

## Curriculum Vitae

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Associate Professor Trevor Cullen  
Edith Cowan University

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STB. (Hons) Theology – Louvain University, Belgium  
MA. Religious Studies – Louvain University, Belgium  
MA. International Journalism – City University, London, UK  
PhD. Journalism – University of Queensland, Brisbane, Australia

## Associate Professor Trevor Cullen

[www.trevorcullen.id.au](http://www.trevorcullen.id.au)

### Employment history

- 2009 - 2017 - Associate Professor, School of Arts and Humanities, ECU.
- 2005 - 2009 - Senior lecturer, School of Communications and Arts, ECU.
- 2002 - 2005 - Lecturer in School of Communications and Arts, ECU.
- 1998 - 2001 - PhD student and sessional lecturer (University of Queensland)
- 1996 - 1998 - Head of Journalism at Divine Word University, Papua New Guinea.
- 1993 - 1995 - Print and TV reporter at the Vatican and CNS, Rome, Italy.
- 1991 -1992 - BBC Network Africa. London. United Kingdom.
- 1988 - 1991- Lecturer in Theology at ICS, Malawi, Central Africa.
- 1985 -1988 - University chaplain, University of Malawi, Central Africa.

### Academic positions at ECU

- Associate Dean - Design, Media and Communications, 2017 -
- Director of CREATEC Research Centre 2016 -
- Academic Coordinator (Media and Communications) 2016 -
- Program Director 2011 – 2014
- Acting Head of School 2012, 2013, 2015
- University Research Board Member 2009 - 2012
- University Board Member 2008 - 2011
- Journalism Coordinator 2006 – 2017.

### Academic Qualifications

- 2009 Graduate Certificate of Education (Edith Cowan University).
- 2000 Doctor of Philosophy, Journalism (University of Queensland).
- 1993 Masters of Arts, International Journalism, (City University, London).
- 1981 Masters of Arts, Religious Studies (Leuven University, Belgium).
- 1980 Bachelor of Theology (Leuven University, Belgium).

### Research Grants since my previous promotion to level D

1. [Develop capstone units for journalism programs that effectively measure and assure the demonstration of graduate capabilities.](#) 2015 OLT National Teaching Fellowship. Category 1 Grant. 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 - 2017. 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. [Awards Fellowship \(AAF\) 2014 - Round 14 - HIV Mentoring and Leadership](#). Department of Foreign Affairs and Trade. Lead Institution: Australasian Society for HIV medicine (ASHM). Amount \$3.8 million.
5. [Graduate qualities and journalism curriculum renewal: Balancing tertiary expectations and industry needs in a changing technological environment](#). Office of Learning and Teaching (OLT) Grant, 2011-2014. Lead Institution: University of Wollongong. Amount \$120,000.
6. [Construction of the subject as heart patient in the context of the gift economy](#). Australian Research Council (ARC) Linkage Grant, 2007 - 2012, Chief Investigators - Professor Lelia Green, A/Professor Trevor Cullen, Dr. Debra Rodan. Amount \$278,768.

## Background information to the competitive research grants.

### **OLT National Teaching Fellowship 2015 -2017. \$155,311.**

This was the first time a journalism educator in Australia had received this prestigious Fellowship. It is a Category 1 research grant that aimed to create agreed guidelines on principles, thresholds, models and skills for capstone units in 30 universities in Australia that offer degrees and majors in journalism.

### **European Commission Grant - 2013 – 2017. \$123,000**

I was one of four successful ECU researchers, led by Prof Lelia Green, that secured an European Commission sponsored IRSES project that aimed to build theory, research and practice in regards to the use of narratives in health communications. I worked with Prof. Markus Appel a Landau University in Germany in June 2014 and June 2015 where I conducted research seminars for staff and students on health narratives and health journalism. We are currently working on an article for *Media Psychology* on the benefits of health narratives.

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

This project sought 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, developed and delivered a pilot media education programs (MEP that enabled 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 MEPs consisted 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 drew on the successful 'Mindframe' national media initiative that resulted in significant improvements in the reporting on mental health and suicide (Mindframe, 2014). The ongoing goal is to foster improved and responsible media reporting on HIV and STDs which will allow for better understanding and responses to these diseases.

