years of Press Coverage](#). *Australian Studies in Journalism*, 12(1): 64 - 82.
- Cullen, T. (2003). [Press Coverage of HIV/AIDS in the South Pacific: Short-term view of a long-time problem](#). *Pacific Journalism Review*, 9(1): 138 - 147.
- Cullen, T. (2002). [Reporting HIV/AIDS](#). *Pacific AIDS Alert*, No 23, 19 - 20.
- Cullen, T. (2001). [Obstacles to Press Coverage of HIV/AIDS in the South Pacific](#). *HIV Australia*, 1 (1) 17 - 20.
- Cullen, T. (2001). [Reporting STI's in the South Pacific](#). *Sexual Health*, 8 (1) 245 - 247.

Peer-reviewed conference papers

- Urledge, L., Green, L., Rodan, D., Cullen, T., (2014), [A vulnerable community of heart patients re/constructs media stories about cardiovascular disease](#). *Proceedings of the Australian and New Zealand Communication Association Annual Conference, 2014*, 1.
- Cullen, T. (2014). [Industry needs and tertiary journalism education: views from news editors in Western Australia](#). Peer- reviewed paper presented at the Teaching and Learning Forum 2014, University of Western Australia, Perth, 30th January.
- Cullen, T. (2013). [Online health information: Shortcomings and challenges](#). Peer-reviewed paper presented at the Australia and New Zealand Communication Association (ANZCA) Conference , Fremantle, Western Australia, 5th July.
- Cullen, T. (2009). [Reporting HIV: One frame fits all](#). Peer- reviewed paper presented at the 9th International Congress on AIDS in Asia and the Pacific. Bali International Convention Centre, Bali, Indonesia, 11 August.
- Cullen, T. (2008). [HIV Surveys and Communication Theories. What journalists and Journalism educators need to know](#). Peer-reviewed paper presented at the 17th AMIC International conference, Manila, Philippines, 15 July.
- Cullen, T. (2007). [25 years of Reporting HIV: What can Pacific journalists learn?](#) Peer-reviewed paper presented at the JEANZ conference in Wellington, New Zealand, 11 December.

Research papers at International health and media conferences

- Cullen, T. (2015). [Journalism department works with health organization to promote better media coverage](#). Paper presented at the World conference on media and Mass communication, at the Novotel Hotel, Beijing, China, 9th April.
- Cullen, T. (2015). [The personal story as the message: a new approach to health communications](#). Research paper presented at the Third European Conference on Arts and Humanities, Thistle hotel, Brighton, England, July 15th
- Cullen, T. (2014). [Ways to improve health reporting in the Pacific](#). Research paper presented at the 20th Anniversary of the Pacific Journalism Review conference, AUT, Auckland, New Zealand, 28th November.
- Green, L., Cullen, T., Rodan D. (2014). [A vulnerable community of heart patients reconstructs media stories about cardiovascular disease](#). Presented at the ANZCA Conference, Swinburne University, 10th July.
- Cullen, T. (2013). [What skills do health communication graduates need in the digital age](#). Research paper at the 2013 Mleague International Forum, Communication University of China, Beijing, China, 27th September.
- Cullen, T. (2013). [Working with the media to promote HIV awareness and education](#). Research paper delivered at the 3rd Annual Congress of Microbes – 2013, Beijing, China, 30th July.
- Cullen, T. (2013). [Assessing the standard of Journalism education in Australia](#). Plenary panel paper delivered at the Australian and New Zealand Communication Association conference, Fremantle, Australia, 5th July.

