

ausSMC

australian science media centre

ANNUAL REVIEW JULY 2010 - JUNE 2011





Debris after Fukushima earthquake and tsunami. Credit: US Navy

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Australian Science Media Centre
Annual Review 1 July 2010 to 30 June 2011

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INTRODUCTION

Each year it strikes us how important it is to have access to independent evidence-based information as part of the daily news agenda. And 2010/11 was no exception. With so many of the major issues on the political and media agendas having a strong scientific angle, it's not surprising that the Science Media Centre was kept busy throughout. From earthquakes, floods and volcanic eruptions to climate change, water resources and nuclear power, the AusSMC has been at the forefront of providing evidence-based science on some of the most highly emotive and contentious issues of the year.

Informing mainstream issues with evidence-based science is a global need and this year also saw a sudden expansion in the number of SMCs opening up around the world. Added to the UK, Australian and New Zealand editions, SMCs have now opened in Japan and Canada with another soon to open in Denmark and more being considered in China, the US, Pakistan, India, Norway and Italy.

Collaboration between the centres this year has been outstanding and is a sign of things to come. One of the biggest stories of the year was the earthquake, tsunami and nuclear incidents in Japan in March. At a time when accurate information was scarce and public anxiety was great, the SMC network was able to translate comments from Japanese experts on the ground and provide the media with a constant stream of fundamental information about radiation, nuclear reactors, contamination and safety. Having five SMCs working together on this story had a much larger impact on global media coverage than any of us could have had alone.

Our collective vision is for a future in which a global network of SMCs becomes a powerful voice for evidence-based science in the media throughout the world, bringing much-needed sanity to public discourse on everything from climate change to HIV.

In keeping with the strong sense of a developing international SMC community, AusSMC managed to second Ed Sykes from the London-based Science Media Centre to replace Lyndal Byford who took maternity leave in February.

The AusSMC turned five in November 2010 and to mark the milestone we commissioned an independent evaluation of the service. The preliminary results were provided in June, indicating enormous support for the centre amongst the media and scientific community. The evaluation also documented the terrific growth of the service over five years with large increases seen in the number of journalists using the service, the average audience reach of the coverage resulting from our activities (now an average of 28 million per month) and the number of scientists willing to give up their time to provide their expertise to the media when they are needed most.

Looking ahead, we see a strong role for AusSMC in the development of new online media skills training for scientists and a breaking news graphics hub that will provide a public-good service that ushers even more science into a rapidly changing media landscape.



Science Exchange Building - Image by Ben Searcy



Celebrating five years of the AusSMC.
From left: Nigel Kerby, Marilyn Arnold, Lyndal Byford, Chairman Peter Yates and CEO Susannah Elliott.