### **Australian Learning and Teaching Council Grant, 2011 – 2014, (\$120,000)**

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

In August 2011, 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 and Languages at the University of South Adelaide and Associate Professor Trevor Cullen, Head of journalism at Edith Cowan University. The research project aimed:

- To further research on teaching graduate qualities and journalism curriculum renewal;
- To balance tertiary expectations and industry needs in a changing technological environment.

For this project, I conducted (in 2012 and 2013) 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 both news editors and journalism academics 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.
- Accepted an invitation to present a keynote address on the topic at an international educational conference, held at the Communication University of China on 27<sup>th</sup> September 2013, in Beijing, China.
- Published peer-reviewed conference papers and journal articles on the topic in 2013 and 2014.
- Organized the first-ever meeting (and luncheon) for Perth-based news editors and Journalism educators from the five universities in Perth to review the findings of the national report.

### **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\\_Rd1\\_ECowan.pdf](http://www.arc.gov.au/pdf/LP07/LP07_Rd1_ECowan.pdf)

- One of three Chief Investigators, who secured a five-year Australian Research Council Linkage Grant.
- Developed better communication with heart patients to improve their health outcomes.
- Helped to supervise a PhD student, Lindsey Ridge, whose thesis was focused on the project.
- Supervised two medical students from University of Western Australia.
- The Heart Foundation was the main industry partner.
- From 2009 -2012, more than 700 patients a week accessed the site for information and support.

### **Faculty research grants (2009 /2011/2017)**

- \$35,500 towards research on reporting HIV in Papua New Guinea and the Pacific from 2000-2017.

### **Peer-reviewed book chapters (6) since my previous promotion to level D**

- **Cullen, T.** (2018). (In press) *The Future of journalism practice* in **Practice Futures for the Common Good**. Amsterdam. Sense Publications.
- **Cullen, T.** (2017). (In press). *How to widen the frame and context for health stories*. A chapter in **Reporting Social Issues** edited by Anne Luce. Oxford: Oxford University Press.
- **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, Media and the Millennium Development Goals**. Singapore: Asia Media Information and Communication (AMIC).

### **Peer-reviewed journal articles (16) since previous promotion to Level D**

- **Cullen, T.** (2017). Capstone units facilitate transition from university to professional life but gaps remain. *Australian Journalism Review* 38(2), 85-94.

- **Cullen, T.,** Davies, K. (2016). Data journalism classes in Australian universities: Educators describe progress to date. *Asia Pacific Media Educator*, 26(2), 1-16.
- **Cullen, T.,** Callaghan, R., (2016). Improving HIV and STI responses through media and community engagement. *Pacific journalism Review*, 22(1), 231-240.
- **Cullen, T.,** (2016). Journalism capstone units based on agreed principles and standards. *Pacific Journalism Review*, 22(2), 172-184.
- **Cullen, T.,** (2016), Designing journalism capstone units that demonstrate student skills. *Journalism and Mass Communication Educator*, 71(3), 360-370.
- **Cullen, T.,** (2015). A Capstone Unit for Tertiary Journalism Programs That Aims to Facilitate the Demonstration of Graduate Capabilities. *Asia Pacific Media Educator*, 25(2), 297-304.
- **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), 200-212.
- **Cullen, T.,** (2013). Exploring ways to improve online health news stories. *eJournalist*, 13(2), 59-72, Australia.
- Stewart, H., Williams, M., **Cullen, T.,** Johnston, M., Phillips, G., Mulligan, P., Bowman, L., Meadows, M., (2012). Teaching Journalism students how to tell indigenous stories in an informed way: a work integrated learning approach. *Asia Pacific Media Educator*, 22(1), 55-67.
- **Cullen, T. & Callaghan, R.** (2011). Promises, promises: are Australian universities misleading journalism students? *Australian Journalism Review* 32 (2) 117-130.
- **Cullen, T.** (2011). Health Reporting: The missing links. *Ejournalist*, 11 (2) 137-147.
- **Cullen, T.** (2010). Student journalists learn about Aboriginal communities and culture in Western Australia. *Asia Pacific Media Educator*, 20 (1) 153-162.
- **Cullen, T. & Callaghan, R.** (2010). The use of narrative fiction to spread HIV information in Papua New Guinea. *eJournalist*, 10 (2) 32- 44.
- **Cullen, T. & Callaghan, R.** (2010). Reporting HIV in Papua New Guinea: trends and omissions from 2000 to 2010. *Pacific Journalism Review*, 16 (2) 163 –176
- **Cullen, T.** (2009). Health communication theories: Implications for HIV reporting in Asia and the Pacific. *Asia Pacific Media Educator*. 1(19) 112-125.