- Cullen, T., Tanner, S., Green, K., O'Donnell, M. (2013). [Journalism education futures, partnerships and innovations](#). Paper presented at the International Association for Media and Communication Research (IAMCR) conference, Dublin City University, Dublin, Ireland, 27th June.
- Cullen, T. (2013). [The accuracy of health information: challenges and opportunities](#). Paper delivered at the International Association for Media and Communication Research (IAMCR) conference, Dublin City University, Dublin, Ireland, 26th
- Cullen, T. (2012). [Health reporting: is it enough to provide content without a context?](#) Peer reviewed paper presented at the Asia Media and Communication Conference, Concord Hotel, Kuala Lumpur, 12th July.
- Cullen, T. (2011). [Media Coverage of HIV: Can we do better](#). Three-day United Nations sponsored workshop for Broadcasters in the Asia Pacific region. Tonga Convention Centre, Nuku'alofa, Tonga. 19 - 21 December.
- Cullen, T. (2011). [Reporting HIV in Papua New Guinea: Trends and Omissions from 2000- 2010](#). Presented at the 10th International AIDS Congress for Asia and the Pacific, Busan, South Korea, 29th August.
- Cullen, T. (2008). [HIV communication: Reporting the wider links](#). Paper presented at the XVII International AIDS Conference, Mexico City, Mexico, 7th August.
- Cullen, T. (2008). [HIV Surveys and Communication Theories. What journalists and Journalism educators need to know](#). Peer-reviewed paper presented at the 17th AMIC International conference, Manila, Philippines, 15 July.
- Cullen, T. (2008). [Can health communication theories assist HIV reporting?](#) Paper presented at a Workshop on Mass Media and Medicine. Organised by the Asia Research Institute (ARI) at the National University of Singapore, 29th February.
- Cullen, T. (2007). [25 Years of Reporting HIV](#). Peer-reviewed presentation accepted for inclusion in the 50th Anniversary meeting of IAMCR, UNESCO, Paris, 24th July.
- Cullen, T. (2007). The status of journalism education and the RQF process at ECU. Paper presented to the JEA delegates attending the WJEC conference at The Grand Copthorne Waterfront Hotel, Singapore, 29th June.
- Cullen, T. (2007). [Reporting HIV in Africa](#). Paper presented at the AUSI Institute, Nairobi, Kenya, 3rd May.
- Cullen, T. (2006). [HIV/AIDS. Is it sufficient to report only the news?](#) Paper presented at the IAMCR International conference in Cairo, 26th July.
- Cullen, T. (2006). [Media Coverage of HIV/AIDS in the Asia Pacific Region](#). Paper presented at the Media in Asia Conference. Miri, Malaysia, 16th February.
- Cullen, T. (2005). [Press Coverage of HIV/AIDS In the South Pacific: Is it sufficient to report only the news?](#) Peer-reviewed paper presented at the first Pan Pacific Regional HIV Conference, Auckland, New Zealand, 27th October.
- Cullen, T. (2004). [HIV in the Pacific](#). Peer-reviewed paper presented at the Journalism Educators Conference, United Nations Centre, Suva, Fiji, 5th – 9th December.
- Cullen, T. (2003). [HIV/AIDS: Working with the Media](#). Research paper presented at the Global Health Conference, Hawaii, USA, 12th – 14th June.
- Cullen, T. (2002). [HIV/AIDS and the Media](#). Paper presented at the annual Journalism Educators Conference (JEA), Hong Kong, China, 2nd – 6th December.
- Cullen, T. (2002). [Reporting HIV/AIDS in the Pacific Region](#). Paper presented at the South Pacific Community's (SPC) Regional Media Conference. Suva, Fiji 9th October.
- Cullen, T. (2002). [Reporting Reproductive Health Care](#). Paper presented at the South Pacific Community's (SPC) regional media conference. Suva, Fiji, 9th October.

Cullen, T. (2002). [Promoting Health Strategies in the Media](#). Paper presented at the Global Health Conference, Hawaii, USA, 12th – 14th June.

Cullen, T. (2001). [Press Coverage of AIDS in the Pacific Region](#). Paper presented at the Sixth International Conference on AIDS in Asia-Pacific. Melbourne, 5th October.

Cullen, T. (1999). [Medical Reporting of HIV in the Pacific](#). Paper presented at the annual meeting of the Pacific Islands News Association (PINA), Suva, Fiji, 8th October.

Cullen, T. (1999). [Press coverage of HIV/AIDS in the South Pacific: Delaying the Inevitable](#). Paper presented at the Fifth International Congress on HIV/AIDS in Asia and the Pacific. Kuala Lumpur, Malaysia, 26th October.

Research papers at national journalism and conferences

Cullen, T. (2014). [Improving HIV awareness and responses through media education and training](#), Research paper delivered at the national Journalism Education and Research Association of Australia conference, UTS, Sydney. NSW, 27th November.

Cullen, T. (2013). [Views from news editors in Western Australia about what skills and attributes journalism graduates need in the digital newsroom](#). Talk presented at the annual Journalism Education Association of Australia conference, Mooloolaba, Queensland, 4th December.

Cullen, T., Tanner., Green, K., and O'Donnell, M. (2013). [Australian journalism programs: are they listening to the needs of industry?](#) Talk presented at the annual Journalism Education Association of Australia conference, Mooloolaba, Queensland, 3rd December.

Cullen, T. (2013). [Assessing the quality of medical journalism in Australia: ten years of 'Media Doctor'](#). Talk presented at the annual Journalism Education Association of Australia conference, Mooloolaba, Queensland, 4th December.

Cullen, T. (2012). [Is it time to review and rewrite what Australian universities promote as selling points to journalism students?](#) Paper delivered at the Australian Journalism Education Association conference, Deakin University, Melbourne, 3rd December.

Cullen, T. (2011). [The value of practical placements: What student journalists learnt while working with Aboriginal communities](#). Peer-reviewed paper presented at the 2011 Teaching and Learning Forum, Perth, Western Australia, 1st February.

Cullen, T. (2010). [The unhealthy state of health journalism: peel away the layers of PR, press releases and spin and what is left?](#) Paper presented at the Investigative Journalism and Technology Conference, Auckland University of Technology, 4th December.

