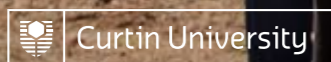




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IN THE MEDIA  
CASE STUDY



## IN THE MEDIA

ICRAR's research consistently receives extraordinary media coverage around the world, helping to position Western Australia as a global hub for astronomy and space science. Every year thousands of articles are published about the Centre's discoveries in dozens of countries.



**Cover** Media on site at the Murchison Radio-astronomy Observatory.  
Credit: Ben Scandrett, Department of Industry, Innovation and Science.

In the last two years alone, ICRAR's research has featured on BBC News, Reuters, Fox News, MSN, Yahoo!, the Daily Mail, the Huffington Post, Smithsonian, the Examiner, Discovery News and countless Australian publications. More than 4,000 stories mentioning ICRAR were published in more than 70 countries, collectively attracting a global readership in the millions.

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The Centre's work was also covered extensively by the Australian media, with stories in ABC News, the Sydney Morning Herald, the Age, Reuters, The Sunday Times, The West Australian, Channel Ten, Catalyst, Nine News, The Australian, SBS and Sky News, just to name a few. ICRAR's astronomers, engineers and big data specialists were interviewed frequently on radio and television, both about their own research and providing expert commentary on trending issues. This coverage helps to raise the profile of West Australian science and innovation, and increase interest in radio astronomy around the world.

The exceptional level of media interest in ICRAR's work has been driven by a combination of the exciting research outcomes generated at the Centre, the distribution of engaging media releases and a reputation for great stories. ICRAR is careful to send out well-written releases supported by high quality multimedia assets in the form of imagery and/or video content.

ICRAR's outreach team has also worked hard to cultivate relationships with individual journalists and media organisations over time. They run media training, social media and presentation skills workshops to support researchers in sharing their science. In 2015 and 2017, this included training in media skills and interview techniques with a journalist from The West Australian and a newsreader and producer from Channel Nine.

As a result, ICRAR has developed a growing reputation for having researchers who are experienced and skilled in dealing with the media, and willing to make time to respond quickly to media enquiries from around the world. The Centre's scientists are frequently called upon for comment by journalists not only in Western Australia but in the Eastern States and overseas, helping to position the State as a global hub for space science and innovation.



### TOP MEDIA RELEASES

#### SCIENTISTS MEASURE SLOW DEATH OF THE UNIVERSE (2015)

**1000+ NEWS ITEMS IN 73 COUNTRIES**

An international team of astronomers studying 200,000 galaxies has measured the energy generated within a large portion of space more precisely than ever before, discovering that it's only half what it was 2 billion years ago and fading – the Universe is slowly dying.

#### SCIENTISTS DISCOVER HIDDEN GALAXIES BEHIND THE MILKY WAY (2016)

**370 NEWS ITEMS IN 50 COUNTRIES**

Hundreds of hidden nearby galaxies have been studied for the first time, shedding light on a mysterious gravitational anomaly dubbed the Great Attractor.

#### AUSTRALIAN DESERT TELESCOPE VIEWS THE SKY IN RADIO TECHNICOLOUR (2016)

**300 NEWS ITEMS IN 26 COUNTRIES**

A telescope located deep in the West Australian outback has shown what the Universe would look like if human eyes could see radio waves.

#### MONSTER GALAXIES GAIN WEIGHT BY EATING SMALLER NEIGHBOURS (2014)

**120 NEWS ITEMS IN 27 COUNTRIES**

Massive galaxies in the Universe have stopped making their own stars and are instead snacking on nearby galaxies, according to research by Australian scientists.

#### HUNGRY BLACK HOLE EATS FASTER THAN THOUGHT POSSIBLE (2014)

**75 NEWS ITEMS IN 19 COUNTRIES**

Astronomers have discovered a black hole that is consuming gas from a nearby star 10 times faster than previously thought possible.

### 2016 GLOBAL HEAT MAP - NUMBER OF ARTICLES