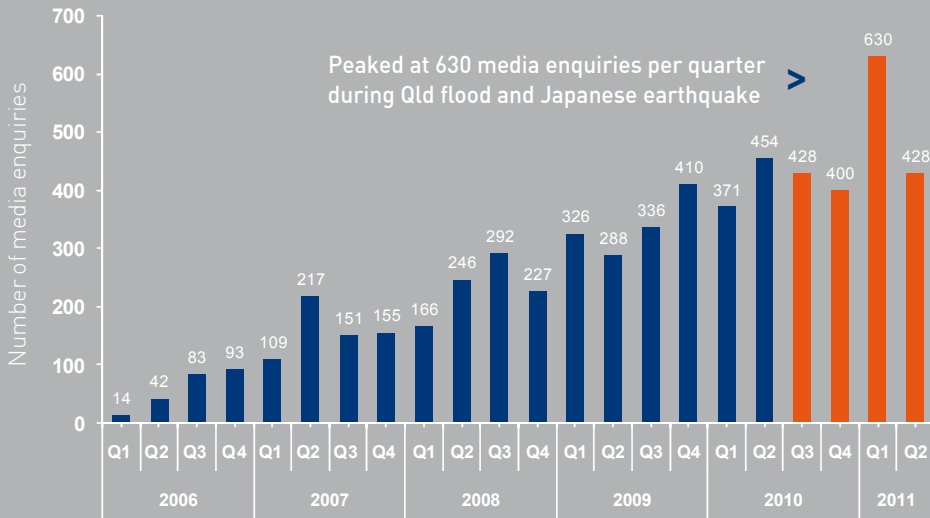
Dr Susannah Elliott
CEO

Peter Yates AM
Chairman

SNAPSHOT

AusSMC media enquiries received per quarter

GRAPH 1: Number of media enquiries received per quarter



1886

enquires received from the media

20%

increase on the previous year

2890

Australian experts on AusSMC database

Over 500

new names added during 2010-11

804

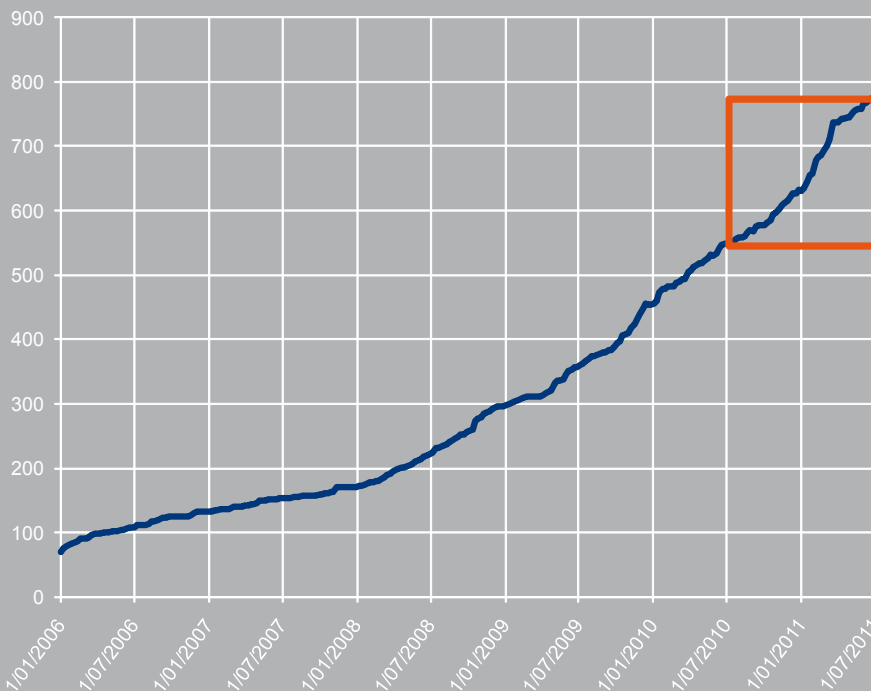
journalists registered with the AusSMC

384

new registrations received during 2010-11

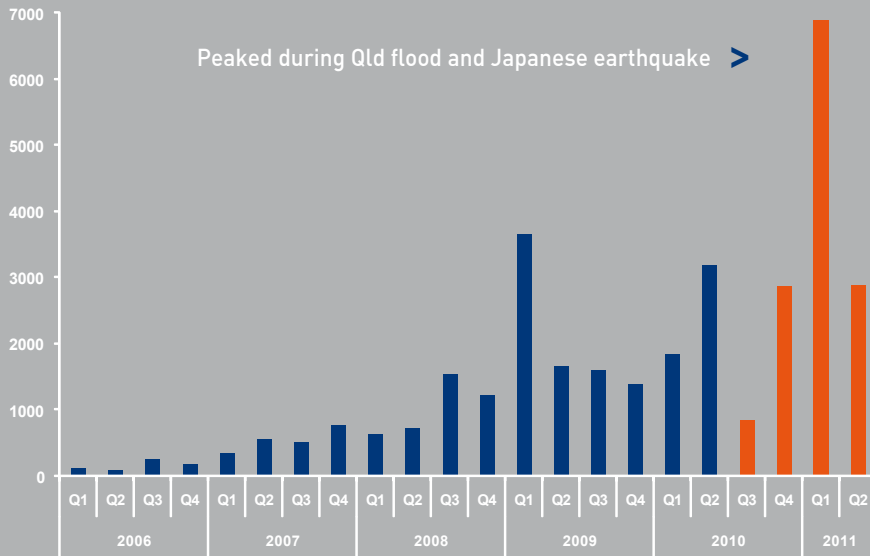
Number of active journalist registrations

GRAPH 2: Number of journalist registrations received



Number of media clips per quarter using AusSMC-sourced content

GRAPH 3: Number of media clips per quarter using AusSMC-sourced content (briefings and Rapid reactions only)



13,512

media clips were tracked as being directly associated with output from the AusSMC

48%

being overseas coverage (excludes Heads-up)

96

Rapid Reactions or Round-ups were compiled and distributed

36

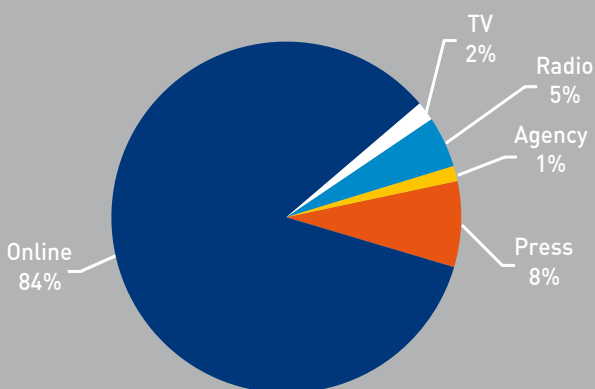
media briefings were organised

220

journalists tuned into at least one of our online briefings during the year

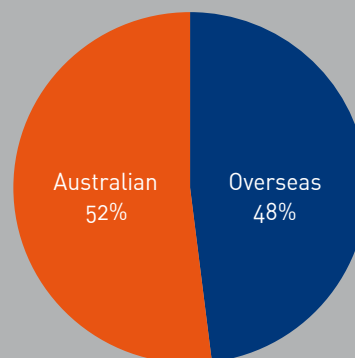
Media coverage by type

13,512 items



Media coverage from AusSMC activities

13,512 items



GOING GLOBAL

International network of science media centres

The last 12 months has seen exciting new developments as the number of science media centres continues to grow around the world. The Science Media Centre of Canada opened in September 2010 and Japan opened its Centre two months later, bringing the number of operating centres to five.

This growing network has resulted in Australian expertise being distributed further afield when big stories break. For example, when Australian scientists react to a story of international interest, their comments now get distributed both to journalists in Australia and to science media centres around the globe who can – at their discretion – forward the expert comments to their own list of journalists.

The network proved particularly valuable during the Fukushima nuclear incident when the AusSMC worked in collaboration with science media centres in New Zealand, Japan, Canada and the UK which all played an influential and much-needed role in bringing factual information to global news coverage, a big challenge at a time when accurate information was hard to come by.

This growing network of SMCs shows no sign of slowing with Centres at various stages of development in Denmark, Norway, China, Italy and Pakistan. The AusSMC also hosted a delegation from Vietnam in November 2010.

SMCs meet at the World Conference of Science Journalists in Qatar

June 2011

For the first time, representatives from all operating science media centres around the world, plus several nations looking at setting up a Centre in their own country, met for a one-day meeting on the sidelines of the World Conference of Science Journalists bi-annual meeting in Doha, Qatar. The meeting was organised by the AusSMC with financial support from the SA Government.

Future collaboration was at the top of the agenda as the SMC network continues to develop.

Australia-Japan Foundation funding

Commencing in July 2010, the AusSMC was successful in receiving project funding to create closer ties with the new Science Media Centre of Japan. The collaboration was supported by the Commonwealth through the Australia-Japan Foundation which is part of the Department of Foreign Affairs and Trade.

The aim of the project is to increase understanding in Japan of shared science interests with Australia, and to increase recognition in Japan of Australian excellence and expertise in science. To that end, the Science Media Centre of Japan sent two staff from Tokyo to Adelaide to observe the day-to-day running of the AusSMC and Nigel Kerby from the AusSMC spent time in Japan providing assistance and support in the weeks before they opened the Japanese Centre at the end of 2010.

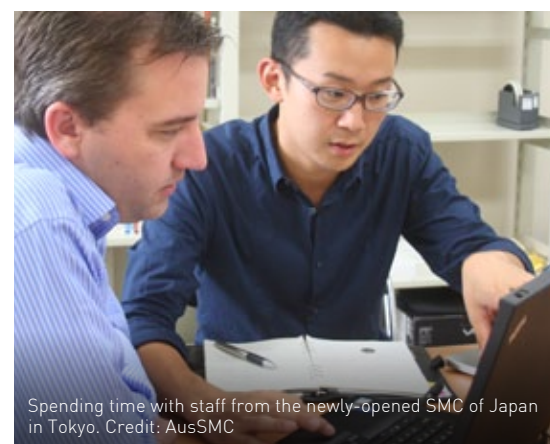
The value of this new relationship was apparent during the Fukushima tsunami and nuclear incident in March 2011 when experts from Australia provided critical analysis of the unfolding events to journalists in Japan and vice-versa.