Cullen, T., & Callaghan, R. (2010). [Reporting HIV in Papua New Guinea: Trends and omissions from 2000 to 2010](#). Paper presented at the national Journalism Education Association conference, University of Technology, Sydney, 24th November.

Cullen, T. & McManus, J. (2010). [Student journalists learn about Aboriginal communities and culture in Western Australia](#). Paper presented at the national Journalism Education Association conference, University of Technology, Sydney, 26th November.

Cullen, T. (2010) [Journalism student placements with Aboriginal communities in Western Australia](#). Paper delivered at the UNESCO World Press Freedom Day 2010 Global Conference. University of Queensland, 1st May.

Cullen, T. (2009) [The catalyst Clemente project: Making Journalism education accessible to disadvantaged Australians](#). Peer-reviewed paper delivered at the annual Journalism Education Association of Australia conference, Perth, 1st December.

Cullen, T. (2008). [From Assignment to publication](#). Paper presented at the Journalism Education Association Conference. Wollongong University, NSW, 30th November.

Cullen, T. (2008). [Understanding and reporting HIV: What tertiary media educators need to know](#). Paper presented at the Teaching and Learning Forum. Curtin University of Technology, Perth, WA, 31st January.

Cullen, T. (2007). [Reporting HIV in the Pacific: Is it time to widen the coverage?](#) Research paper delivered at an international conference on Media: Policies, Cultures and Futures in the Asia Pacific Region, Miri, Indonesia 15th June.

Cullen, T. (2006). [Press coverage of HIV: 25 years on](#). Paper presented at the annual Journalism Educators Conference (JEA), Auckland, New Zealand, 4th December.

Cullen, T. (2006). [AIDS is boring to report. So let's try to make it interesting](#). Research paper presented at the Media in Asia Conference. Curtin University of Technology, Perth, Australia, 28th November.

Cullen, T. (2006). [Health Journalism](#). Paper presented at the Australasian Medical Writers Association 23rd Annual Conference held at Sydney University, Sydney, 2nd September.

Cullen, T. (2005). [HIV/AIDS in Papua New Guinea: Ninety-eight per cent of the population is not infected. So, what's all the fuss?](#) Paper presented at the annual Journalism Educators Conference (JEA), Gold Coast, Brisbane, 29th Nov – 2nd December.

Cullen, T. (2003). [Media Coverage of HIV/AIDS: 20 Years On](#). Paper presented at the Journalism Educators Conference held at the School of Communication, Design and Media. University of Western Sydney, 26th -29th November.

Cullen, T. (2000). [Obstacles to reporting HIV/AIDS in the South Pacific. A view from the editors](#). Paper presented at the JEA conference, Brisbane, 10th December.

Cullen, T. (1999). [Press Coverage of HIV/AIDS in PNG and the South Pacific: A Lost Opportunity](#). Research paper presented at the annual meeting of the World Association of Press Councils (WAPC) Brisbane, Australia, 23rd June.

International workshops on reporting HIV

Cullen, T. (2014). [Working with the Media](#). Workshops for HIV leaders attending the 2014 International AIDS Conference, Melbourne Convention Centre, 26-27th July.

Cullen, T. (2011). [Media Coverage of HIV: Can we do better](#). Three-day United Nations sponsored workshop for Broadcasters in the Asia Pacific region. Tonga Convention Centre, Nuku'alofa, Tonga. 19-21st December

Cullen, T. (2011) [Reporting HIV: Obstacles and challenges](#). One day United Nations sponsored workshop conducted for international journalists attending the 10th International AIDS Congress for Asia and the Pacific, Busan, South Korea, 29th August.

Cullen, T. (2001). [Reporting HIV/AIDS in the South Pacific: Delaying the Inevitable](#). International workshop for journalists in the Pacific region on reporting HIV. Brisbane, 27th November.

Cullen, T. (2000) [Reporting HIV In Papua New Guinea](#). Workshop for PNG journalists, June 5-8.

Cullen, T. (1999). [Reporting HIV](#). Three UN-sponsored workshops for journalists IN Fiji, Tonga and Samoa. 15th - 18th. July.

Cullen, T. (1999). [HIV/AIDS: Working with the Media in the Pacific](#). Media workshop conducted at the First Regional Conference of HIV/AIDS in the Pacific, Nadi, Fiji, 23rd February.

Creative Works

- Cullen, T., (2014), Media reports of HIV can be part of the problem. *The Conversation*, Melbourne.
- Cullen, T. (2014), Perspective: A fresh approach on tackling HIV awareness in WA. *Perspectives*, Online, Perth,
- Cullen, T. (2014), A tale of two epidemics: media reporting on Ebola. *The Conversation*, Melbourne.