### Peer-reviewed conference publications (6) since previous promotion to level D

- **Cullen, T.,** Callaghan, R., (2016). Local community engagement: A pilot project that promotes better understanding of diseases. *Proceedings of Teaching and Learning Forum 2016*, <https://clt.curtin.edu.au/events/conferences/tlf/tlf2016/refereed/cullen.pdf>
- **Cullen, T.,** (2016). An overview of Tertiary journalism capstone units and the need for agreed principles and standards. *Research and Development in Higher Education: The Shape of Higher Education. Refereed papers from the 39th HERDSA Annual International Conference*, 39, 66-73.
- **Cullen, T.,** Tanner, S., O'Donnell, M., Green, K., (2014), Industry needs and tertiary journalism education: Views from news editors. *Transformative, innovative and engaging. Proceedings of the 23rd Annual Teaching Learning Forum*, 1-6.
- Uridge, 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.*

- **Cullen, T.**, (2013). Online health information: shortcomings and challenges. *Refereed Proceedings of the Australian and New Zealand Communication Association Conference: Global Networks-Global Divides: Bridging New and Traditional Communication Challenges*, Perth, WA.
- **Cullen, T.** (2009). *The Catalyst Clemente project: Making journalism education accessible to disadvantaged Australians*. Refereed Proceedings presented at the Journalism Education and Research Association of Australia annual conference, Perth, 2nd December.

### **National education reports since previous promotion to level D.**

#### **Australian Government and Office of Learning and Teaching (OLT)**

Cullen, T. (2017). Journalism capstone units: Capstone units for journalism programs to facilitate the demonstration of graduate capabilities. [PDF Link](#)

#### **Australian Government and Office of Learning and Teaching (OLT)**

Tanner, S., Cullen, T., Green, K., O'Donnell. M. (2014). Graduate qualities and journalism curriculum renewal; Balancing tertiary expectations and industry news in a changing environment. [PDF Link](#)

### **Research papers presented at 35 international and national media and health conferences since my previous promotion to level D**

- **Cullen, T.** (2017). *Preparing graduates for transition from university to Professional Life*. Research paper presented as part of a Panel of Experts at the Higher Education Research and Development Society of Australasia (HERDSA) conference, Sydney Convention Centre, Sydney, 29<sup>th</sup> June.
- **Cullen, T., and Lee, N.** (2017). *Transitions at University*. Research paper presented at the STARS conference, Stamford Grand, Adelaide, July 4<sup>th</sup>.
- **Cullen, T.** (2017). *Journalism capstone units*. Research paper presented at the Australian Learning and Teaching Fellows conference, University of Technology, Sydney, June 26<sup>th</sup>.
- **Cullen, T.** (2017). *Agreed principles, models and skills for capstone units*. Research paper delivered at the First World Summit of National Teaching Fellows, Radisson Blu Hotel, Birmingham, England, on 19th February.
- **Cullen, T.** (2016). *Journalism capstone units that demonstrate key research, communication and entrepreneurial skills for new media jobs and markets*. Research paper presented at the International Association for Media and Communication Research (IAMCR), Leicester University, England, July 29th.
- **Cullen, T.** (2016). *Sharing HIV and sexual health stories in the media: Findings from a pilot training program in Australia*. Research paper presented at the International Association for Media and Communication Research (IAMCR), Leicester University, England, July 31st.
- **Cullen T.** (2016). *An overview of tertiary journalism capstone units and the need for agreed principles and standards*. Research paper delivered at the Higher Education Research and Development Society of Australasia (HERDSA) conference at the Esplanade Hotel, Fremantle, Western Australia, July 7th.
- **Cullen, T.** (2016). *Journalism capstone units based on agreed principles and standards*. Research paper at the World Congress of Journalism Educators (WJEC), Auckland University of Technology, Auckland, New Zealand, July 16th.
- **Cullen, T., Callaghan, R.**, (2016). Local community engagement: A pilot project that promotes better understanding of diseases. *Teaching and Learning Forum 2016*, Perth, Western Australia.
- **Cullen, T.**, (2016), An overview of Tertiary journalism capstone units and the need for