Vietnamese delegation visiting the AusSMC. Credit: AusSMC



Reps from all SMCs around the world meet in Doha. Credit: AusSMC



Spending time with staff from the newly-opened SMC of Japan in Tokyo. Credit: AusSMC



OVERVIEW OF ISSUES COVERED

Below is a brief summary of some of the key collaborations, briefings and Round-ups organised by the Australian Science Media Centre during the past 12 months.

Australian scientists in kidney stem cell world-first

May 2011

Studying kidney disease has always been problematic as the genetic disease only appears in kidney cells of patients. To further the research, scientists need stem cells from kidneys, which no-one has been able to produce... until now.

In May, Australian scientists announced they had been able to make stem cells from human kidney cells for the first time. A media briefing was held to coincide with this announcement where researchers from CSIRO and Monash University told journalists these kidney iPS cells will provide a vital new source of cells for research.

Journalists from most of the major dailies joined the event and we tracked 280 media clips.

IPCC in Australia to discuss extreme weather and disaster management

May 2011

Extreme weather events throughout the world are likely to be exacerbated by climate change, with a strong chance that warming will lead to more intense storms, floods and heatwaves. How can we better manage the risks and prepare ourselves for more natural disasters in future?

The Centre organised a media briefing to coincide with a visit to Australia by a number of key scientists from the Intergovernmental Panel on Climate Change (IPCC) who met on the Gold Coast in May to discuss extreme weather. Included on the expert panel was IPCC Chair, Dr Rajendra Pachauri. There was keen interest from journalists on this topical issue and 128 news clips were generated.

Stem cells generate eye-like structure

April 2011

The prospect of retinal transplants came a step closer in April when Japanese scientists reported an unexpected new find in Nature. They had found stem cells from mice that have the ability to spontaneously organise themselves into what resembles a developing embryonic eye.

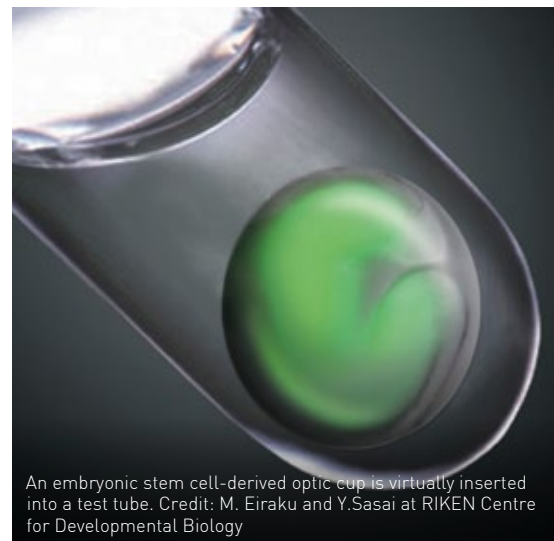
The AusSMC collated expert reactions in collaboration with the Science Media Centre of Japan with support from the Australia-Japan Foundation. Almost 600 media stories were generated, half of them in Australia.

I think the AusSMC provide a great service, especially for general reporters who are asked to be up to speed on scientific issues within a very short time frame.

Journalist, ABC



IPCC chair Dr Rajendra Pachauri takes part in an AusSMC news briefing on the Gold Coast. Credit: NCCARF



An embryonic stem cell-derived optic cup is virtually inserted into a test tube. Credit: M. Eiraku and Y.Sasai at RIKEN Centre for Developmental Biology

OVERVIEW OF ISSUES COVERED (CONT.)

Scientists rally over proposed medical research cuts

April 2011

In April, Australian researchers rallied in four cities over proposed cuts of up to \$400 million to the National Health and Medical Research Council (NHMRC) budget. The AusSMC organised an online media briefing with key research groups to explain to journalists how the proposed cuts would impact on future research in Australia.

The briefing resulted in 195 news clips and when the budget was announced, the proposed cuts did not eventuate.

Stillbirth special series

March 2011

The Lancet and the International Stillbirth Alliance approached us to launch their latest series simultaneously in Australia, UK and the US. We travelled to Tasmania where we ran the briefing from a stillbirth conference that coincided with the publication. Journalists from the ABC, The Australian, The Advertiser and 3AW, along with a number based in New Zealand listened in, resulting in 239 media clips.

Japan earthquake, tsunami and nuclear incident

March 2011

When a magnitude 9.0 earthquake struck off the coast of Japan, a tsunami was triggered causing untold death and destruction. Very quickly, the eyes of the world focussed on the damage caused at one specific location, the Fukushima Daiichi nuclear power plant, triggering a frenzy of media coverage on the dangers of radiation.

The story dominated the news agenda for weeks and the AusSMC worked at full capacity to get the science heard. By working closely with a handful of Australia's most dedicated nuclear scientists, we supplied journalists with ongoing valuable expert reactions, contributing Australian scientific expertise to at least 3,900 news items around the world.

In addition to issuing 13 Rapid Reactions, the Centre took more than 100 media enquiries from Australia and overseas and organised two online media briefings attended by 55 journalists.

While authorities stayed tight-lipped, the scientists helped decipher what was happening at the plant, providing crucial context and debunking several wild claims.



Authors of a Lancet series on stillbirths assemble for an AusSMC online briefing in Hobart. Credit: AusSMC



Touring the Fukushima nuclear plant after the tsunami. Credit: Greg Webb, IAEA



Fukushima debris. Credit: Steve Herman, Voice of America

OVERVIEW OF ISSUES COVERED (CONT.)

Christchurch earthquake

February 2011

At lunchtime on February 22, a major earthquake occurred around 10km outside Christchurch, New Zealand. The earthquake had a measured magnitude of 6.3 with devastating effects.

The AusSMC was quickly able to issue comments from experts and arrange interviews. We kept up with the changing news agenda and nearly 700 media items resulted that were either completely or partly based on the information and comment we issued.

In another example of the collaboration between science media centres around the world, Australia, New Zealand, Canada and the UK were able to issue expert comment on the latest information around the clock, so that journalists not only had comments arriving throughout the day, but also had them waiting in their inbox the next morning.



Christchurch earthquake. Credit: Shelby Dog

Queensland floods and Cyclone Yasi

January and February 2011

Floods in Queensland and Victoria plus Cyclone Yasi during the summer of 2011 dominated the news agenda and are a good example of the important role the AusSMC can play in times of crisis.

The media frenzy surrounding the floods generated an extraordinary need for experts to help explain the where, why, how and, importantly, the 'what next' following the tragic events which occurred in Queensland. The AusSMC was able to provide journalists with a series of comments from scientists to be used as a source of quotes, a list of potential interviewees and as a gauge of what the scientific community was thinking as the story unfolded.