- Cullen, T. (2014), Google Doctor: it's popular but is it accurate?. *Edith Magazine*, Perth, W.A..
- Cullen, T. (2011), Chinese Christians in Western Australia. *Chung Wah Association Centenary Celebration*,

Books

- Cullen, T. (1996). *Working with the Media*. Wewak: Wewak Publications, PNG.
- Cullen, T. (1994). *Malawi: A Turning Point*. Cambridge: Pentland Press.
- Cullen, T. (1991). *AIDS: A Christian Response*. Nairobi: St Paul's Publications.
- Cullen, T. (1990). *Are you Confused?* Nairobi: St Paul's Publications.

Reviewed journal articles for:

- *Continuum*
- *Pacific Journalism Review*
- *Australian Journalism Review*
- *Media Psychology*
- *Asia Pacific World*
- *The Journal of the International Association for Pacific Studies*
- *Media International Australia*

International research positions

- Research Fellow of the Pacific Media Centre, Auckland, New Zealand
- International board member for the Pacific Journalism Review
- International AIDS Committee member for media.

National research recognition

- 2010 Journalism research at ECU recognized as above international standards by ERA
- 2009 Appointed as an Assessor for Australian Research Council grants.
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Research supervision summary

Candidate	Award	Commenced	Graduated	Present Employment
Jonathan James	PhD Chief Supervisor	2005	2009	Lecturer
Julie Dare	Honours Associate Supervisor	2006	2006	Senior lecturer
Dr Lindsey Ridge	PhD Associate Supervisor	2008	2015	Researcher
Peta Ovale	Honours Chief Supervisor	2010	2011	Journalist
Yue Wang	MPC Chief Supervisor	2013	2014	Researcher
Federica Longo	MPC Chief Supervisor	2014	2015	Teacher
Qingqing Liu	MPC Chief Supervisor	2014		
Delysha Pick	PhD Chief Supervisor	2015		

TEACHING CV

My educational philosophy is based on the primacy of the learner. I believe for learners to learn and to achieve their full potential, they must be active and engaged in relevant activities with a strong sense of ownership of their learning activities. I am increasingly passionate and committed to the challenge of helping the next generation of journalists and broadcasts to become both highly skilled and leaders in this diverse and dynamic profession. I have consulted industry leaders, fellow colleagues and former students in order to create new and relevant units. My main concern has been to develop a journalism program that is successful and contemporary and that provides our students with authentic learning experiences to help them succeed in the competitive and changing media landscape. Also, I have worked to create an ethos of excellence that would enthuse both students and employers.

As Course Leader, this philosophy has driven my approach to teaching and learning. I have:

- **reviewed** course offerings and looked to identify planned and actual outcomes
- **spoken** with students, current and past, to gain their feedback on all aspects of the course
- **redesigned** the course to reflect current and future media practice
- **renewed** unit content to broaden both knowledge and skills
- **built** relationships with industry and engaged employers in the design of the course

The energy I have committed to re-designing the course together with the support I received from industry, have created an exciting multi-award winning course. It is a course that lets the students experience the buzz of the industry, and entices them into committed, engaged learning. *“The journalism team, under the leadership of Associate Professor Trevor Cullen has always focused on creating a professional program that is driven by authentic partnerships with the profession and the community. The engaged teaching within the journalism program exemplifies the principles of partnerships for improving the lives of Western Australians. Significantly, the engaged learning practices embedded within the journalism program and the strong nexus developed between practice and theory in the development of outstanding graduating journalist is nation-leading, and arguably outstanding in an international context as well.”* Former Executive Dean, Faculty of Education and Arts, Professor Brenda Cherednichenko for the 2010 Vice Chancellor’s Award for Engaged Teaching.

University and national teaching and learning awards

- 2015 - **OLT National Teaching Fellowship**
- 2010 – **ECU Vice-Chancellor’s Award for Engagement in Learning and Teaching** – for providing students with authentic work place integrated learning that facilitates understanding and respect of different communities.
- 2009 – First recipient of ECU’s **Professional Development Scholarship Award**
- 2008 – **Carrick Institute Citation Award for Outstanding Contribution to Student Learning** – for the development of an award winning journalism program that is sensitive to student and industry needs.
- 2007 – **ECU Vice-Chancellor’s Citation for Outstanding Contribution to Student** – learning for the development of a journalism program that listens to student feedback, responds to changes in the media industry and enhances student-centred learning and interaction.
- 2007 – ECU **Vice-Chancellor’s Award for Excellence in Teaching**

Sharing research on teaching and learning at public lectures /seminars

Cullen, T (2015). [Dr. Google: It's popular but is it accurate?](#) Talk for research staff and students at Koblenz-Landau University on 5th June.

Cullen, T. (2014). [Working with the media.](#) Talk and seminar for international HIV leaders at the International AIDS Conference. Held at La Trobe University on 26th July.

Cullen, T. (2014). [A new pilot project that aims to empower people to share their HIV and health stories with the media.](#) Public talk at The John Curtin Policy Institute, Vice-Chancellery, Curtin University, 5th September.

