



# Media case study: SPICE-RACS





I would like to begin by acknowledging the Wallumattagal as the Traditional Owners of the land I'm joining from today and pay my respect to their Elders past and present.

I would also like to acknowledge the Wajarri Yamaji people as the Traditional Owners and native title holders of Inyarrimanha Ilgari Bundara, our Murchison Radio-astronomy Observatory.

'Eternal Wisdom, Infinite Innovation'  
artwork by Rachael Sarra, working with Gilimbaa.



# Define: Media

- An institution (the Fourth Estate)
- Communication channels that are available to broad audiences
- Content created for these channels





OFFICIAL

# Our S&A communication team



**Gabby Russell**  
Communication Manager



**Mikayla Keen**  
Comms Advisor  
(Space & Astronomy)

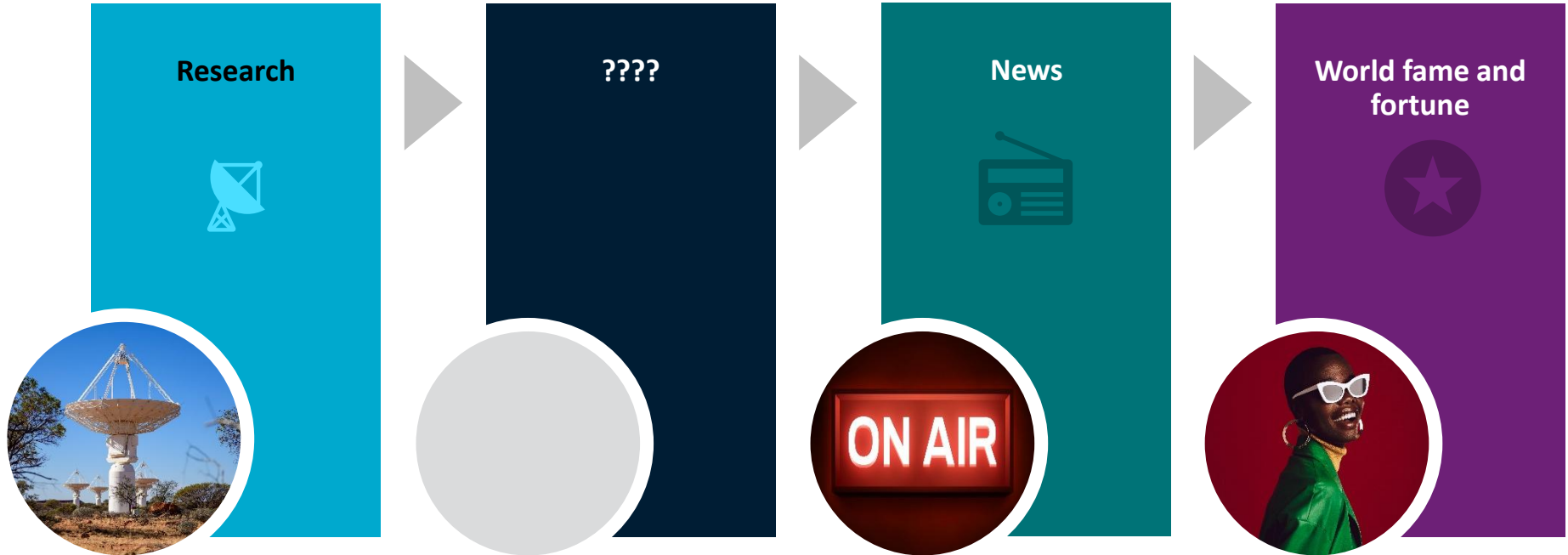


**Rachel Rayner**  
Comms Advisor  
(ATNF)



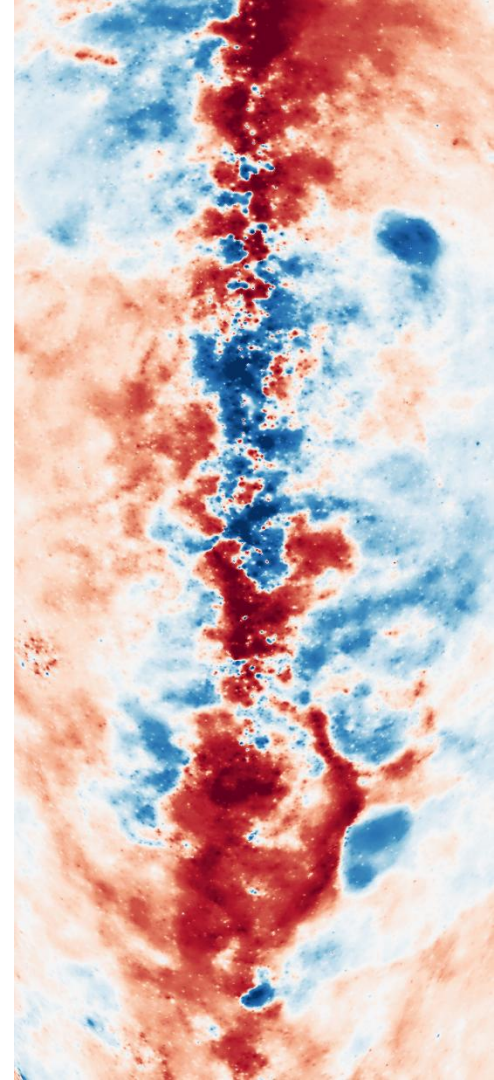
**Kirsten Fredericksen**  
Comms Lead  
(SKA project & WA  
Observatory)

# The mysterious missing piece of the process



# Early stage process

- Researcher informs team leader
- Team leader and researcher inform comms with draft of paper and research/impact summary -
  - What does the research show?
  - Why is it important?
  - How did you get the result?
  - Anything else important to note
- Comms presents it to leadership for approval to proceed
  - Does this align with ATNF/CSIRO strategy?
  - Do we have the resources available for this?