In the days and weeks that followed we used our extensive network of media managers to source more experts in diverse areas including climate change, weather, hydrology, public health, mental health, emergency management, ecology and even the role of social networking in the flood crisis.

Over 800 media items included expert comment from AusSMC Round-ups or expert recommendations. The experts were used by every TV news outlet and daily newspaper in the country.



Peak oil – How will Australia cope?

January 2011

When the full effects of peak oil kick in, supply will fail to fulfil demand. Petrol prices will rise and availability will decrease. As a society, Australia remains heavily dependent on oil.

This issue was discussed in more detail during a background briefing online when three experts looked at what could happen to our transport systems, development and economy and discussed what we need to change to protect our lifestyle. The briefing generated media coverage across Australia on this topical issue.

They are always highly responsive, efficient and helpful. I have only ever had very positive experiences dealing with these guys.

Health/science reporter,
Bloomberg News, Singapore

OVERVIEW OF ISSUES COVERED (CONT.)

NZ Pike River mine explosion

November 2010

As the tragic news spread of several blasts at the Pike River mine in New Zealand's South Island, the AusSMC and sister organisation, the New Zealand Science Media Centre, collated comments from mine engineering, mine safety and robotics experts in response to a series of questions received from journalists.

The expert comments were widely picked up by media outlets in the region and overseas with a total tally of 362 media clips.



Global carbon emissions hit record levels

November 2010

The annual global assessment of carbon dioxide emissions from human activities was published by the Australian-based Global Carbon Project in Nature on November 22. The AusSMC coordinated an online media briefing with the co-author of the assessment for a detailed analysis of the numbers which showed record levels in 2010.

A total of 300 media items resulted, with half in overseas publications.



Qantas mid-air engine incident

November 2010

When a Qantas Airbus A380 experienced an uncontained engine failure near Singapore, the failure was the first of its kind with serious ramifications for both the airline and the manufacturer.

A Rapid Reaction was distributed to journalists containing comments from a range of aviation and engineering experts which was picked up by almost 900 media outlets around the world.



Indonesia's Mt Merapi volcano eruption

October 2010

Indonesia's Mount Merapi volcano erupted into life in October 2010, killing dozens of people and expelling deadly heat clouds, ash and molten debris. Australian experts in the areas of geology, flight safety and earthquakes commented on the situation in a series of Rapid Reactions. These were picked up predominantly by media outlets outside Australia, with over 400 overseas articles counted.



OVERVIEW OF ISSUES COVERED (CONT.)

Food stress – The pressures on our food supply

September 2010

As food prices continue to rise, food security sits at the top of national and international agendas. Experts predict food prices will continue to climb up to 45 per cent during the next decade compared with the previous one, making cheap processed food a more appealing option – especially for those on a limited budget.

The AusSMC put together a media briefing to coincide with two related conferences on food security and public health. The briefing hit a nerve with the media, generating 133 items. Outlets which covered the story included Ten News, the Sydney Morning Herald and several regional outlets.

Locust and mouse plagues

July 2010

As the worst mouse plague in decades inundated crops across Victoria, NSW, South Australia and southern Queensland, swarms of locusts hatched in the Spring of 2010, threatening agriculture, parks and gardens. An online briefing with three experts presented the science behind these plagues and what could be done to reduce the problem.

Coverage of the briefing was extensive in both rural and city media outlets, totalling 140 items including some international coverage.

Best source of national science news when I'm looking for breaking/topical science research.

Assistant Producer, ABC



©iStockphoto.com

OTHER PROJECTS

Introduction to the news media – Melbourne event

November 2010

The AusSMC conducted an “Introduction To The News Media” half-day event in Melbourne for early to mid-career scientists. The free event at Baker IDI Heart and Diabetes Institute provided a beginner’s guide to the workings of the news media.

Speakers included media representatives from print (The Age Editor, Paul Ramadge), radio (Simon Lauder from the ABC) and television (Kate McGrath from Ten News) and media-savvy scientists who shared their experiences of working with news media.

While not intended to replace hands-on media workshops, this event enabled a large number of scientists to learn the basics of working with the media in one afternoon. The event booked out quickly with 150 scientists registering to attend.



Intro to the news media event for scientists in Melbourne.
Credit: AusSMC

Regional Victoria

This ongoing project continues to forge closer ties between the AusSMC and journalists in regional and rural Victoria. During the year we built on recommendations from feedback we obtained from regional Victorian journalists in 2009. These included improving relationships with media managers at regional institutions and increasing the number of regional experts on our database. We received many new registrations from regional journalists during the year.

The AusSMC also organised several ‘rural-relevant’ media briefings which attracted interest from regional Victorian journalists. Topics included locust plagues, Murray Darling Basin water allocations and Bureau of Meteorology climate data.

The AusSMC has funding from the Victorian Government to continue this project into the next financial year with a focus on raising further awareness of our services among regional journalists.

Inspiring Australia – expert working group on science and the media

Inspiring Australia is an initiative of the Australian Government to develop a more coordinated approach to communicating science. As part of the initiative, several expert working groups were formed to make recommendations and identify plans for enhancing science engagement in regions or topics of focus.

In July 2010, AusSMC CEO Dr Susannah Elliott was invited to chair the expert working group on science and the media.

A diverse group of experts from the research, entertainment, news, magazine, new media, education and science communication sectors developed a series of recommendations to strengthen the role of all aspects of media to keep the public informed and engaged with science.

The recommendations were released in a report titled “Science and the media: from ideas to action” in March 2011.

For further information on the initiative or a copy of the final report go to:
www.innovation.gov.au/science/inspiringaustralia/



AUSSMC STAFF OUT AND ABOUT

The AusSMC team was kept busy during the year giving presentations, sitting on judging panels and, on occasion, speaking directly to the media. The following is a summary of presentations, judging panels, steering committees and media clippings or interviews undertaken by AusSMC staff members.

