



**CAASTRO**  
ALL-SKY ASTROPHYSICS

# Press Release and News Policy

ARC Centre of Excellence

Last updated: 6 February 2014

Owner: Chief Operating Officer

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## Overview

The CAASTRO Press Release and News Policy documents how CAASTRO communicates and engages with its key stakeholders in regard to Press Releases, News Stories and Newsletters. It is important that key stakeholder groups, including members of the public, are kept informed of CAASTRO's research focus and deliverables. It is also important that all members of CAASTRO (domestic and international) have a strong sense of consultation and inclusion.

CAASTRO touches and impacts on a diverse range of stakeholder groups, sometimes with converging needs but, at other times, with differing interests. In developing and implementing a strategy to engage and communicate effectively with key stakeholder groups, we need to:

- Identify our own goals;
- Understand the primary needs of each group;
- Maintain a clear consistent central message that permeates all communications (both internal and external);
- Develop specific messages that reflect the needs and interests of particular groups;
- Utilise the most effective means / channels to communicate with a diverse range of stakeholder segments;
- Review proposals for video productions in support of press releases and consolidate them with the budget; and
- In publications where CAASTRO is not the lead, the leader and partners are appropriately acknowledged along with any description of special or noteworthy CAASTRO contribution where appropriate.

CAASTRO will work constructively and effectively with partners to navigate the politics of media coverage and be understanding of each institution's policies and procedures regarding press releases.

## Scope

The CAASTRO Press Release and News Policy applies to CAASTRO Press Releases, News Stories and the CAASTRO Newsletter.

## Related Documents

The **CAASTRO Stakeholder Communications Plan** which documents the stakeholders and methods of communication.

The **CAASTRO Publications Policy** details how CAASTRO members acknowledge CAASTRO research.

## Definitions

<i>Science Video Press Release</i>	Scientific result that will be publicised and promoted in a press release (CAASTRO-led in collaboration with the appropriate university / partner media offices) and will also be accompanied by a CAASTRO-produced video press release (for use by collaborators by acknowledgement of CAASTRO and/or by link to the CAASTRO Youtube channel).
<i>Science Press Release</i>	Scientific result or development that will be publicised and promoted in a press release (in collaboration with the appropriate university / partner media offices).
<i>Event Press Release</i>	The announcement of a CAASTRO event, conference, workshop, outreach activity or contribution to industry.
<i>News Story</i>	(a) CAASTRO science result published or accepted for publication for which CAASTRO has a listed co-author and that has not been promoted elsewhere (e.g. non-collaboratively by partner media office).  (b) Significant CAASTRO science project update, funding announcement (e.g. observing time allocation) or prize/award.
<i>CAASTRO Newsletter</i>	Electronic newsletter distributed to both an internal and external audience 3-4 times per year.

## Policy

### 1. Science Press Releases and Science Video Press Releases

<i>Owner</i>	<p>The CAASTRO Education and Outreach Team (EOT) is responsible for Science Press Releases and Science Video Press Releases. The main contact is Dr Wiebke Ebeling based at Curtin University.</p> <p>The Centre Director will have access to the complete database of CAASTRO publications; including information on preliminary 'flagging' of likely press releases, and will also receive monthly updates on the progress of Science Press Releases and Science Video Press Releases in the pipeline.</p> <p>It is essential that the primary, or lead, contact's institute participates in the development of any press release. This includes an initial discussion between the EOT and the institute's respective media department to agree on the Press Release and its timing and to decide who will provide the first release draft.</p>
<i>Process</i>	<p>Once a result has been suggested for a Science Press Release or Science Video Press Release, the EOT writes a brief précis via email for the Centre Director and respective Theme Leader for approval to commence the press release process. This précis should include the following standard items:</p> <ul style="list-style-type: none"><li>• Potential newsworthy angle;</li><li>• Relevant CAASTRO Research Theme;</li><li>• Details of associated publication;</li><li>• Primary contact and list of joint stakeholders;</li><li>• Proposed date for the release of the press release;</li></ul>

- Suggestion or short description of a possible image;
- For Science Video Press Releases, a short description of a possible video production.

If the proposal is approved, EOT discusses key elements of the scientific result and press release with the CAASTRO researcher and Theme Leader and then contacts and works with their institute's media department on the release.

The EOT coordinates the selection of an image to accompany the press release with the CAASTRO researcher and the respective media department.

