

**27th August 2007
FOR IMMEDIATE RELEASE**

NEWS RELEASE

From Bill Gates to Sam Brett to a faux John Howard, it seems everyone has embraced the phenomenon that is blogging.

With the number of new blogs increasing everyday and showing no signs of slowing down, blogs have been championed as facilitators of democracy and providers of scintillating gossip. As of August 2007, blogging search engine, Technorati, had indexed over 94 million weblogs, up from 71 million in May.

However, not everyone is so keen to climb on their virtual soapbox and start a blog. Former journalist, Graeme Philipson, Founder and Research Director, Connection Research, recently declared he can't see the point of starting a blog, in an opinion piece categorically denouncing Australia as an 'underblogged nation.

"Four years ago, blogs were trumpeted as a way to challenge conventional ideologies and facilitate constructive debate," said Mr Philipson. "Fast forward to 2007 and the internet is awash with semiliterate wannabes."

"Four years ago, blogs were trumpeted as a way to challenge conventional ideologies and facilitate constructive debate. Fast forward to 2007 and the internet is awash with semiliterate wannabes."

Graeme Philipson, Founder and Research Director,
Connection Research

As this year celebrates 40 years of talkback radio, inevitable comparisons are being drawn between the ability of blogs to give the average Joe a voice in cyber space, just as talkback radio has given listeners a voice over the airwaves for the past four decades.

"In the same way critics constantly questioned the value of talk-back radio, blogs are now under attack," said Tony Walker, Manager, ABC Digital Radio. "However, participation is becoming the predominant behaviour underpinning people's media experience, and blogs and blogging are all about participating."

Graeme Philipson and Tony Walker will be joined by Chris Gilbey, CEO of Vquence and Pippa Leary, general manager – media of Fairfax Digital as speakers at **DebateIT: Blogging is as useful as talkback radio**, hosted by Slattery IT.

Moderated by Catherine Fox, Deputy Editor of BOSS Magazine, DebateIT will examine the impact of blogs in Australia, how they compare to other mediums and how they will evolve in the future.

DebateIT: Blogging is as useful as talkback radio, will take place on Wednesday the 12th September at the Museum of Sydney. Tickets are \$50. For more information or to register please visit www.slatteryit.com.au or call 02 9423 8850.

----- ENDS -----

For more information, or to obtain a media pass, please contact

Nicole Sergi

Slattery IT | Ph: 02 9423 8850 | Email: nicole@slatteryit.com.au