- Cullen, T. (2014). [The media and infectious diseases](#) Talk at the Institute of Immunology and Infectious Diseases, Murdoch University, 11th September.
- Cullen, T. (2013). [What must graduates do to secure jobs in the media: views from news editors in WA](#). Public talk presented at the John Curtin Policy Institute, Curtin University, Perth, 13th September, 2013.
- Cullen, T. (2012). [Reporting health in Asia](#): Talk presented to postgraduate students in the School of Television and Journalism at the Communication University of China, Beijing, China. 21st June.
- Cullen, T. (2012). [Practice-led research](#): Talk presented to staff in the School of Communications at Auckland University of Technology, Auckland, New Zealand. 24th May.
- Cullen, T. (2012) [Working with the Media](#). Talk presented to students in the School of Population Health at the University of Western Australia, Perth, 19th April.
- Cullen, T. (2011). [The unhealthy state of health journalism](#). Paper presented at The John Curtin Institute of Public Policy, Curtin University, Perth, 2nd September.
- Cullen, T. (2011) [Working with the Media](#). Public seminar for health science students at University of Western Australia, 14th April.
- Cullen, T. (2010). [Finding ways to improve knowledge and understanding of Aboriginal communities and culture in Western Australia](#). A public lecture delivered at The John Curtin Policy Institute, Curtin University, Perth, 24th September.
- Cullen, T. (2010). [Global health: HIV in the Media](#). A public lecture delivered at the Global Health Short Course, University of Western Australia, Perth, 31st August.
- Cullen, T. (2010). [Organizing professional placements: are they really worth all the effort?](#) A public lecture delivered at Edith Cowan Research Week, ECU, 17th August.
- Cullen, T. (2009 - 2014) [Working with the Media](#). Public talk for dance and music students at the Western Australian Academy of Performing Arts (WAAPA).
- Cullen, T. (2010). [Global health: HIV in the Media](#). Paper delivered as a public lecture at the Global Health Short Course, University of Western Australia, 31st August.

International Workshops for journalists and HIV leaders on HIV

- Cullen, T. (2014). [Working with the Media](#). Workshops for HIV leaders attending the 2014 International AIDS Conference, La Trobe University, Melbourne, 26th - 27th July.
- Cullen, T. (2011). [Media Coverage of HIV: Can we do better?](#) Commonwealth Press Association sponsored workshop for Broadcasters in the Asia Pacific region. Tonga Convention Centre, Nuku'alofa, Tonga. 19th – 21th December
- Cullen, T. (2011) [Reporting HIV: Obstacles and challenges](#). One day United Nations sponsored workshop conducted for international journalists attending the 10th International AIDS Congress for Asia and the Pacific, Busan, South Korea, 29th August.

Visiting Professor at the Communication University of China, September 2012 - 2015.

In 2012 and 2013, I taught a two-week course to Masters and PhD students at CUC on Health Communications. One key reason for this was to enhance ECU's partnership with one of the top universities in China for media, journalism and communications. They want to make the course part of their postgraduate degree on International Communications and they have invited me to teach the course again in October 2014. On 24-25 September, 2013, I presented a research paper on behalf of SCA on media education in Australia at the International Mleague Forum. They will publish this paper, and they asked if I could teach again and also attend the 2014 Mleague Beijing conference in on 20th September 2014 on media education in the digital age.

Visiting Professor of health communications at Koblenz Landau University, Germany, June 2014.

I was one of four successful ECU researchers, led by Prof Lelia Green, that secured an European Commission sponsored IRSES project that aims to build the theory, research and practice on the use of narratives in health communications. I will work with Prof Markus Appel at Landau University in June 2014 where I will conduct two research seminars on health narratives for staff and PhD students and one workshop on health journalism.

International teaching

I was invited to teach and present several public seminars at various Chinese universities on media and health topics. The universities included:

- Shaanxi Normal University in Xt'an - July 2011 and September 2011
- Communication University of China in Beijing - September 2012, 2013, 2014.
- Shenzhen University in Shenzhen – December 2010
- Nanchang University in Nanchang – December 2010

Communication University of China (CUC), Beijing – Invited to run a two-week summer school course on health journalism for final year students at the Communication University of China (CUC) in Beijing from 4 – 24th June, 2012, September 23rd – October 12th, 2013, and from 26th September to 15th October, 2014. These courses are part of the International Professors' Workshop series.

Shaanxi University, Xt'an, China – I was the keynote speaker at the Graduation ceremony for the Faculty of Communications and Language Studies on 11 September 2011.

Shaanxi University, Xt'an, China – I taught two tertiary media units – Introduction to the Media and Independent Study from 5 - 30 September 2011

International seminars/guest Lectures

- Cullen, T. (2011). Health in the Media. Public lecture at Shaanxi University, Xt'an, China, 15 July.
- Cullen, T. (2011). *PR in Health reporting*. Public lecture presented at SMA Institute, Singapore, 16 May.
- Cullen, T. (2010). *Media and Journalism*. Public seminar at Nanchang University,, China. 16 December.
- Cullen, T. (2010). *News in the digital age*. Public seminar at Shenzhen University, China, 13 December.

