



Australian Government
Australian Research Council



OzGrav

ARC Centre of Excellence for Gravitational Wave Discovery

OzGrav Outreach Adventures – Working with Media

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Media overview

The easier you make it for them, the more likely they are to use it

Journalists and editors are busy on a daily cycle, working on up to 8 stories at a time

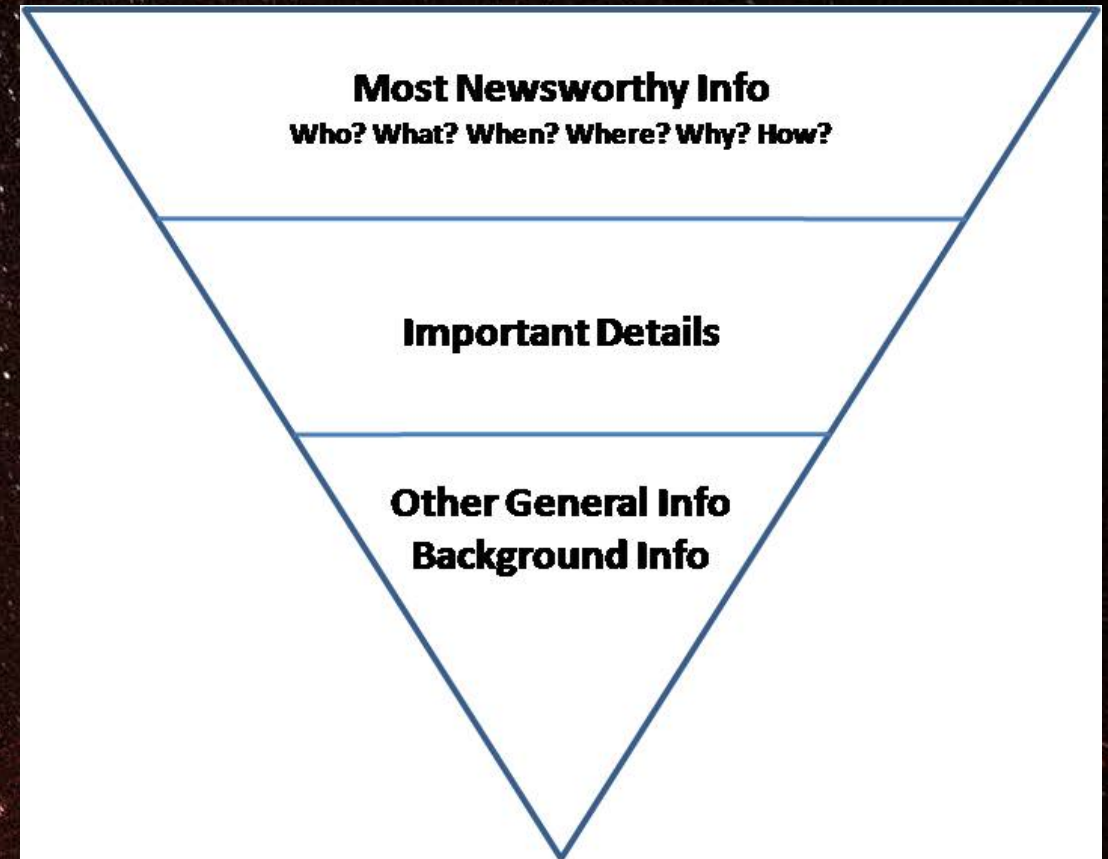
- Newspapers
- TV
- Radio
- Online

You can make their job easy by giving them info they can use straight away

- Media packs
- Quotes
- Images
- Animations
- Videos
- Availability (mobile phone)

Structure of a story for newspaper – inverted pyramid

- Key information at the start
- Story is cut from the bottom up



People like People

- Topic expert
- Looking for a yarn
- Interviews are a balance between what you want to say (message) and what “The Media” want to say (advertising)

Newsworthy

- Conflict
- Location / local angle
- Incident
- Timing (happening now)
- Extremes: Biggest, Best, Most, First
- New
- Scandal
- David vs Goliath
- Surprise
- Hypocrisy

Who are you? Where are you from? What do we want to celebrate?

