



THE SENATE

**SELECT COMMITTEE ON THE FUTURE OF PUBLIC INTEREST JOURNALISM**

**Future of Public Interest Journalism**

**PUBLIC HEARING**  
**Tuesday 11 July 2017**

**Macquarie Room**  
**NSW Parliament, 6 Macquarie Street, Sydney**

<b>Time</b>	<b>Witness</b>
9.00 am	<b>PricewaterhouseCoopers</b> Ms Megan Brownlow, Partner  <b>Mumbrella</b> Mr Tim Burrowes, Founder & Content Director
10.00 am	<b>TrinityP3</b> Mr Darren Woolley, Chief Executive Officer & Founder  <b>MediaScope (Submission 54)</b> Ms Denise Shrivell, Founder
<b>10.45 am</b>	<b>Morning tea</b>
10.55 am	<b>Panel:</b> <b>Association for Data-Driven Marketing &amp; Advertising</b> Ms Jodie Sangster, Chief Executive Officer  <b>GroupM, WPP</b> Mr Tim Whitfield, Director of Technical Operations  <b>Mrs Alice Almeida</b>  <b>Standard Media Index</b> Ms Jane Schulze, Managing Director, Australia/New Zealand
12.15 pm	<b>Professor Mark Pearson (Submission 7)</b>
<b>1.00 pm</b>	<b>Lunch</b>
2.00 pm	<b>Free TV Australia (Submission 45)</b> Mr Ross Mitchell, Director of Broadcast Policy Ms Sarah Waladan, Head of Legal and Regulatory Affairs Ms Justine McCarthy, Legal Counsel, Regulatory and Business Affairs
<b>2.45 pm</b>	<b>Afternoon tea</b>
3.00 pm	<b>Journalism Education &amp; Research Association of Australia (Submission 39)</b> Dr Alex Wake Dr Colleen Murrell Associate Professor Angela Romano

Committee Chair: Senator Sam Dastyari  
Committee Secretary: Timothy Watling  
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3.45 pm	<b>Associate Professor Tim Dwyer, Dr Fiona Martin, Dr Penny O'Donnell</b> ( <i>Submission 44</i> ) Dr Fiona Martin Dr Penny O'Donnell
<b>4.30 pm</b>	<b><i>Adjournment</i></b>