agreed principles and standards. *Research and Development in Higher Education: International Conference* 5<sup>th</sup> July, 2016. Fremantle, Western Australia.

- **Cullen, T.** (2016). *Sharing HIV and health stories in the media: lessons learnt from a media education and training program*. Research paper delivered at the Journalism Education and Research Association of Australia (JERAA) conference at Auckland University of Technology, Auckland, New Zealand, July 13th.
- **Cullen, T.** (2015). *Journalism department works with health organization to promote better media coverage*. Research paper presented at the World conference on media and Mass communication 2015, 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 15<sup>th</sup>.
- **Cullen, T.** (2014). *Health reporting in the Pacific: new challenges ahead*. Research paper presented at the Political Journalism in Asia Pacific conference, Auckland University of Technology, Auckland, New Zealand, 28th November.
- **Cullen, T.** (2014). *The personal story is the message: a pilot project to widen coverage of health and HIV*. Research paper presented at the annual Journalism Education Association of Australia conference, University Technology Sydney, 26th November.
- **Cullen, T.,** Tanner., Green, K., and O'Donnell, M. (2013). *Australian journalism programs: are they listening to the needs of industry?* Research paper 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'*. Research paper presented at the annual Journalism Education Association of Australia conference, Mooloolaba, Queensland, 4th December.
- **Cullen, T.** (2013). *What skills do health communication graduates need in the digital age*. Research paper delivered at the 2013 Mleague 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, July 5th.
- **Cullen, T.** (2013). *Surveys on health journalism: The evidence and the challenges*. Peer-reviewed paper delivered at the Australian and New Zealand Communication Association conference, Fremantle, Australia, July 4th.
- **Cullen, T.** (2013). *HIV in South Africa: Implication for the future*. Plenary panel interview with medical doctor and AIDS activist, Dr Ashfar Grimwood. This 90-minute interview was conducted at the Australian and New Zealand Communication Association conference, Fremantle, Australia, July 4th.
- **Cullen, T.,** Tanner, S., Green, K., O'Donnell, M. (2013). *Journalism education futures, partnerships and innovations*. Research 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 June.
- **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.** (2012). *Health reporting: is it enough to provide content without a context?* Peer Reviewed

paper presented at the International Asia Media and Communication Conference, Concord Hotel, Kuala Lumpur, 12th July.

- **Cullen, T.** (2011). *Media Coverage of HIV: Can we do better*. Research paper presented at a three-day United Nations sponsored workshop for Broadcasters in the Asia Pacific region. Held at the Tonga Convention Centre in Nuku'alofa, Tonga. December 20th.
- **Cullen, T.** (2011). *The unhealthy state of health journalism*. Research paper presented at the annual Journalism Education of Australia conference. Adelaide Convention Centre, Adelaide. 30th November.
- **Cullen, T.** (2011). *The use of narrative fiction to spread HIV information in Papua New Guinea*. Research paper presented at the 10th International AIDS Congress for Asia and the Pacific, Busan, South Korea 29th August.
- **Cullen, T.** (2011) *Reporting HIV: Obstacles and challenges*. Research paper presented at the United Nations sponsored workshop for international journalists attending the 10th International AIDS Congress for Asia and the Pacific, Busan, South Korea 29th August.
- **Cullen, T.** (2010). *Reporting HIV in Papua New Guinea: trends and omissions from 2000 –2010*. Research paper to be presented at the Journalism Education Association of Australia conference, University of Technology, Sydney, 24 November.
- **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.** (2009). *Enabling international journalism students to understand and report effectively on serious health issues in their own countries*. Research paper presented at the Teaching and Learning Forum 2009, Curtin University of Technology, Perth, 29<sup>th</sup>.