All draft press releases must include the following paragraph, preferably near the end: *"The ARC Centre of Excellence for All-sky Astrophysics (CAASTRO) is a collaboration between The University of Sydney, The Australian National University, The University of Melbourne, Swinburne University of Technology, The University of Queensland, The University of Western Australia and Curtin University, the latter two participating together as the International Centre for Radio Astronomy Research (ICRAR). CAASTRO is funded under the Australian Research Council (ARC) Centre of Excellence program, with additional funding from the seven participating universities and from the NSW State Government's Science Leveraging Fund"*

If applicable the press release should have a citation and link to the published paper. The link should be in the standard CAASTRO format eg. [www.caaastro.org/news/2014/moon](http://www.caaastro.org/news/2014/moon).

For Science Video Press Releases: Videos can be developed directly by the EOT without an external supplier or the EOT may decide to commission a video production. For work commissioned to Swinburne Astronomy Productions, a process has been outlined in a separate document to ensure that they will only commence work on receipt of approval by the EOT.

The relevant CAASTRO researcher and Theme Leader will provide feedback and the draft release(s) will be modified accordingly where within scope regarding material and time available.

The Centre Director approves the final version of the press release and image (and in the case of Science Video Press Releases also the accompanying video).

All University media offices will attempt to make available the media reports for each joint press release to the CAASTRO EOT in a timely manner.

For non-CAASTRO initiated Press Releases: In cases where an institution's media office decides to issue a press release for a paper that CAASTRO is not pursuing which includes CAASTRO co-authors, and the media office informs CAASTRO of these plans, the CAASTRO EOT will contact the Director for approval of this collaboration. The EOT will contribute to the wording of the press release draft and seek approval of the final version from the Director. As the minor partner in the collaboration, the acknowledgement paragraph or imagery is not to be reinforced by CAASTRO but can be included in the version on the CAASTRO website and Social Media channels.

## *Distribution*

Once the press release is approved, it will be dated and distributed through the collaborating media department, and it will be posted to the CAASTRO website under [www.caastro.org/news](http://www.caastro.org/news) with a title and date starting "Press Release: ..." (total character limit 64). In case of a Science Video Press Release, the final video will be uploaded to the CAASTRO Youtube channel under the title of the press release, and the link will be provided to the collaborating media department for inclusion in the press release prior to distribution.

The EOT will post the respective links to CAASTRO Social Media to coincide with the publication of the press release.

The press release image will:

- Appear as an icon/preview image when the story is posted on [www.caastro.org](http://www.caastro.org) (right hand side panel) and [www.caastro.org/news](http://www.caastro.org/news).
- Appear in the full version of the story on [www.caastro.org/news/...](http://www.caastro.org/news/...)
- Be contained in, or linked to, the main press release of the collaborating media department.
- Have a caption on the web version of the story, including its source, attribution or credit.
- Be clickable in the web version of the story to take readers to a high resolution download of the image for re-use.
- Be used where feasible as the preview image for the Facebook posting.

The EOT may send an email to all CAASTRO members for **Science Video Press Releases** with a link to the press release on the website.

All press releases since the last Newsletter should be listed in the next Newsletter.

## **2. Science News Stories**

### *Owner*

The CAASTRO Education and Outreach Team (EOT) is responsible for Science News Stories. The main contact is Dr Wiebke Ebeling based at Curtin University.

### *Process*

(a) The EOT produce short research summaries about CAASTRO science results that have been published or accepted for publication where CAASTRO has a listed co-author, with a strong priority and preference given to stories and papers led by CAASTRO.

(b) The EOT contacts the respective CAASTRO member to identify the key messages for inclusion in the News Story and prepares draft. Feedback on the draft will be sought from the CAASTRO member and included as appropriate.

The EOT identifies an image to accompany the News Story.

The News Story should have a link to the (a) published paper or (b) announcement. The link should be in the standard CAASTRO format eg. [www.caastro.org/news/2014/moon](http://www.caastro.org/news/2014/moon). The news story should be dated with the date of the release.

### *Distribution*

At the EOT's discretion, the CAASTRO News Story and image will be placed on the CAASTRO website under the News section and moved to the News Archive on a sensible timescale.

