



ARC Centre of Excellence for
All Sky Astrophysics in 3 Dimensions

Press Release and News Policy

OVERVIEW

The ARC Centre of Excellence for All Sky Astrophysics in 3 Dimensions (ASTRO 3D) is a \$40m Research Centre of Excellence funded over the next 7 years by a grant from the Australian Research Council (ARC) and supported by six collaborating Australian universities.

The Centre will ultimately produce a comprehensive picture of the evolution of matter, the chemical elements, and energy in the Universe from shortly after the Big Bang to the present day. ASTRO 3D merges world-leading Australian and international optical, infrared and radio telescope technologies with sophisticated theoretical simulations and ambitious new big data analysis techniques to open a new realm in astrophysics - a 3D understanding of the origins of the Universe and our place within it. Through the Centre, the next generation of scientific leaders will be trained within a cohesive, national and international framework that includes cutting edge science and data intensive infrastructure, highly successful nationwide and worldwide collaborations, leading equity and diversity programs, and large-scale public education and outreach programs.

SCOPE

This Policy and Procedure applies to all ASTRO 3D Press Releases and News Stories.

RELATED DOCUMENTS

- Publications Policy

POLICY

ASTRO 3D 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, ASTRO 3D 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.

1. PRESS RELEASES

The ASTRO 3D Education, Outreach and Communications Manager (EOC) is responsible for all Press Releases relating to the activities of the Centre. All Press Releases will be developed in conjunction with the relevant collaborating or partner institution. The EOC will liaise with the relevant media department to agree broad content and timing. All press releases will be listed in the ASTRO 3D Newsletter.

- a) **Science Press Release** – used to promote a scientific result or development in collaboration with the appropriate university/partner media office. It may include an ASTRO 3D produced video for use by collaborators by acknowledgement of ASTRO 3D and/or by link to the ASTRO 3D Youtube channel.

The EOC will draft a brief précis of any proposed science press release and forward to the Centre Director and Theme Leader for comment/approval. This précis will usually include:

- potential newsworthy angle;
- relevant research theme;
- details of associated publication;
- primary contact and list of joint stakeholders;
- proposed date of release;
- suggestions re possible image;
- for video press releases, a short description of a possible video production.

The EOC will liaise with the researcher and theme leader on key elements of the scientific results for inclusion in the press release, including any images, and then draft the press release in collaboration with the relevant media department.

All draft press releases must include the following paragraph towards the end.

"The ARC Centre of Excellence for All Sky Astrophysics in 3 Dimensions (ASTRO 3D) is a \$40m Research Centre of Excellence funded by the Australian Research Council (ARC) and six collaborating Australian universities - The Australian National University, The University of Sydney, The University of Melbourne, Swinburne University of Technology, The University of Western Australia and Curtin University."

If applicable, the press release should have a citation and link to the published paper. The link should be in the standard ASTRO 3D format eg. www.astro3d.org.au/news/2017/galaxy

Videos for inclusion in a press release can be developed directly by the EOC without an external supplier or the EOC may decide to commission a video production after consultation with the Centre Director or Chief Operating Officer.

The draft press release will be circulated to the researcher and Theme Leader for comment prior to approval by the Centre Director or Chief Operating Officer.

In cases where an institution's media office decides to issue a press release for a paper that ASTRO 3D is not pursuing, which includes ASTRO 3D co-authors, and the media office informs ASTRO 3D of these plans, the ASTRO 3D EOC will seek the approval of the Centre Director for this collaboration. The EOC will contribute to the wording of the draft press release and get the Centre Director's approval of the final version. As the minor partner in the collaboration, the acknowledgement paragraph or imagery is not mandatory, but can be included in the version on the ASTRO 3D website and Social Media channels.