### Non-traditional research outputs since previous promotion to Level D

- Cullen, T.** (2015). Fighting the Good Fight. Interviews with two best-selling human rights lawyers and authors Bryan Stevenson and Michael Mori. Hackett Hall, UWA 21 February.
- Cullen, T.**, (2014). Google Doctor: it's popular but is it accurate? *Edith Magazine*, Perth, W.A..
- Cullen, T.**, (2014). A tale of two epidemics: media reporting on Ebola. *The Conversation*, Melbourne.
- Cullen, T.**, (2014). Perspective: A fresh approach on tacking HIV awareness in WA. *Perspectives*, Online, Perth.
- Cullen, T.**, (2014). Media reports of HIV can be part of the problem - or the solution. *The Conversation*, Melbourne.

### Reviewed journal articles for

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

### International research positions

- Research Fellow of the Pacific Media Centre, Auckland, New Zealand, 2011-
- International board member of the *Pacific Journalism Review*, 2010-
- International AIDS Committee member for the media, 2010-



### National research recognition

- Appointed as an Assessor for Australian Research Council grants, 2011-

### 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		
Ying Wang	PhD Chief Supervisor	2016		

### Teaching CV - University and national teaching and learning awards

- 2016 - **Australian Award for University Teaching (AAUT)**
- 2016 - **ECU Vice-Chancellor's Citation for Outstanding Contributions to Student Learning**
- 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 since promotion

- 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). [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 since promotion

- Cullen, T. (2017). [The unhealthy state of health journalism](#). Keynote address at the Symposium on Health journalism at the Kenyan National Medical Board Centre, Nairobi, **Kenya** 24th July.
- 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 – 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.

## International teaching since promotion

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 2011, 2012, 2013, 2014, 2015.
- [Shenzhen University in Shenzhen](#) – December 2010
- [Nanchang University in Nanchang](#) – December 2010

**Communication University of China (CUC), Beijing** – Invited by the university 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 2011 -2015. These courses were 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. I also taught two tertiary media units – Introduction to the Media and Independent Study from 5 - 30 September 2011.

### international education workshops and panels

My leadership in national curriculum renewal has led to several invitations to speak at national and international education conferences. For example, in 2017 alone, I spoke on panels for curriculum renewal at the first conference of International Teaching Fellows in Birmingham, UK; the Higher Education and Research Development Society of Australia (HERDSA) at Sydney Convention Centre; the Student Transitions Achievement Retention and Success (STARS) conference in Adelaide and the JERAA conference in Newcastle. Invitations to submit two book chapters on curriculum development will appear in late 2017 and early 2018.

### **International teaching and promotion.**

As part of their personal development, I believe all students should experience a broad academic and cultural education to increase their understanding of other countries and cultures. I actively encourage students to consider **studying abroad**. In 2011, I led the first-ever group of ECU journalism students to China to study for one entire semester at Shaanxi Normal University. It was a real eye-opener as it was the first time for most of them to live outside Australia. I taught two units for both ECU and Shaanxi university students. *"Wow. I learnt so much - about China, its people, its culture and its media. "Would have loved spent a whole year studying and learning."* *"Best ever experience of university"* (Student survey feedback, 2011).

Also, from 2011 – 2015, I taught a two-week course for Masters students at the Communication University of China (CUC) in Beijing on Health journalism as part of the **International Professors' Workshop series**. I have been told by CUC that the annual invitation to teach in the postgraduate program stems primarily from the success of my teaching and research. Already, one CUC student has enrolled in a PhD in journalism at ECU. In 2014, I was a keynote speaker at an international education conference in Beijing where I spoke on Chinese international students studying in Australia. [mleague.cuc.edu.cn](http://mleague.cuc.edu.cn) Also, I travelled to Shaanxi (2010-2011), Singapore (2011), Bangladesh (2011), Beijing (2011 - 2016), Nairobi and Eldoret (2017) to promote ECU's undergraduate and postgraduate programs.

