



MEDIA ALERT

13 October 2010

Dom Sagolla, co-creator Twitter and radio legend, John Laws to address radio conference in Melbourne this week

One of the co-creators of social networking service, **Twitter**, **Dom Sagolla** will be the keynote speaker at this year's Australian Radio Conference, to be held in Melbourne later this week, on Friday, October 15. The American was one of the team, led by Jack Dorsey, that originally created Twitter in 2006, and has written the definitive style guide for Twitter and short form communications - "140 Characters, A Style Guide for the Short Form" on how best to tweet. Dom will talk about the uses and impact of Twitter in the media, twitter etiquette and also look at future implications for social networking and communications.

Also speaking at this year's conference are radio legends, **John Laws** (broadcaster), **Rod Muir** (pioneer of FM radio), **Paul Thompson** (pioneer of FM broadcasting) and **Greg Smith** (programming pioneer for all formats) who will combine in a special panel session discussing the key principles of good radio.

This year's conference also includes a panel featuring 3AW's **Derryn Hinch**, ARN's **Amanda Keller**, and Nova's **Merrick Watts** looking at the sometimes controversial question of what is acceptable on-air content today; where we are heading; and how more regulation impacts on on-air staff and their creativity.

The **Federal Minister for Communications, Senator Conroy** will open the Conference and provide the Government's view on the future of radio and the media in general.

This year's Australian Radio Conference will be held in Palladium at Crown, Melbourne on October 15. Speakers and times are listed below.

What: Commercial Radio National Conference

Date: Friday October 15

Place: Palladium, Crown, Melbourne

8.30am: Federal Minister for Communications, Senator Conroy

9.30am: Dom Sagolla, co-creator, Twitter – keynote address

10.45am: Radio Hall of Fame Super Session with John Laws, Paul Thompson; Greg Smith and Rod Muir talking about what makes good radio

11.45am: Derryn Hinch, Amanda Keller and Merrick Watts talking about what is acceptable on-air content today

3.45pm Push Radio – new technology that allows broadcasters to send podcasts via digital radio rather than coming through the internet

Media contacts: Jenny Stevenson 0402 214 039 or Melissa Fleming 0417 499 529

Media are invited to attend the conference. Please RSVP to gain entry.

Follow us on twitter @ radio_fest (#radioconf).

Photographs can be downloaded at http://web.me.com/andrewjarvie/CRA_events/Welcome.html