National student journalism awards for ECU journalism students

Each year the Journalism Education Association of Australia (JEAA) and a panel of industry experts judge and award prizes for the best tertiary journalism students in Australia, New Zealand and the Pacific region. Since 2009, ECU journalism students have won 18 national tertiary student journalism awards since 2007. www.jeaa.org.au

Some of the winning categories include:

- Best Online Story
- Best Print News Story
- Best Feature Story
- Best Student Magazine
- Best Student Publication
- Hunter Institute Prize For Best Health Story
- Best Photojournalism
- Best Broadcast News Story
- Best Broadcast Current Affairs Story

ECU journalism program rated highly in Australia

The national organization, Graduate Careers Australia, which is recognized by the Vice-Chancellors of Australia, rated ECU's journalism program as one of the best performing programs in its 2010 and 2011 findings. It was the best performing university in terms of teaching and graduate satisfaction. These are the latest figures to date. ECU's journalism program was rated as one of the best performing universities for graduates to find media jobs when they completed their degree or postgraduate studies. The list included – Queensland University of Technology (159), RMIT (150), UTS (111) and Edith Cowan University (92). List compiled by Dr. Margaret Simons (journalist, author and journalism lecturer at Swinburne University). Roughly 29 out of 39 Australia Universities run journalism courses.

Organizer – National Journalism Education Association of Australia Conference (JEA)

In 2009, the JEA executive appointed me as convener of the national JEA annual conference. This involved organising the annual three-day national education conference which attracted media academics from the 29 universities in Australia that run journalism programs, together with overseas journalism and media academics from New Zealand, England, United States, China and the Pacific region.

The work involved finding a venue, forming an organising committee, setting up peer-review panels for abstracts and full papers, finding guest speakers, structuring and overseeing the three-day program, arranging consultative meetings with the Head of Journalism at Curtin and Murdoch universities and seeking financial support since the JEA did not finance the conference.

This was the first time that journalism staff at all three universities had worked together, and especially, on such an important educational project. The conference, entitled **Journalism education in the digital age: Sharing strategies and experiences** was held at the Burswood Intercontinental Hotel from 30 November - 2 December. Keynote speakers included ECU's Vice-Chancellor, Professor Kerry Cox, Eric Beecher, the publisher of Crikey.com, Mike Van Niekerk, Editor-in-Chief, Online, Fairfax Media, Brett McCarthy, Editor of the *West Australian* and Peter Van Onselen, political columnist with *The Australian* newspaper and *Sky News International*.

Vice-President of Journalism Education Association of Australia (JEA)

Elected as the JEA Vice-President in 2009, this position was both an honour and recognition of my 10 years membership and commitment to the organisation. It is the sole body in Australia that speaks on behalf of media and journalism academics. One of my main jobs was to convene a monthly, two-hour phone conference with the JEA executive committee in order to make decisions concerning the organizations and its members, and to report on JEA activities in Western Australia. www.jea.org.au

Reviewed journalism programs at University of South Australia

This review was commissioned by the outgoing Head of the School of Communication, Information and New Media, Professor Kerry Green on the instruction of the Pro Vice Chancellor of the Division of Education, Arts and Social Sciences, Professor Pal Ahluwalia. The site visit occurred between 14-18th February, 2012.

I was told that I was asked to be a reviewer because ECU's journalism program was rated as one of the best performing tertiary journalism programs in Australia by Graduate Careers Australia in 2010 in terms of graduate satisfaction with the course and the standard of teaching. The review report was sent to UniSA on 28th March.

During the visit we reviewed the structure of three undergraduate programs, including:

- The Bachelor of Journalism (MBO)
- The Bachelor of Journalism/Bachelor of International Relations (MBJI);
- The Bachelor of Journalism, Bachelor of Arts (Writing and Creative Communication) (MBJW).

The long and varied list of community and professional engagement activities demonstrates my commitment to sharing my skills and knowledge with local, national and international communities.

International UNESCO Conference

Speaker at the United Nations Education Scientific and Cultural organization (UNESCO) World Press Freedom day 2012 on 2nd May 2010. The research paper entitled *Journalism student working with Aboriginal communities in Western Australia* was published in the *Asia Pacific Media Educator*. 1 (20) 153- 162.

Workshops for International Journalists on Reporting Health and HIV

The Media and HIV: Achievements and Challenges – Invited by the organizing committee for the 10th International Congress on AIDS in Asia and the Pacific (ICAAP) to run the first ever workshop for international journalists. The workshop was held at the Busan International Convention Centre, in Seoul, Busan, South Korea, on 26 August 2011.

Media coverage of HIV: Can we do it better – Invited by the United Nations Program on HIV (UNAIDS) to run a three-day workshop for broadcasters and journalists in Asia and the Pacific. The workshop was held at the Tongan Convention centre in Tonga from 19 - 21 December 2011.