### **Visiting professor of health communications at Koblenz Landau University, Germany, June 2014 -15**

I was one of four successful ECU researchers, led by Prof Lelia Green, that secured an European Commission sponsored IRSES project that aimed to build the theory, research and practice on the use of narratives in health communications. I worked with Professor Markus Appel at Landau University in June 2014 and June 2015 where I conducted several research seminars on health narratives for staff and PhD students and workshops on health journalism.

## National student journalism awards for ECU journalism students since promotion

Each year the Journalism Education Research Association of Australia (JERAA) and a panel of industry experts judge 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. [www.jeaa.org.au](http://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 2012 findings. It was the best performing university in terms of teaching and graduate satisfaction. And 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). The list compiled by Dr. Margaret Simons (journalist, author and journalism lecturer at Melbourne University). Roughly 30 out of 43 universities in Australia run journalism courses.

### Organizer – National Journalism Education Research Association of Australia Conference (JERAA)

In 2009, the JERAA executive appointed me as convener of the national JERAA annual conference. This involved organising a 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 Heads of Journalism at Curtin and Murdoch universities and seeking financial sponsorship. 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 (JERAA)

Elected as the JERAA Vice-President in 2009, this position was both an honor and recognition of my 10 years membership and commitment to the organization. It is the sole body in Australia that speaks on behalf of media and journalism academics. One of my main jobs was to participate in a monthly, two-hour phone conference with the JERAA executive committee, in order to make decisions concerning the organizations and its members, and to report on JERAA activities in Western Australia. [www.jeaa.org.au](http://www.jeaa.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 14-18<sup>th</sup> 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 2012 in terms of graduate satisfaction with the course and the standard of teaching. The review report was sent to UniSA on 28<sup>th</sup> March. During the visit I reviewed the structure of three undergraduate programs, including:

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

### International UNESCO Conference

I was invited to be a Keynote speaker by the United Nations Education Scientific and Cultural Organization (UNESCO) for the 2012 World Press Freedom. The talk and research paper entitled *Journalism student working with Aboriginal communities in Western Australia* was published in *Asia Pacific Media Educator*, 1(20) 153- 162.

### Invited to run workshops for International journalists on reporting health and HIV since promotion

- **The unhealthy state of health journalism.** Invited to run a workshop for more than 60 Kenyan doctors on Health journalism at the Kenyan National Medical Board Centre, Nairobi, Kenya 24th July.
- **Working with the media.** Invited by ASHM to run a two-day workshop for HIV leaders from 34 countries at Monash University, Melbourne 16- 17th July.
- **Keynote Speaker: 2<sup>nd</sup> 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.
- **The Media and HIV: Achievements and Challenges** – Invited by the organizing committee for the 10<sup>th</sup> 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.

### International media delegate

Invitations are extended to journalists who show evidence of 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. I was a media delegate at:

- 2014 - **XX International Conference on AIDS**, 20- 25<sup>th</sup> 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.

### Member of International committees

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

## Community Engagement

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

From 2014 -2015, 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 - 2017

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 health journalism students.

### Working with socially disadvantaged students at Mission Australia

I have taught more than 50 disadvantaged students at Mission Australia since 2011. 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 to date, I have helped 10 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 - 2012, 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. *Working alongside Aboriginal people was an especially profound experience for me.* "The time there has been valuable for life lessons as a whole. It has taught me not to stereotype a group of people." "I cannot put into words how informative and useful this experience was, assisting me in both my work and in my social interactions with the indigenous community." "This was the most valuable thing I have done in the whole time I have been at uni. I learnt to be more confident, culturally aware, and discovered that I want to work in this area" (Student feedback on the Pilbara Placement, 2010-2011).

