



Promotion Guidelines: ASKAP Projects

Action Cheat Sheet

If you have new, unpublished ASKAP results (a paper or an image) that may have broad public interest, then:

- Discuss results with the Principle Investigator
- The Principle Investigator will write a summary of results and their interest factor
- Contact the ASKAP and your home institution communication teams with the summary, as early as practicable, preferably six or more weeks before any publication is due.
- Ensure the communication teams are in contact with each other
- Inform everyone of journal embargo policies (if applicable) and any other key dates

Background

ASKAP is a world-class astronomy instrument and unique technology demonstrator. It has received considerable government support, sits on a striking and outstandingly radio-quiet site, and has powerful capabilities. New results from ASKAP are likely to interest the media.

This document gives ASKAP users advice about preparing to promote their science. It is designed to clearly outline the roles of all parties involved and the steps involved in the promotion process. Promoting a result publicly is to be expected for many scientific projects, and so it should be planned for. CSIRO supports and collaborates with ASKAP users in designing and carrying out their scientific projects: in the same way, it supports and collaborates with users to promote their results.

Scope

These promotion guidelines apply to all results derived from ASKAP data that have not been released to the public. They are especially relevant to the first release of any new result, including scientific research, technical papers, software descriptions, images and other forms of data. 'New result' includes cases where an individual has produced a unique value-added result using ASKAP data as one of its inputs.

Benefits of collaborative promotion

We understand that every institution and individual researcher is under pressure to receive credit for their achievements. Similarly, CSIRO looks to receive acknowledgment of the role its facilities

play in achieving scientific results. This is important for keeping long-term government support for these facilities; that, in turn, is important for the Australian and international astronomical community.

CSIRO is a long-established, well-recognised institution. It has credibility with the media. It also has good 'reach' into government (enabling some announcements to be endorsed or issued by the Minister for Science); a large social media footprint; and a very wide range of media contacts. It can place stories in outlets in ways that extend beyond traditional media releases, and it can develop complete communication packages that an individual institution may not be able to. In short, CSIRO can take the message about a scientific result to places it might not otherwise go, achieving greater reach and impact.

Little is gained when institutions represented on a scientific team promote a result separately but cover the same ground: it unnecessarily duplicates effort. Where institutions have significantly different 'angles' to present, multiple approaches may be justified. In every case, however, there should be discussions about promotion that clearly define the 'division of labour' between institutions and how media resources – such as images and video – will be shared and credited.

CSIRO will work constructively and effectively with partners to navigate the politics of media coverage and be understanding of each institution's policies and procedures. We commit to respecting the policies of our partners.

Guidelines for public engagement

Publicity associated with new results has a significant and wide-ranging impact that should be managed in consultation with all stakeholders involved.

When any ASKAP stakeholder (including any survey science team member) wishes to release a public statement about new ASKAP results, we ask that they first consult with the CSIRO ASKAP communication team (names below) to create a joint strategy relating to the announcement.

Consultation with CSIRO's communication team and joint agreement on wording, timing, format and acknowledgements will ensure the most effective initial media coverage will be achieved using the reach of all parties involved.

The guidelines in this document are not intended to limit free and open ongoing discussion of ASKAP and the science that it enables. Instead, the guidelines reflect that CSIRO wishes to ensure that all ground-breaking ASKAP results are given a high profile, whether the researchers involved are members of a major international collaboration or of a small-scale guest science program.

Suggested steps for principal investigators

The principle investigator of a project is responsible for identifying any new results suitable for broad promotion. This includes scientific research, technical papers, software descriptions, images and other forms of data. Note that this material *cannot* already be published.

Once a new result has been identified:

1. Develop a short summary of the results, as well as the results' implications and potential interest to the public.

2. Contact ASKAP's communications team (names below) as well as the communications team at your home institution as early as possible. **Six weeks** before any publication of results (such as in a journal or on arXiv) is best practice. This will allow the communications team to carefully plan a promotion strategy and create resources to have a larger reach and bigger impact.
3. Connect the two communication teams so they can plan the promotion strategy together.
4. Be mindful of journal embargo policies and ensure everyone is informed of key dates.
5. Talk with the communications teams at CSIRO and your home institution before inviting all the paper's authors to participate in publicising the result. Sometimes, promoting the results from a more limited number of sources (i.e. just CSIRO channels) can have a greater impact. Discuss options with the CSIRO and your home communications team before bringing in the entire research team.

Standard acknowledgement

We request that any media release or other high-profile public communication with a media organisation in relation to ASKAP include this standard acknowledgement:

The Australian SKA Pathfinder is part of the Australia Telescope National Facility which is managed by CSIRO. Operation of ASKAP is funded by the Australian Government with support from the National Collaborative Research Infrastructure Strategy. ASKAP uses the resources of the Pawsey Supercomputing Centre. Establishment of ASKAP, the Murchison Radio-astronomy Observatory and the Pawsey Supercomputing Centre are initiatives of the Australian Government, with support from the Government of Western Australia and the Science and Industry Endowment Fund. We acknowledge the Wajarri Yamatji people as the traditional owners of the Observatory site.

Related documents

These guidelines are intended to complement the ASKAP publication policy and other ATNF policy documents. Preparation of ASKAP scientific publications should follow the procedures outlined in the ASKAP publication policy document found on the [ASKAP Confluence page](#).

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