

SCIE3001 – lecture 4

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Communicating your science

- Or should that be communicating the message YOU want to be heard about your science?
- That might be a lot different to the journalist's view of what should be communicated.
- So you need to be clear about what you want to say and prepare for interviews.

Homework from yesterday and exercise

You should have done this part

Come up with three talking points about your scientific paper.

Going around our group, what are those points?

We need two people to talk about their paper, and two to act as journalists and interview the scientists, throwing in a few tough questions.

Anyone want to volunteer before I point?

Media management goes mad

Here is a piece by Caroline Overington in *The Australian*.

“IF you've ever been to a modern politician's press conference, you'll know that none are capable of entering a room alone anymore.

No, they have to come with aides and minders and security guys, and one bloke whose job it is to make swirly little finger signals near his own ear, so the boss knows when to wind up, and to run that same finger across their own neck when it's time to cut, cut, cut, because the boss has either said too much, or is making a complete hash of it. This person normally stands at the back of the room, and isn't often caught on camera, but last week one of Andrew Robb's minders, Nicholas Troja, was caught making all those signals and more. Indeed, Troja was shown on Channel Nine doing the ear wind, and the neck slash and the time-out (flat palm on upright fingers of other hand) and when all that failed to shut Robb up, rocking his whole body back and forward, like John Cleese trying to strangle Manuel, behind the back of guests in Fawlty Towers. Footage of the incident has made its way to YouTube, and Labor's Lindsay Tanner was yesterday urging people to log on because, "it's really worth a look" prompting Robb to say that Labor was clearly going to run "one of the grubbiest and personally vicious [election] campaigns in history . . . attacking staff . . . naming them . . . urging the population to go to YouTube. It's pathetic. It's grubby." It is also very funny. Go and have a look.”

www.youtube.com/watch?v=S7m_k3uYI8c

Or just refusing to answer

- We spoke yesterday about the implications for democracy of media management – this is a bit off message for us 😊 but here is an example – and it happens to be Tony Abbott but he is far from alone in this approach.
- <http://www.youtube.com/watch?v=g28IoLq0D4k>

Proof

- Your media appearances are closely monitored and communicating your science and boosting your profile to a mainstream audience is going to help your career.

And finally ...

- There is a lot more work for scientists who can communicate than there is for journalists who want to communicate the science of someone else.
- The numbers of positions open in the broad area of government, NGO and commercial corporate communications far outweigh those for journalists ... so if you don't know where you want to be five years from now ...just saying!

Journalism & Writing jobs in Brisbane paying at least \$50k per year

1. E Commerce Analyst - Online Copywriter *Virgin Australia* Tue 09 Aug Brisbane A fantastic opportunity exists within our E Commerce Department. A challenging but rewarding role within a supportive team. **(Hang on, is this really journalism?)**
- 2 Tender Writers - Government *Randstad* Fri 05 Aug Brisbane CBD & Inner Suburbs Looking for experienced tender writers for a range of government contracts. Great opportunities across federal, state and local government departments **(Hang on, is this really journalism?)**
- 3 Journalist *St Andrew's War Memorial Hospital* Wed 03 Aug Brisbane CBD & Inner Suburbs Our Marketing Department is expanding and we are seeking a Senior Journalist to join the team in this exciting new role! **(Hang on, is this really journalism?)**
- 4 Proposals Writer *WorkPac Business Support* Mon 01 Aug Brisbane
Fortitude Valley location
National and Global focus
Multi-million dollar bids
Excellent opportunity for an experienced proposals writer to work within a national organisation. Fortitude Valley location with competitive salary. **(Hang on, is this really journalism?)**
- 5 Senior Journalists *Private Advertiser* Tue 26 Jul Brisbane
Fulltime & Part-time positions
Gold Coast & Brisbane based positions
Well established corporate print and online publishing company
Business News Publications are currently seeking high calibre business journalists to join our expanding magazine & online publishing company. **(Well, this looks like journalism)**

Public Relations & Corporate Affairs jobs in Brisbane paying at least \$50k per year

- 1 Community Relations Officer *THE BMD GROUP* 11:49 AM Brisbane We require a Community Relations Officer for an infrastructure project in Cairns, Great role with lots of variety...relocation provided
- 2 Corporate Stakeholder Advisor *Lime Recruitment* Wed 10 Aug Brisbane \$45 - \$55 per hour plus super Immediate start for two Corporate Stakeholder Advisors to work on key communications for this sought after employer of choice located in the CBD.
- 3 Senior Consultant (SAE) *Professional Public Relations (PPR)* Tue 09 Aug Brisbane
Develop your career and have fun doing it
Work on leading, high profile brands
Be part of national campaign teams
PPR Brisbane seeks our next shining star do not delay apply now for the next step in your amazing career
- 4 Media & Communications Officer *Endeavour Foundation* Mon 08 Aug Brisbane Bayside & Eastern Suburbs If you are interested in joining one of Australia's most successful and well known human service organisations then this position may be for you.

There are another 20 jobs...

- <http://apps.facebook.com/theguardian/media/video/2012/feb/29/open-journalism-three-little-pigs-advert>