Legend: SE – Susannah Elliott, LB – Lyndal Byford, NK – Nigel Kerby, ES – Ed Sykes

Steering Committees and panels

- Expert Working Group on Science and the Media (Chair- SE, member - LB)
- Climate Commission (SE)
- ANU Climate Change Institute Steering Committee (SE)
- Advisory Committee for the Ethics Centre of South Australia (SE)

Talks and presentations

June 2011 in Doha – Took part in a panel discussion at the World Conference of Science Journalists titled “Covering Japan’s Nuclear Crisis: Do Science Media Centres Contribute to Sense or Promote Spin?” (SE)

May 2011 – Conservation Council of SA – 40th anniversary keynote address (SE)

May 2011 – AVA Annual Conference (ES)

May 2011 – Ninemsn journalists (ES)

March 2011 – Online conference for journalism students: Science and the Media - understanding scientists (ES)

April 2011 – Young scientists (ES)*

March 2011 – Inspiring Australia conference – took part in panel discussion on implementing the recommendations of the “Science and the Media” expert working group (ES)

December 2010 – SA Premiers’ Climate Change Council Conference (SE)

November 2010 – Hosted “Introduction to the news media” event in Melbourne (LB)

November 2010 – Opening of the Science Media Centre of Japan in Tokyo (SE)

November 2010 – Spoke at Science and Wireless Conference – ACRBR (LB)

September 2010 – Spoke at Peter Cullen Trust, Science to Policy Leadership Program (LB)

August 2010 – National Enabling Technologies Strategy Workshop (SE)

Media interviews or articles written

June 2011 – Issues Magazine – Scrutinising science in the media (ES)

December 2010 – Ten Morning News – Top Ten science stories 2010 (LB)

October 2010 – Contributed to “Dealing with the Media” book – by Chris Rau (LB)

May 2011 – Crikey live online forum – “Climate Change: The Long View” (SE)

Other

June 2011 – Attended World Conference of Science Journalists in Qatar (SE & NK)

June 2011 – Judge of Scinema 2011 – Festival of Science Film (ES)

November 2010 – Judge of New Scientist Prize for Science Writing (LB)

September 2010 – Judge of 2010 Banksia Environmental Awards (SE)

August 2010 – Attended Health Development Adelaide Nutrition Conference (LB)

July 2010 – Attended Australian Association of Bioethics and Health Law Conference (LB)



AusSMC CEO Susannah Elliott gives a presentation at the World Conference of Science Journalists in Doha, Qatar. Credit: AusSMC

Regular emails about issues and experts available for comment/interview are very useful, particularly for breaking news stories such as major weather events, earthquakes etc.

Executive Producer,
World News Australia, SBS TV



STAFF AND BOARD

In early 2011, Lyndal Byford took maternity and was replaced for a 12-month stint by Dr Ed Sykes from the UK Science Media Centre.

At 30 June, 2011, the AusSMC staff list consisted of:

- **Dr Susannah Elliott** – CEO
- **Dr Ed Sykes** – Media Manager
- **Georgina Howden-Chitty** – Media Officer
- **Nigel Kerby** – Project Manager
- **Marilyn Arnold** – Office and Corporate Relations Manager (part time)
- **Brad Cameron** – Project Officer
- **Lyndal Byford** – Media Manager (on maternity leave)

Several casual staff and tertiary students also worked at the AusSMC during the period.

2010/2011 Board Members

Board members at 30 June 2011 were:

Mr Peter Yates AM (Chair) Chairman, RiAus and Chairman, Faculty of Business and Economics, The University of Melbourne

Mr Jim Carroll (Deputy Chair) Head of News and Public Affairs, Network Ten

Mr John Croll CEO, Media Monitors

Dr John Curran General Manager: Communication, CSIRO

Mr Rob Douglas Chief Operations Officer, ResMed Ltd

Mr Michael Ellies representing APN News and Media Ltd

Ms Fiona Fox Director, UK Media Science Centre

Dr Graham Mitchell (Deputy Chair) Chief Scientist, Victoria

Mr Graeme Liebelt Managing Director & CEO, Orica Limited

Mr Garry Linnell Former Editor, Daily Telegraph, News Ltd

Mr Melvin Mansell Editor, The Advertiser, News Ltd

Professor Rob Morrison Freelance science communicator

Paul Ramadge Editor-in-chief, The Age, Fairfax Media

The Hon Mike Rann MP Premier of South Australia

Professor Rob Saint Dean of the Faculty of Science, The University of Melbourne

Mr Robyn Williams Presenter Science Show, ABC

Dr Paul Willis Director, RiAus

Professor John Yovich AM representing Innovative Research Universities Australia (IRUA)

At 30 June 2011, the NSW and Queensland Governments did not have board members but were represented by Peter Leihn and Tracey Marsden respectively.



AusSMC staff from left: Nigel Kerby, Dr Ed Sykes, Dr Susannah Elliott, Georgina Howden-Chitty, Marilyn Arnold (absent: Lyndal Byford and Brad Cameron)

A very helpful service for intersecting and managing the trust required between the research community and the media.

Health/science reporter,
Bloomberg News, Singapore



AusSMC board meeting in Brisbane. Credit: AusSMC

SCIENCE ADVISORY PANEL

The Science Advisory Panel at 30 June 2011 consisted of:

Professor Geoff Garrett
Queensland Chief Scientist

Professor Snow Barlow
University of Melbourne

Professor Robin Batterham AO
President, Australian Academy of
Technological Sciences and Engineering
(ATSE)

Professor Lyn Beazley
Chief Scientist of Western Australia

Emeritus Professor Max Brennan AO
Former Chief Scientist for South
Australia

Professor Adrienne Clarke AC
Chancellor, La Trobe University,
Melbourne

Professor Alan Cooper
University of Adelaide

Professor Marcello Costa
Flinders University

Professor Derek Denton AC
University of Melbourne

Professor Peter Doherty AC
University of Melbourne

Professor Tim Flannery
Macquarie University

Dr Catherine Foley
President, Science and Technology
Australia (formerly FASTS)

Professor Bryan Gaensler
University of Sydney

**Baroness Professor Susan Greenfield
CBE**
University of Oxford

Professor Richard Head
CSIRO Preventative Health Flagship
Program

Professor Robert Hill
SA Museum and University of Adelaide

Professor Marcia Langton AM
University of Melbourne

Emeritus Professor Ian Lowe AO
Griffith University and President, ACF

Professor Caroline McMillen
University of South Australia

**Emeritus Professor Nancy Millis AC
MBE**
University of Melbourne

**Emeritus Professor Sir Gustav Nossal
AC CBE**
University of Melbourne

Professor Linda Rosenman
President, Council for the Humanities,
Arts and Social Sciences (CHASS)

Professor Michelle Simmons
University of New South Wales

Professor Fiona Stanley AC
Director, Telethon Institute for Child
Health Research

Professor Patricia Vickers-Rich
Monash University

Professor Malcolm Walter
Director, Australian Centre for
Astrobiology, University of New South
Wales

Professor Bob Williamson AO
University of Melbourne



Fukushima debris after the tsunami. Credit: US Navy

RAPID REACTIONS, ROUND-UPS AND BRIEFINGS

Further information on each of these issues can be found on our website at www.aussmc.org

