

## CSIRO Media Releases by Subject Area and Originality, Sep 02–>Mar 04

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 would publish many more papers in peer-reviewed journals and presentations at conferences, but these are seldom publicised.

When broken into the periods Sep 02–>Aug 03 and Sep 03–>Mar 04, there are few variations in the figures, indicating a constant approach throughout the presence of two Directors of Communications.

### BY ORDER OF FREQUENCY

<b>Miscellaneous</b> , Claims, Potential, Events, Launches, etc – No original science content *	121	33%
<b>Technology</b> , Commercialisation, Devices, Information – No original publication cited @	46	13%
<b>Agriculture</b> : Livestock, Animal Health, Forestry, Aquaculture – No original publication cited @	43	12%
<b>Environment</b> , Atmosphere, Marine, Threats – No publication cited @	45	12%
<b>People, Appointments, Prizes</b> , etc No original science content *	42	12%
<b>Organisational</b> changes, management, etc No science content #	38	10%
<b>Original research</b> published as papers in peer-reviewed journals +	14	4%
<b>Resources</b> , mining, coal & gas – No publication cited @	11	3%
<b>Human Health</b> & nutrition – No publication cited @	4	1%
<b>Total</b>	<b>364</b>	<b>100%</b>

### BY NATURE OF CONTENT

<b>* No original science content</b>	163	45%
<b>@ No publication cited</b>	149	41%
<b># No science content</b>	38	10%
<b>+ Papers in peer-reviewed journals</b>	14	4%
<b>Total</b>	<b>364</b>	<b>100%</b>

+ **Journals** cited in 14 releases: *Nature* (2 astronomy); *Science* (2; astronomy, genetics), *Astrophysical Journal* (2); *Proceedings National Academy of Sciences* (biomedical); *Science Express* (astronomy); *Cell* (biomedical); *International Hydrological Review*; *Molecular Cell* (biomedical); *Journal of Geophysical Research* (2); *Australian Journal of Botany*. If these few releases were distributed according to subject categories, there would be only minor change to the proportions.

*Peter Pockley*  
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