### Membership of national and international organizations

▪ IAMCR - International Association of Media Communication Research	since 2001
▪ JEAA Journalism Education Association of Australia	
▪ IAS International AIDS Society	since 2007
▪ AMIC Asian Media Information and Communication Centre	since 2007
▪ AMWA Australasian Medical Writers Association	since 2006
▪ NTEU National Tertiary Education Industry Union	since 2002
▪ AI Amnesty International	since 2007
▪ ACPA Australian Catholic Press Association	since 2005
▪ HERDSA Higher Education Research and Development	since 2008

#### Member of the Australian Learning and Teaching Fellows.

This membership is only open to National Teaching Fellows and involves attending and presenting at various OLT and ALTF education conferences and meetings throughout Australia. I am currently on the executive board.

#### 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 annually to discuss issues related to journalism education, particularly the ERA process.

#### Judge for the Western Australia Media Awards.

ECU's journalism program is well-respected by local news and media organizations, especially the editors and journalists. We are frequently asked to send our best performing students to work in convergent newsroom, and for last six years, I have been invited to be a Judge for the annual WA Media Awards. These are the categories I have judged:

- 2009 Best News Category
- 2010 Best News and Health Story
- 2011 Best Indigenous and Health Story
- 2013 Best News Category
- 2015 Best Health story

#### Media Pass Day for Journalism students 2009 -2017

Since 2009, 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 also attend and speak at these events.

### Previous media experience

- Media delegate and reporter at ten International AIDS Conferences from 2000-2016
- Regular writer for Pacific AIDS Bulletin, 1998 - 2014
- Feature writer on HIV for The Tablet, London, 1991 - 1995
- Reporter at Catholic News Service - Rome Bureau, 1994 -1995
- Africa Correspondent for the Catholic Herald, London, 1991 - 1994
- Broadcaster and reporter at Vatican Radio, Rome, 1994 - 1995
- Internship on Network Africa at BBC World Service, London, 1992 -1993
- Southern Africa correspondent for Gemini News Service, London, 1991 - 1994
- Editor - National Youth magazine, *All long the Way*, 1985 – 1990
- Freelance reporter for BBC in Malawi 1985-1988
- Weekly one hour broadcast program on social issues on Malawi Broadcasting Corporation, 1985-1991

### International university service since my previous promotion

- 2017 Postgraduate recruitment work in Nairobi and Eldoret, Kenya, July 22- 31.
- 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 – Facilitated media and promotional ECU seminars in Singapore and Bangladesh. 8th-22nd May.
- 2010 – Facilitated media and ECU promotional seminars at five different universities in Southern and Central China from 16th – 21nd December.

### University management roles

Associate Dean, Design, Media and Communications	2017 -
<ul style="list-style-type: none"> <li>▪ Program Director (Communications)</li> </ul>	2011 -2015
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ Head of Journalism</li> </ul> </li> </ul>	2006 - 2017
<ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ Acting Head of School</li> </ul> </li> </ul> </li> </ul>	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 – 2011 -2014. (three-hour leadership training sessions )

### University Committees – 3-year appointments

- University Academic Board September, 2009 - 2012
- University Research and Higher Degrees Committee, Feb 2009 - Feb 2011
- 

### School of Arts and Humanities committees

- SAH Academic leave committee 2016 -
- SAH Ethics Committee 2016 -
- SAH Study Leave 2016 -



- FFEA Faculty Steering committee, September 2010 - 2014
- FEA Faculty Courses committee, March 2011 - 2014

### **Participation in ECU and SAH academic and professional events**

I have a strong commitment to ECU, to its vision, values, staff and students. Examples of this can be seen in the fact that for the past 15 years, I have attended every University Open Day and Induction week, and I have only missed one Graduation Ceremony. I have participated in nearly every art, film, video, fashion, Design, journalism, broadcast and advertising event held in the School of Arts and Humanities. Also, I am a long time member and supporter of WAAPA events.

### **Board member of Mount Lawley High School 2011-2015**

It involved attending monthly three hour meetings, graduations and job selection panels.

### **My Other Self – A Faculty Staff Exhibition**

Organised for the first time in August 2009 at Spectrum Art Space, it showed that ECU lecturers do more than just teach and research. The week-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 2009, 2010, 2011, 2013, 2014, 2015 and 2016 Staff shows.

### **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.