July 2010 – June 2011

24/6/2011	Round-up	New research into common drugs and risk of cognitive impairment and mortality in older people (UK comments)
20/06/2011	Briefing	Public scrutiny of climate science – new CSIRO website open to all
17/06/2011	Round-up	Reduction in high-grade cervical abnormalities following HPV vaccination programs (The Lancet)
16/06/2011	Round-up	Sleep position in pregnancy could increase risk of late stillbirth (BMJ)
14/06/2011	Reaction	Plumes of volcanic ash disrupt Australian flights
3/06/2011	Rapid Reaction	Windsor report on Murray Darling Basin – expert responds
3/06/2011	Rapid Reaction	Outbreaks of E. coli in Europe and Japan – experts respond
2/06/2011	Briefing	The effects of a chemical cocktail – agrichemicals in the environment
1/06/2011	Blog	At last, potential for real paradigm shift! (re: Garnaut report)
31/05/2011	Rapid Reaction	Garnaut Climate Change Review Update
31/05/2011	Briefing	IARC evaluation of radiofrequency electromagnetic fields (mobile phones)
25/05/2011	Rapid Reaction	Management of flu vaccine adverse events
23/05/2011	Round-up	Climate Commission releases first report
20/05/2011	Rapid Reaction	Paraplegic able to take steps (The Lancet)
17/05/2011	Briefing	IPS cells from kidneys (Journal of the American Society of Nephrology)
17/05/2011	Rapid Reaction	BHP's environmental impact statement for Olympic Dam expansion
16/05/2011	Briefing	IPCC in Australia to discuss extreme events and disaster management (Gold Coast)
11/05/2011	Rapid Reaction	Federal Budget: mental health perspective
10/05/2011	Rapid Reaction	Federal Budget – scientists respond
21/04/2011	Round-up	Sedentary behaviour in children linked to narrower blood vessels in the eye
14/04/2011	Briefing	Putting a stop to stillbirths – A Lancet journal series on the science of stillbirths (Hobart)
12/04/2011	Rapid Reaction	Fukushima nuclear incident upgraded to an INES Level 7
12/04/2011	Briefing	Scientists rally over medical research cuts
7/04/2011	Rapid Reaction	Eradicating the Asian honeybee in Australia
6/04/2011	Round-up	Stem cells generate eye-like structures (Nature)
5/04/2011	Briefing	Greenhouse 2011 – Flood, fire and tempest: Extreme events in Australia (Cairns)
5/04/2011	Briefing	Greenhouse 2011 – The 'evil twin' of climate change: ocean acidification (Cairns)
4/04/2011	Briefing	Greenhouse 2011 – Climate prediction: How much do we really know? (Cairns)
31/03/2011	Rapid Reaction	Fukushima update & iodine 131 detected in the UK
24/03/2011	Rapid Reaction	Radioactivity in Japanese food and tap water
23/03/2011	Rapid Reaction	Experts answer questions about carbon trading
23/03/2011	Rapid Reaction	Effects of radioactive materials – Japanese expert responds
22/03/2011	Briefing	Sending humans to an asteroid by 2025
22/03/2011	Rapid Reaction	Food safety in Japan – FSANZ, ARPANSA and UK comments
19/03/2011	Rapid Reaction	Radiation and dispersal from Fukushima
18/03/2011	Blog	The Japan Daiichi incident moves on
18/03/2011	Rapid Reaction	Projected spread of radiation plume – experts respond (UK comments)
17/03/2011	Rapid Reaction	Japanese nuclear situation
17/03/2011	Briefing	Japan nuclear incidents – Thursday update from nuclear and radiation experts
16/03/2011	Rapid Reaction	Japanese nuclear reactor and health effects
16/03/2011	Blog	Reactor safety in north-eastern Japan
15/03/2011	Rapid Reaction	More information on situation in Japan – experts respond (Japanese and UK comments)

RAPID REACTIONS, ROUND-UPS AND BRIEFINGS (CONT.)

15/03/2011	Briefing	Nuclear incidents in Japan – experts answer journalists’ questions
15/03/2011	Blog	Reactor incidents in Japan
14/03/2011	Rapid Reaction	Nuclear incident in Japan
11/03/2011	Rapid Reaction	Earthquake and tsunami in Japan (x2)
9/03/2011	Briefing	Are they being heard? The role of the Chief Scientist
2/03/2011	Round-up	Expert reaction to new research on cannabis and psychosis (BMJ) (UK comments)
2/03/2011	Briefing	Stem cell legislation and research in Australia – an overview
1/03/2011	Rapid Reaction	‘I predicted the earthquake’ - scientists respond (NZ comments)
1/03/2011	Briefing	Kicking the carbon habit – pricing, policy and potential
1/03/2011	Round-up	Expert reaction to Lancet paper on HPV incidence in men (UK comments)
24/02/2011	Rapid Reaction	Australian Government’s announcement of a carbon pricing framework
23/02/2011	Rapid Reaction	Experts comment on Christchurch earthquake (Canadian comments)
23/02/2011	Round-up	Are ancient ‘megadroughts’ a sign of things to come? – expert responds
23/02/2011	Round-up	New tactic in Australia’s fight against cane toads – experts comment
23/02/2011	Rapid Reaction	Expert reaction to Christchurch earthquake (UK comments)
22/02/2011	Round-up	Mobile phone use and brain glucose metabolism (JAMA) – experts respond
22/02/2011	Rapid Reaction	Major earthquake in Christchurch – experts respond
18/02/2011	Rapid Reaction	Chief Scientist for Australia resigns – response from the scientific community
17/02/2011	Briefing	The brave new world of medical bionics (Tokyo)
16/02/2011	Rapid Reaction	Learning to count begins in infancy (Proceedings of the Royal Society B) – experts respond
16/02/2011	Briefing	Opportunities for farmers in a low-carbon world
15/02/2011	Briefing	“Father of the green revolution” visits Australia
11/02/2011	Round-up	Experts urge even greater caution in use of X-rays during pregnancy and infancy (BMJ) experts respond
8/02/2011	Round-up	Cannabis linked to early onset of early psychosis (Archives of General Psychiatry) – expert responds
7/02/2011	Rapid Reaction	Bushfires in Perth – experts respond
2/02/2011	Rapid Reaction	Cyclone Yasi – experts respond
1/02/2011	Round-up	Dogs can sniff out cancer (GUT) experts respond
1/02/2011	Rapid Reaction	Outbreak of bird flu in Japan – experts respond
31/01/2011	Rapid Reaction	Review of food labelling – expert responds
28/01/2011	Rapid Reaction	Volcanic eruption of Mt Bromo in Indonesia – experts respond
27/01/2011	Round-up	Scientists uncover how probiotics benefit health (Nature) experts respond

The AusSMC is a valuable and relevant tool for scientists to connect to the wider community.

