

INTERCOMM

School of Applied Communication Weekly Bulletin

27 September 2004

1. Things that are occupying Lauren's time and mind

1.1 VC Meeting

As you know, Susan and I met with the Vice Chancellor, Chris Whitaker last week. At the meeting, I was asked to give a description of the history of the School, the function and vision of the School, and how we travelled in 2004. I attempted to explain how the financial constraints of this year have affected us, especially in regards to the loss of income due to miscalculations by the Financial Services Group and overheads on unmet student load. Of the 12 people at the meeting, there were 2 PVCs (Alan Cummings for Portfolio and Cameron Moroney from the Financial Services Group), a number of Portfolio staff including Deborah Warrender, Barbara de la Harpe and Wanda Korndorffer and a number of people whose roles at the meeting I don't know. It was a reasonably intimidating audience.

I will let you know of any action that comes out of this meeting as soon as it becomes available.

1.2 Leave

I am taking recreation leave from Wednesday until Monday 18 October to go to Japan to participate in Tokyo Design Week. Peter Horsfield will be Acting Head of School in my absence.

(Lauren Murray)

2. BComm (Honours)

As part of our program renewal, the Honours year for the Bachelor of Communication is being rested for 2005. Cathy Greenfield has contacted all students who had expressed interest for 2005. Peter Horsfield and I plan to start work on the renewal early in 2005 - I will be calling for interested staff to participate in the process then.

(Lauren Murray)

3. Advertising research now available at Library

The World Advertising and Research Center database is now available through the Library. This is a full-text database giving you access to information on advertising, communications, communication design, demographics, marketing, and public relations. It contains over 25,000 articles, case studies, research reports and summaries drawn from over 30 international sources covering all areas of marketing communications. Also available are ad spend statistics, demographic and economic data, plus consolidated global industry news, marketing communications, best practice papers and expert editorials on current industry trends. Access WARC from our databases webpage:
www.lib.rmit.edu.au/resources/display.php.

[Source: Carmen Riordan, RMIT University Library]

4. Sublime Contemplation of the world of Yasujiro Ozu - FREE SEMINAR

To celebrate the Yasujiro Ozu retrospective currently running at the Melbourne Cinémathèque, the School of Applied Communication and the Melbourne Cinémathèque are co-presenting a seminar focusing on the work of the great Japanese director on Saturday October 2, from 11:00am-4:00pm.

Speakers will include Ozu experts and fans John Flaus, Philippa Hawker, Freda Freiberg, Quentin Turnour, Peter Kemp and Adrian Danks. The seminar will also feature screenings of clips, short documentaries and homages to Ozu's work.

Admission is FREE and the seminar will take place at RMIT University, City Campus, Radio Theatre, Ground Floor, Building 9, Cnr of Franklin and Bowen Streets. Bookings not essential. Contact Dr. Adrian Danks for details: adrian.danks@rmit.edu.au

(Adrian Danks)

5. Congratulations

- to Chris Scaddan - RMIT Media Studies graduate - has just been made Program Director for Triple J (he's been acting in the role for the past year or so).

(Karli Lukas)

- to PR lecturer Carolyn Jones and partner Trenton on the birth of Alice May last week. We wish them all the sleep they can get.

6. Contributing to this Bulletin

Just a reminder that all Staff are invited to contribute to this Bulletin and are to forward contributions (via their manager) to Emily Wrigglesworth on Thursday the week prior.

(Emily Wrigglesworth)

7. Diary dates

2004 RMIT PR Breakfast

The 2004 RMIT PR Breakfast is on Thursday 14 October 2004, from 7.30am until 9am at The Grand Ballroom, The Windsor Hotel. The theme for this year's event is "Who is really spinning the spin? The hacks or the flacks?" and over 100 guests from the PR/media industry are expected to attend. Slade Group and AAP MediaNet are sponsors of the event.

Key speakers include: Stephen Mayne (Crikey.com.au), Lawrence Money ('Spy' The Sunday Age), Corrie Perkin (National Gallery of Victoria), Michael Smith (Inside PR) and Jo Pearson (Media Strategies) as MC.

Tickets are \$50, \$45 for PRIA or Melbourne Press Club Members and \$30 for students. See attached registration form.

For more information please contact Sally Davis, Lecturer BComm(PR)
sally.davis@rmit.edu.au

(Sally Davis)

Lauren Murray
Head of School
School of Applied Communication
RMIT University
Bldg 6, Level 3
GPO Box 2476V
Melbourne Vic 3001

Ph: + 61 3 9925 3960

Fax: + 61 3 9639 1685

[www//rmit.edu.au/adc/appliedcommunication](http://www.rmit.edu.au/adc/appliedcommunication)

Acstaff mailing list

Acstaff@lists.adc.rmit.edu.au

<http://monaro.adc.rmit.edu.au/mailman/listinfo/acstaff>