Keynote Speaker: 2nd World AIDS Day for Medical Science and Medicine – Invited by the organising committee of HIV-2012. The conference will be held at the Beijing International Convention Center in Beijing from 30 July - 3 August 2012.

International media delegate

Invitations are extended to journalists who show evidence of at least several published articles on HIV during the previous year. If selected, you are free to interview any delegate either from the scientific, medical or sociological field. Media Delegate at:

- 2014- **XX International Conference on AIDS**, 20- 25th July, Melbourne, Australia.
- 2012 – **XIX International AIDS Conference**, 22 - 27 July 2012. Washington, USA.
- 2011 – **International AIDS Congress for Asia and the Pacific**, 26 - 29 August, Busan, South Korea.
- 2010 – **XXI International AIDS Congress**, 18 - 23 July, Vienna, Austria.
- 2009 – **International AIDS Congress for Asia and the Pacific**, 9 - 13 August, Bali, Indonesia.
- 2008 – **XXI International AIDS Congress**, 1 - 8 August, Mexico City, Mexico.
- 2004 – **XXI International AIDS Congress**, 23 - 27 July, Bangkok, Thailand & Vienna.

International committees

- Asia Pacific Conference Advisory Committee on AIDS
- Member of the Editorial Board of *Pacific Journalism Review*

The Secretariat of the Pacific Community (SPC)

Based in Fiji, the Secretariat of the Pacific Community asked me to write for their international magazine *Pacific Aids Alert Bulletin*. I wrote two articles – *Review of the Media Guide on HIV* and *Reporting HIV in the Pacific*

COMMUNITY ENGAGEMENT (NATIONAL)

Media educator and trainer for WA AIDS Council, 2014 – 2015.

In 2014, I organised a series of media education and training sessions for both WA AIDS Council staff and HIV ambassadors. The aim was to empower people working in HIV or living with the disease to share their stories in the media. Media kits were prepared and later published.

Mind frame Advisory Committee - elected to National Board from 2009 - 2011 & 2011 – 2015

The Committee reviews the reporting of mental illness, depression and suicide in the media. The Committee meets twice a year in Sydney, and at least once a year an executive member from Mindframe travels to ECU to address the Health Journalism students.

Working with socially disadvantaged students at Mission Australia

I taught 15 students in first semester 2009; 10 students in first semester 2011 and 15 in first semester 2013. Basically, I ran a 13-week unit on *Introduction to Journalism* and also one on *Health Journalism*. I attended the last three Catalyst Clemente graduation ceremonies. In 2013 I became the program course coordinator.

The *Catalyst Clemente* program is for people whose social and economic circumstances have kept them from following traditional routes to Higher Education. The program gives them the opportunity to do accredited university courses in the

area of the humanities. It is funded by Woodside's community initiative program. All the students have reached at least Year 10 and now, through this program, they can return to study, and if possible, qualify for first year university units at ECU. Ages range from 26 - 60 years and classes are frequently interrupted with smoke and coffee breaks. This works because the people who come are so keen to learn, despite struggling with personal problems or difficult domestic situations. Sometimes it is hard work to keep the people focused. I helped 8 students to graduate and begin their first year studies at Edith Cowan University.

Health journalism education projects in the Pilbara and Geraldton regions

From 2005 - 2011, I worked with the Combined Universities Centre for Rural Health (CUCRH) and the journalism program at Edith Cowan University (ECU) to promote a better understanding of Aboriginal culture and communities in Western Australia.

The long-term aim of this project was to improve media reporting of Aboriginal issues as many non-Aboriginal journalists never manage to meet and talk with Aboriginal people about their lifestyle and beliefs, and this often results in narrow and misinformed reporting.

In an attempt to respond to this current situation, eight final-year ECU journalism students were offered an opportunity by CUCRH to participate in a one-month journalism placement with Aboriginal communities in two Western Australian towns in July 2009, 2010 and 2011. At the end of the placement, the students were asked to prepare a brief written report on what they had learnt from the experience.

A common response was that the students had gained substantial knowledge and understanding of Aboriginal people (and about themselves), and that this new awareness would, they said, influence their reporting of Aboriginal issues.

Membership of national and international organizations

<ul style="list-style-type: none"> ▪ IAMCR - International Association of Media Communication Research ▪ JEAA Journalism Education Association of Australia 	since 2001
<ul style="list-style-type: none"> ▪ IAS International AIDS Society 	since 2007
<ul style="list-style-type: none"> ▪ AMIC Asian Media Information and Communication Centre 	since 2007
<ul style="list-style-type: none"> ▪ AJA Australian Journalists Association 	since 2005
<ul style="list-style-type: none"> ▪ AMWA Australasian Medical Writers Association 	since 2006
<ul style="list-style-type: none"> ▪ NTEU National Tertiary Education Industry Union 	since 2002
<ul style="list-style-type: none"> ▪ AI Amnesty International 	since 2007
<ul style="list-style-type: none"> ▪ ACIJ Australian Centre for Independent Journalism 	since 2007
<ul style="list-style-type: none"> ▪ ACPA Australian Catholic Press Association 	since 2005
<ul style="list-style-type: none"> ▪ HERDSA Higher Education Research and Development 	since 2008
<ul style="list-style-type: none"> ▪ WACCC West Australian Chinese Chamber of Commerce 	since 2009
<ul style="list-style-type: none"> ▪ PPC The Perth Press Club 	since 2009

Member of the Australian Learning and Teaching Fellows.