Postdoctoral fellow,
Antarctic Climate and
Ecosystems CRC





Kenmore East, Brisbane, 13 January, 2011. Credit: Heidi D/Flickr.com

RAPID REACTIONS, ROUND-UPS AND BRIEFINGS (CONT.)

26/01/2011	Rapid Reaction	Australian of the Year – experts respond
24/01/2011	Rapid Reaction	Earthquake in Queensland – an expert responds
21/01/2011	Rapid Reaction	2010 confirmed as the hottest year on record – experts respond
20/01/2011	Rapid Reaction	Victorian regional floods – experts respond
12/01/2011	Blog	Some basic realities of natural disasters – crisis and recovery management
11/01/2011	Rapid Reaction	Queensland flood crisis – experts respond
7/01/2011	Round-up	Blood test for Alzheimer’s disease (Cell) – experts respond
5/01/2011	Briefing	Peak oil – how will Australia cope?
23/12/2010	Rapid Round-up	Top ten science discoveries of 2010 and ten weirdest science stories of 2010
22/12/2010	Briefing	The science of New Years’ resolutions
21/12/2010	Rapid Round-up	Cancer survival is higher in Australia, Canada and Sweden than in UK and Denmark (The Lancet) – experts respond
13/12/2010	Briefing	‘Desert of the Ocean’ pushes life to its limits
12/12/2010	Rapid Round-up	Cancun Climate Agreement – experts respond
9/12/2010	Rapid Round-up	Reproductive scientists create mice from two fathers (Biology of Reproduction) – experts respond
7/12/2010	Rapid Round-up	Aspirin reduces cancer risk (The Lancet) – experts respond
7/12/2010	Rapid Round-up	Mobile phone use linked to kids behavioural problems
3/12/2010	Rapid Round-up	Bacteria expand possibilities of alien life (Science) – experts respond
3/12/2010	Briefing	The year that was: Global climate in 2010
2/12/2010	Rapid Round-up	Preparing coastal communities for climate change – expert responds
25/11/2010	Rapid Round-up	Second explosion at Pike River Mine – experts comment
24/11/2010	Rapid Round-up	Pike River mine (NZ comments)
23/11/2010	Briefing	Schoolies at high chlamydia risk
22/11/2010	Rapid Round-up	Australian scientists pay tribute to Frank Fenner
22/11/2010	Briefing	Global carbon emissions expected to reach record levels
16/11/2010	Rapid Round-up	Hayabusa update – particles found are from an asteroid
15/11/2010	Briefing	Climate change – consensus and doubt
11/11/2010	Rapid Round-up	Volcanic ash disrupts flights to Indonesia – experts respond
11/11/2010	Briefing	Rare earth minerals squeeze: Are our gadgets at risk?
9/11/2010	Rapid Round-up	Australian HPV vaccination program reduces STD (The Lancet Infectious Diseases) – experts respond
7/11/2010	Rapid Round-up	Second Qantas mid-air engine incident – experts respond
5/11/2010	Rapid Round-up	Another deadly Mount Merapi volcano eruption – experts respond
4/11/2010	Rapid Round-up	Qantas mid-air engine incident – experts respond
3/11/2010	Briefing	Sunscreens and your health
29/10/2010	Rapid Round-up	Volcano and earthquake in Indonesia – experts respond
25/10/2010	Rapid Round-up	Public attitudes towards biotechnology in Australia – experts respond
20/10/2010	Rapid Round-up	Australian research questions the benefit of taking fish oil during pregnancy (JAMA) – experts respond
15/10/2010	Briefing	Murray Darling Basin draft plan – repercussions for the triple bottom line
12/10/2010	Rapid Round-up	First clinical trial of human embryonic stem cell-based therapy – experts respond
8/10/2010	Rapid Round-up	Murray-Darling Basin Authority Guide release – experts respond
7/10/2010	Rapid Round-up	Light drinking during pregnancy fails to affect child development (Journal of Epidemiology and Community Health) – experts respond
30/09/2010	Briefing	The year so far – release of the latest climate data for 2010
30/09/2010	Rapid Round-up	Global water shortage research (Nature) – experts respond
29/09/2010	Briefing	The weather of the First Fleet revealed
27/09/2010	Rapid Round-up	Federal Government establishes climate change committee – experts respond

RAPID REACTIONS, ROUND-UPS AND BRIEFINGS (CONT.)

27/09/2010	Rapid Round-up	Australian researchers make key building block of a quantum computer (Nature) – experts respond
27/09/2010	Briefing	Food Stress – the pressures on our food supply
24/09/2010	Rapid Round-up	European Medicines Agency suspends use of the diabetes drug Avandia – expert response
17/09/2010	Rapid Round-up	Whooping cough outbreak – expert response
15/09/2010	Briefing	Are superbugs on the rise?
13/09/2010	Rapid Round-up	International fertility survey and warning on fertility tourism – experts respond
9/09/2010	Rapid Round-up	Vitamin B and Alzheimer’s disease – experts respond
2/09/2010	Rapid Round-up	Choice’s Bisphenol A study – experts respond
31/08/2010	Rapid Round-up	Review recommends reform for UN climate panel – experts respond
19/08/2010	Rapid Round-up	Prenatal exposure to pesticides linked to attention problems (Environmental Health Perspectives) – experts respond
18/08/2010	Rapid Round-up	Coalition science policy – experts respond
18/08/2010	Rapid Round-up	The world’s oldest sea sponge found in South Australia (Nature Geoscience) – an expert responds
16/08/2010	Rapid Round-up and Briefing	Academy of Science to release climate science statement
16/08/2010	Science Blog	The pandemic that never was..... because it was dealt with
11/08/2010	Rapid Round-up	Major party broadband policies – experts respond
10/08/2010	Rapid Round-up	Labor’s science policy – experts respond
31/07/2010	Rapid Round-up	Victorian bushfires Royal Commission – experts respond
30/07/2010	Rapid Round-up	Flu vaccinations resumed for young children – expert responds
29/07/2010	Rapid Round-up	2009 State of the Climate Report – experts respond
29/07/2010	Science Blog	Climate history battles greed driven politics
27/07/2010	Rapid Round-up	Labor’s mental health and suicide strategy – experts respond
23/07/2010	Rapid Round-up	Labor climate policy revisions – experts respond
22/07/2010	Rapid Round-up	Coeliac disease discovery
22/07/2010	Briefing	Our ageing population – Facing the challenge
21/07/2010	Science Blog	Water and Population – The Ongoing Partial Solution
20/07/2010	Rapid Round-up	US climate scientist Stephen Schneider dies at 65 – Australian tributes
14/07/2010	Briefing	Locust and mouse plague briefing
8/07/2010	Rapid Round-up	Release of ‘climategate’ email review – experts respond
6/07/2010	Rapid Round-up	Particles detected in JAXA Hayabusa capsule opening
2/07/2010	Rapid Round-up	Australian attitudes to abortion (MJA) – experts comment



FINANCIALS

Australian Science Media Centre Incorporated income and expenditure statement for the year ended 30 June, 2011.