The EOT will also post the respective links to CAASTRO Social Media to coincide with the publication of the News Story, and the website link should have the consistent CAASTRO format eg [www.caastro.org/news/2014/moon](http://www.caastro.org/news/2014/moon)

The News Story image will:

- Appear as an icon/preview image when the story is posted on [www.caastro.org](http://www.caastro.org) and [www.caastro.org/news](http://www.caastro.org/news).
- Appear in the full version of the story on [www.caastro.org](http://www.caastro.org).
- Have a caption on the web version of the story, including its source, attribution or credit.
- Be clickable in the web version of the story to take readers to a high resolution download of the image for re-use.
- Be used where feasible as the preview image for the Facebook posting.

News Stories will also be posted to [www.reddit.com](http://www.reddit.com) and collected twice a year in the “CAASTRO Reader’s Digest” booklet (electronic and print editions) for distributions to CAASTRO science and outreach partners.

### 3. Event Press Releases

#### *Owner*

The CAASTRO Events and Communications Coordinator (ECC) is responsible for Event Press Releases. The main contact Ms Kylie Williams based at Sydney University.

The Centre Director and EOT will receive quarterly updates on the progress of Event Press Releases in the pipeline.

#### *Process*

Once the Event/Topic has been identified, the ECC writes a brief one paragraph précis for the Centre Director for approval.

The ECC works with the Chief Operating Officer to define key message for the release.

The ECC drafts the press release. For press releases relating to outreach activities, work will be in close collaboration with the EOT.

The ECC identifies an image to accompany the press release.

All press releases must end with the following paragraph: *“The ARC Centre of Excellence for All-sky Astrophysics (CAASTRO) is a collaboration between The University of Sydney, The Australian National University, The University of Melbourne, Swinburne University of Technology, The University of Queensland, The University of Western Australia and Curtin University, the latter two participating together as the International Centre for Radio Astronomy Research (ICRAR). CAASTRO is funded under the Australian Research Council (ARC) Centre of Excellence program, with additional funding from the seven participating universities and from the NSW State Government’s Science Leveraging Fund”*

If applicable the press release should have link to any additional information regarding the event on the website. The link should be in the standard CAASTRO format eg. [www.caastro.org/news/2014/NASA](http://www.caastro.org/news/2014/NASA).

Chief Operating Officer provides feedback on draft press release and ECC modifies accordingly.

The Event Press Release is sent to the Centre Director for approval. The ECC should gain any other approvals as necessary.

*Distribution*

Once the press release is approved it must be dated and distributed through the relevant node university's or collaborating media department and may also be published on the CAASTRO website under [www.caastro.org/news](http://www.caastro.org/news) with a title and date starting "Press Release: ..." (total character limit 64).

The CAASTRO press release and image should be placed on the CAASTRO website by the EOT or ECC, and the expiry date set to move into the News Archive on a sensible timescale.

The EOT will post the respective links to CAASTRO Social Media to coincide with the publication of the press release.

The press release image will:

- Appear as an icon/preview image when the story is posted on [www.caastro.org](http://www.caastro.org) (right hand side panel) and [www.caastro.org/news](http://www.caastro.org/news).
- Appear in the full version of the story on [www.caastro.org/news...](http://www.caastro.org/news...)
- Be contained in, or linked to, the main press release of the collaborating media department.
- Have a caption on the web version of the story, including its source, attribution or credit.
- Be clickable in the web version of the story to take readers to a high resolution download of the image for re-use.
- Be used where feasible as the preview image for the Facebook posting.

#### **4. Newsletters**

*Owner*

The CAASTRO Events and Communications Coordinator (ECC) is responsible for CAASTRO's Newsletters. The main contact Ms Kylie Williams based at Sydney University.

The CAASTRO Newsletter is distributed electronically 3-4 times per year.

*Process*

ECC identifies science topics for the Newsletter in consultation with the Centre Director and the EOT.

ECC sources the approved science content from the Theme Scientists and gains approval from the Centre Director.

ECC drafts the Newsletter and sends to the Chief Operating Officer for feedback. Newsletters should be modified accordingly following feedback.

Newsletters must be sent to the Centre Director for final approval prior to distribution. ECC to inform the EOT about the anticipated distribution date.

*Distribution*

Once the Newsletter is approved it will be dated and distributed via email to all members and various stakeholders by the Centre Director. It will also be placed on the CAASTRO website at [www.caastro.org/newsletters](http://www.caastro.org/newsletters).

The EOT will post the respective links to CAASTRO Social Media to coincide with the publication of the Newsletter.