Once a science press release is approved, it will be dated and distributed through the collaborating media department, and it will be posted to the ASTRO 3D website under ([ASTRO3D – "The Latest"](#)) with a title and date starting "Press Release: ..." (total character limit 64). Any accompanying video will be uploaded to the ASTRO 3D 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 EOC will post the respective links to ASTRO 3D 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 the ASTRO 3D home page;
- appear in the full version of the story on [www.ASTRO 3D.org/news/...;](http://www.ASTRO3D.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 post.

The EOC will send an email to all ASTRO 3D members with a link to the Science Press Release on the ASTRO 3D website.

- b) Event Press Release** – used to promote an ASTRO 3D event, conference, workshop, outreach activity or contribution to industry.

Once an event or topic has been identified, the EOC will draft a brief one paragraph précis for the Centre Director for approval.

The EOC works with the Chief Operating Officer to define key messages, draft the press release and identify an image to accompany the press release.

All event press releases must end with the following paragraph:

"The ARC Centre of Excellence for All Sky Astrophysics in 3 Dimensions (ASTRO 3D) is a \$40m Research Centre of Excellence funded by the Australian Research Council (ARC) and six collaborating Australian universities - The Australian National University, The University of Sydney, The University of Melbourne, Swinburne University of Technology, The University of Western Australia and Curtin University."

If applicable, the press release should have a link to any additional information regarding the event on the website. The link should be in the standard ASTRO 3D format eg. www.astro3d.org/news/2014/NASA.

The Event Press Release must be approved by the Centre Director or the Chief Operating Officer.

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 ASTRO 3D website under [www.ASTRO 3D.org/news](http://www.ASTRO3D.org/news) with a title and date starting "Press Release: ..." (total character limit 64).

The ASTRO 3D press release and image will be placed on the ASTRO 3D website by the EOC, and the expiry date set to move into the News Archive on a sensible timescale.

The EOC will post the respective links to ASTRO 3D 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.ASTRO 3D.org (right hand side panel) and www.ASTRO 3D.org/news;
- appear in the full version of the story on [www.ASTRO 3D.org/news...;](http://www.ASTRO 3D.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 post.

The EOC will send an email to all ASTRO 3D members with a link to the Event Press Release on the ASTRO 3D website.

2. NEWS STORIES

News Stories include ASTRO 3D science results published or accepted for publication for which ASTRO 3D has a listed co-author and that have not been promoted elsewhere (e.g. non-collaboratively by partner media office) and significant ASTRO 3D science project updates, funding announcements (e.g. observing time allocation) or prizes/awards.

The ASTRO 3D Education, Outreach and Communications Manager (EOC) is responsible for News Stories.

- a) Science Results** - The EOC will produce short research summaries about ASTRO 3D science results that have been published or accepted for publication where ASTRO 3D has a listed co-author, with priority to be given to stories and papers led by ASTRO 3D. The EOC will contact the relevant ASTRO 3D member to identify the key messages for inclusion in the News Story and prepares a draft for comment. The EOC will identify an image to accompany the News Story.
- b) Other News Stories** – The EOC will liaise with the Centre Director or Chief Operating Officer as appropriate to produce news stories about Centre activities.

The News Story should have a link to the (a) published paper or (b) announcement. The link should be in the standard ASTRO 3D format eg. www.astro3d.org/news/2017/MWA. The news story should be dated with the date of the release.

At the EOC's discretion, the ASTRO 3D News Story and image will be placed on the ASTRO 3D website under the News section and moved to the News Archive on a sensible timescale.

The EOC will also post the respective links to ASTRO 3D Social Media to coincide with the publication of the News Story, and the website link should have the consistent ASTRO 3D format eg www.ASTRO 3D.org/news/2014/moon

The News Story image will:

- appear as an icon/preview image when the story is posted on www.astro3d.org and www.astro3d.org/news.
- appear in the full version of the story on www.astro3d.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 post.

The EOC will send an email to all ASTRO 3D members with a link to the news story on the ASTRO 3D website.

This policy is current at 28 February 2018