This membership is only open to national Teaching Fellows and is a life membership. It involves attending and presenting at various OLT and ALTF conferences and meetings throughout Australia.

Member of the Australian Council of Journalism Professors

I was invited to become a member of this group in August 2011. Since this time we have met three times to discuss issues related to journalism education, particularly the ERA process.

Member of the Australian Fellowship of Learning and Teaching (ALFT).

This is a life-long membership which is only granted to those who have been awarded the prestigious National Teaching Fellowship.

Judge for the Western Australia Media Awards

- 2009 Best News Category
- 2010 Best News and Health Story
- 2011 Best Indigenous and Health Story
- 2013 Best News Category

Media Pass Day for Journalism students

Since 2006, I have enrolled ECU journalism students in this annual event in Perth. The event allows students to spend a day networking with media professionals. I have also attended and spoken at these events.

Previous media experience

- Media delegate and reporter at ten International AIDS Conferences from 2000-2010
- Regular writer for Pacific AIDS Bulletin, 1998 - 2010
- Feature writer on HIV for The Tablet, London, 1991 - 1995
- Reporter at Catholic News Service - Rome Bureau, 1995
- Africa Correspondent for the Catholic Herald, London, 1991 - 1994
- Broadcaster at Vatican Radio, Rome, 1994 - 1995
- Internship on Network Africa at BBC World Service, London, 1993
- Southern Africa correspondent for Gemini News Service, London, 1991 - 1993
- Editor - National Youth magazine, All long the Way, 1985 - 1988
- Freelance reporter for BBC in Malawi 1985 - 1988
- Weekly one hour broadcast program on social issues on Malawi Broadcasting Corporation, 1985 - 1989

Health and HIV journalism

I have worked as a Journalist at ten international conferences on HIV/AIDS -. The interview material was used for both conference and academic papers.

- China – 2012
- South Korea – 2011
- Indonesia – 2009
- New Zealand – 2005
- Fiji – 2001
- United States – 2012
- Austria – 2010
- Egypt – 2007
- Thailand – 2004
- Malaysia – 1999

UNIVERSITY SERVICE

I believe my solid commitment to the University is evident in the wide variety of jobs and roles I perform at School, University and International levels. Since joining ECU, I have served the university both generously and responsibly in the various jobs I have been asked to take on and develop. I have shown initiative, integrity and a high level of professionalism.

International university service

- 2011 – Took the first-ever group of ECU Communication students to Shaanxi University Xt’an, China – helped them to settle in and taught two units - Introduction to Journalism and Independent Study. 5th-25th September.
- 2011 – Conducted a short intensive course on The New Media for Communication Students at Shaanxi Normal University, Xt’an, China. 12th – 17th July.
- 2011 – Facilitated media and promotional ECU seminars in Singapore and Bangladesh. 8th-15th May.
- 2010 – Facilitated media and ECU promotional seminars at five different universities in Southern and Central China from 10th – 21st December.

University management roles

▪ Program Director (Communications)	2011, 2012, 2015
▪ Journalism Coordinator	2006 - 2015
▪ Acting Head of School	Sept 2011, Sept 2013, May 2015

Leadership courses

- Management Excellence - Harvard Management Training (10, three-hour leadership sessions) throughout 2013). Organized and run by ECU’s Centre for Learning and Development.
- ECU Leaders Program - 2012 and 2013. (7, three-hour leadership training sessions in 2012 and 2013).

University Committees – 3 Year appointments

- University Academic Board September, 2009 - 2010
- University Research and Higher Degrees Committee, Feb 2009 - Feb 2011
- Asia Regional Focus Group, March 2011 - Current

Faculty of Education and Arts (FEA) Committees

- FFEA Faculty Steering committee, September 2010 - 2012
- FEA Faculty Courses committee, March 2011 - 2012

High school committee

- Board Member – Mount Lawley Senior High School Committee, February 2011 – 2015. It involved attending monthly three hour meetings, graduations and job selections

My Other Self – A Faculty Staff Exhibition

Organised for the first time in August 2009 at Spectrum, it showed that ECU lecturers do more than just teach and research. The three-day exhibition revealed the many varied creative talents among the Faculty staff - painting, sketching, photography, sculpture, documentary and several fashion designs. Also, I helped to organise and participate in the 2011, 2013 and 2014 shows.