- Themes: Instrumentation and Data/Astrophysics
- Nodes / Universities
- Individual / Team
- Research / Students / Professional staff
- Publications / Awards
- Applications / Research Translation
- #FacesOfOzGrav
- What's next? Future research and detectors



Caution

- You are responsible for everything that comes out of your mouth
- Assume every microphone is on and every camera and phone is recording you

Peter Dutton overheard joking about rising sea levels in Pacific Island nations

By political reporter [Francis Keany](#)

Updated 11 Sep 2015, 7:10pm



YOUTUBE: [Peter Dutton overheard quipping about Pacific Islands facing climate change](#)

Safety

- Get good helpers
- Prepare / brief them
- Practice



<https://www.news.com.au/entertainment/tv/morning-shows/natarsha-belling-avoids-injury-after-coke-experiment-goes-wrong/news-story/0f30f23af39ffacb314a20a04b6413d6>

- Choose a main focus / message / hook
- Current research
- Practice
- Filming



Australian Science Media Centre (AusSMC) and Scimex <https://www.scimex.org/>

Start a science profile so journalists have access to you as an expert in your field.

The screenshot shows the Scimex website homepage. At the top, there is a navigation bar with the Scimex logo, a search bar, and a login/register section. Below the navigation bar, there are several menu items: NEWSFEED, FIND AN EXPERT, MULTIMEDIA HUB, EVENTS CALENDAR, and USING SCIMEX. The main content area features a large image of a baby's face and a headline: "First baby born via uterus transplant from a deceased donor". To the right of the image, there is a "Register on Scimex" section with three options: Journalists (Access the latest embargoed stories and multimedia), Experts (Create your own public profile), and Media Officers (Alert the media to your org's research).

The screenshot shows a Scimex expert profile page for Dr Alan Duffy. The profile includes a bio, a list of expertise areas, contact information, and a section for media comfort levels. Callout boxes provide additional information about the profile's features.

Your area of expertise should be specific enough to enable journalists to find you when your field of research is in the news

You can link your twitter feed to your profile page

Expert reactions you provide to the Science Media Centre will automatically appear on your profile

Let journalists know the best time and method of getting in touch. This section is only visible to journalists.

You can add links and examples of your scientific and media work, including YouTube videos.

Indicate media comfort levels for each media type. If you are not comfortable with live TV you can say so here. This section is only visible to journalists.

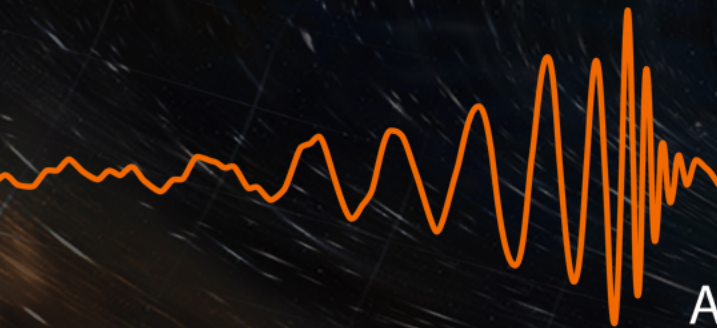
Tell journalists about your research background

Expertise
General astronomy and astrophysics topics such as: galaxies, stars, planets, exoplanets, asteroids, comets, aurora, sunspots, solar flares.
In particular: cosmology, dark matter, dark energy, galaxy formation, supercomputer simulated universes, future telescopes (SKA / FAST / ASKAP).

Notes about contacting me
Contact me anytime on email, twitter (@astroduff) or mobile 7am - 9am any day.

Available for
TV Live: Comfortable
TV Pre-record: Comfortable

Biography
A professional astrophysicist at Swinburne University I use powerful supercomputers to uncover the nature of dark matter (a fundamentally new type of particle that binds galaxies together) and the key physical laws that govern the formation of galaxies. The second is in the Early



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