	2011	2010
	\$	\$
INCOME		
Sponsorship Received	549,580.18	565,161.58
Project Funds	161,288.79	13,934.24
Interest Received	37,313.88	20,126.34
TOTAL INCOME	748,182.85	599,222.16
EXPENDITURE		
Board Meeting Expenses	7,968.83	7,692.77
Depreciation	6,329.82	11,593.68
Office Expenses	65,930.69	58,815.36
Programs/Projects	100,586.37	28,770.91
Marketing & Development Costs	27,437.62	13,291.30
Travelling Expenses	17,273.70	19,180.86
Wages/Payroll	536,253.99	456,590.28
TOTAL EXPENDITURE	761,781.02	595,935.16
(Loss) Profit	(13,598.17)	3,287.00
(Loss) Profit for the year	(13,598.17)	3,287.00
Retained surplus at the beginning of the financial year	240,771.60	237,484.60
Retained surplus at the end of the financial year	227,173.43	240,771.60

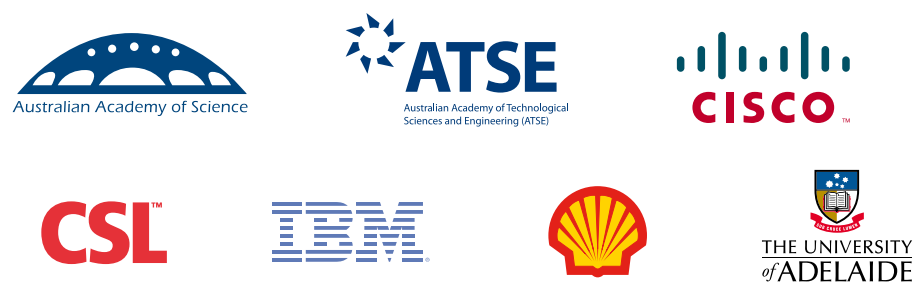
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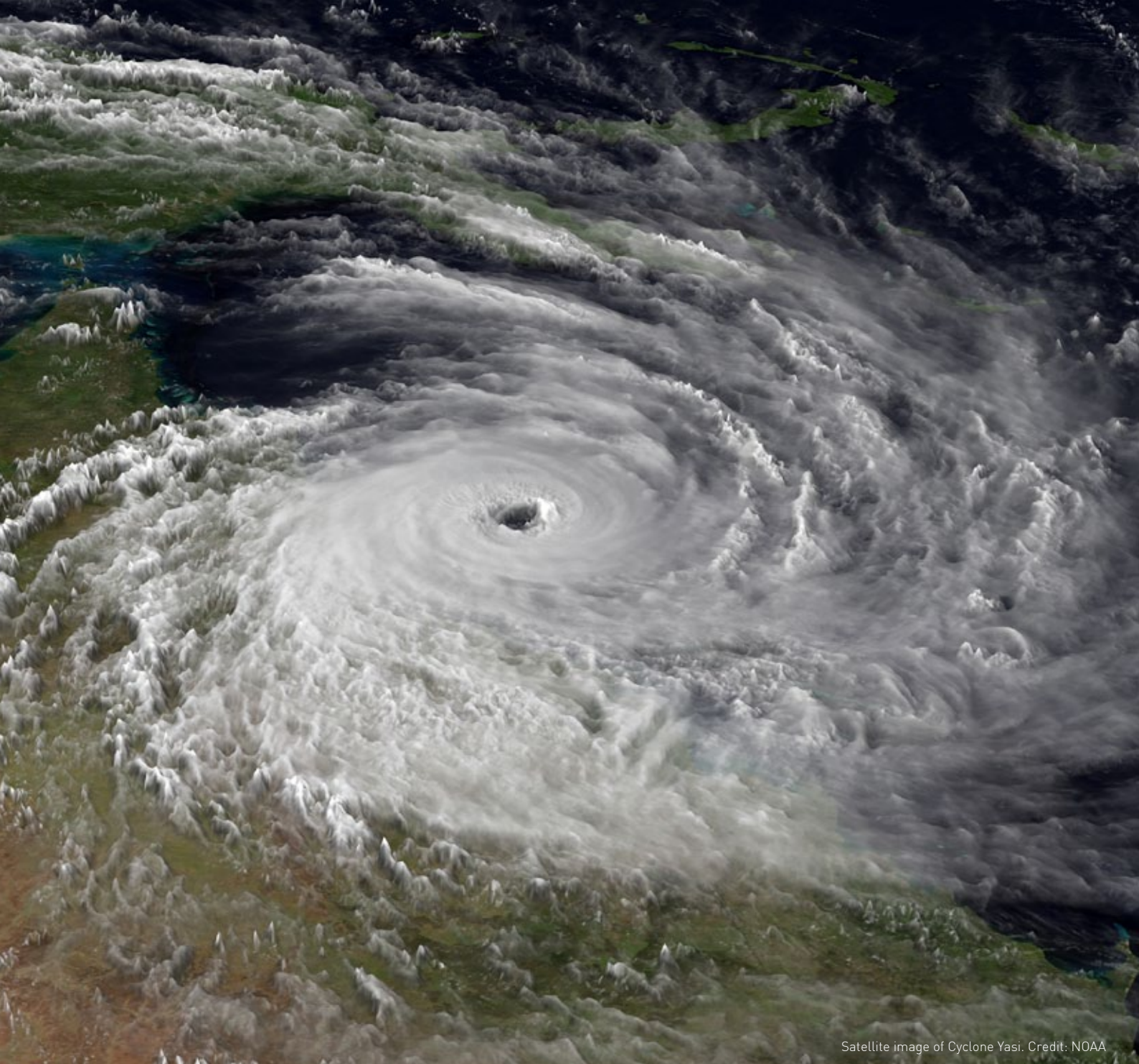


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Satellite image of Cyclone Yasi. Credit: NOAA

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