

## CSIRO Media Releases by Subject Area and Originality, Sep 02–>Aug 03

This survey measures the priorities of “corporate” management and public relations in promoting CSIRO’s work to the wider public through the media. CSIRO scientists publish many more papers in peer-reviewed journals and presentations at conferences, but these are seldom publicised.

### BY ORDER OF FREQUENCY

<b>Miscellaneous</b> , Claims, Potential, Events, Launches, etc – No original science content *	73	32%
<b>Technology</b> , Commercialisation, Devices, Information – No original publication cited @	38	17%
<b>Agriculture</b> : Livestock, Animal Health, Forestry, Aquaculture – No original publication cited @	25	11%
<b>Environment</b> , Atmosphere, Marine, Threats – No publication cited @	27	12%
<b>People</b> , Appointments, Prizes, etc No original science content *	23	10%
<b>Organisational</b> changes, management, etc No science content #	20	9%
<b>Original research</b> published as papers in peer-reviewed journals +	9	4%
<b>Resources</b> , mining, coal & gas – No publication cited @	8	4%
<b>Human Health</b> & nutrition – No publication cited @	3	1%
<b>Total</b>	<b>226</b>	<b>100%</b>

### BY NATURE OF CONTENT

@ No publication cited	101	45%
* No original science content	96	42%
# No science content	20	9%
+ Papers in peer-reviewed journals	9	4%
<b>Total</b>	<b>226</b>	<b>100%</b>

+ **Journals** cited in the releases over 12 months: *Science* (2; astronomy, genetics), *Astrophysical Journal* (2; astronomy); *Proceedings National Academy of Sciences* (1; biomedical); *Cell* (1; biomedical); *International Hydrological Review*(1; hydrology); *Molecular Cell* (1; biomedical); *Journal of Geophysical Research* (1; geophysics).  
If these few releases were distributed according to subject categories, there would be negligible change to the proportions.

By Peter Pockley

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