# Strategy

OFFICIAL

**What is the objective?**  
**Who is the audience?**  
**What are the key messages?**

## Content

- Media release  
Partner/Joint release
- Media alert
- explainer
- Article
- Social post
- Newsletter or magazine content
  
- Image-led
- People-led
- Science-led
- Instrument-led

## Our Platforms

- CSIRO website
- ATNF website
- Partner website
- Snapshot/Sphere/ATNF News/S&A News
- Facebook, Instagram, LinkedIn, Viva Engage

## Distribution

- Internal vs External
- Wire service (national/international)  
EurekaAlert, SciMex, Stream
- Exclusive or targeted pitching (TV, print, radio, influencer)
- The Conversation

OFFICIAL



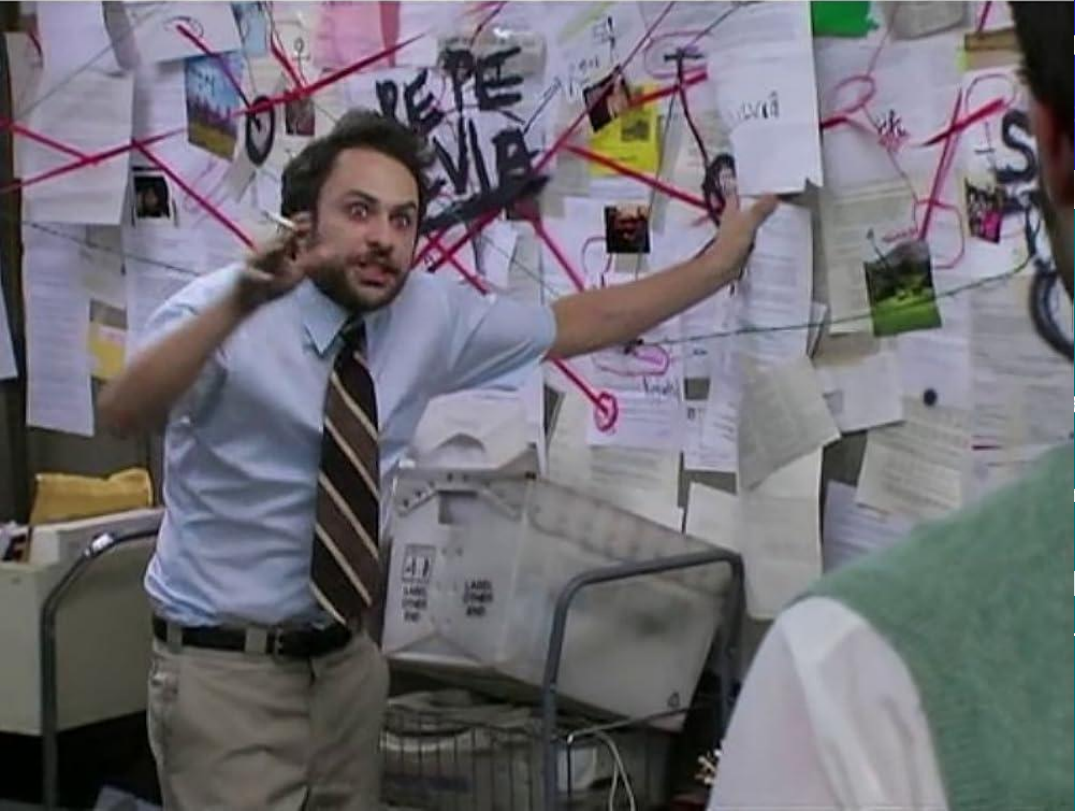
# What is the objective?

## Strategy

ce?  
sages?

### Content

- Media release
- Partner/Joint release
- Media alert
- Explainer
- Article
- Social post
- Newsletter or other content
- Image-led
- People-led
- Science-led
- Instrument-led



### Distribution

Internal vs External  
 National service (national/international)  
 SciPost, SciMex, Stream  
 Inclusive or targeted  
 Timing (TV, print, radio, social media)  
 Conversation



OFFICIAL

# Strategy: SPICE-RACS

Using striking imagery, share a story on great science and highlight how we are supporting future generations of research with our infrastructure, with the data publicly available.

## Content

- Media release
- Article (The Conversation)
- Social post
  
- Image-led

## Our Platforms

- CSIRO website
- ATNF website
- Facebook, Instagram, LinkedIn,

## Distribution

- External
- Wire service (national)  
SciMex, Stream
- Targeted pitching:
  - SMH/Age
  - AAP
  - ABC
  - Nine
  - The Australian

OFFICIAL



# Strategy: SPICE-RACS

## Key messages

- Best image yet of our sky/ our sky as you've never seen it...
- Opening up new avenues of research
- Created with ASKAP's unique capabilities and using data from the Rapid ASKAP Continuum Survey
- The data is freely available through CSIRO's data access portal
- We provide the platform for great science
- The SKA telescopes will be an even better tool when they come online in the future.

OFFI



OFFI



OFFICIAL

# Media campaign lead-up tasks



## **Produce media release/alert**

Drafting, redrafting, getting quotes, multiple reviews by all parties, approvals, deciding on accompanying assets



## **Asset development**

Collect imagery, develop imagery, write explainers, social media and web content



## **Identify and contact targets**

What outlets do we want to engage with? What journalists and influences are best?



## **Inform colleagues and partners**

Internal CSIRO comms process (WIRE, exec); update tangential partners (i.e. SKAO, Pawsey)



## **Prepare spokespeople**

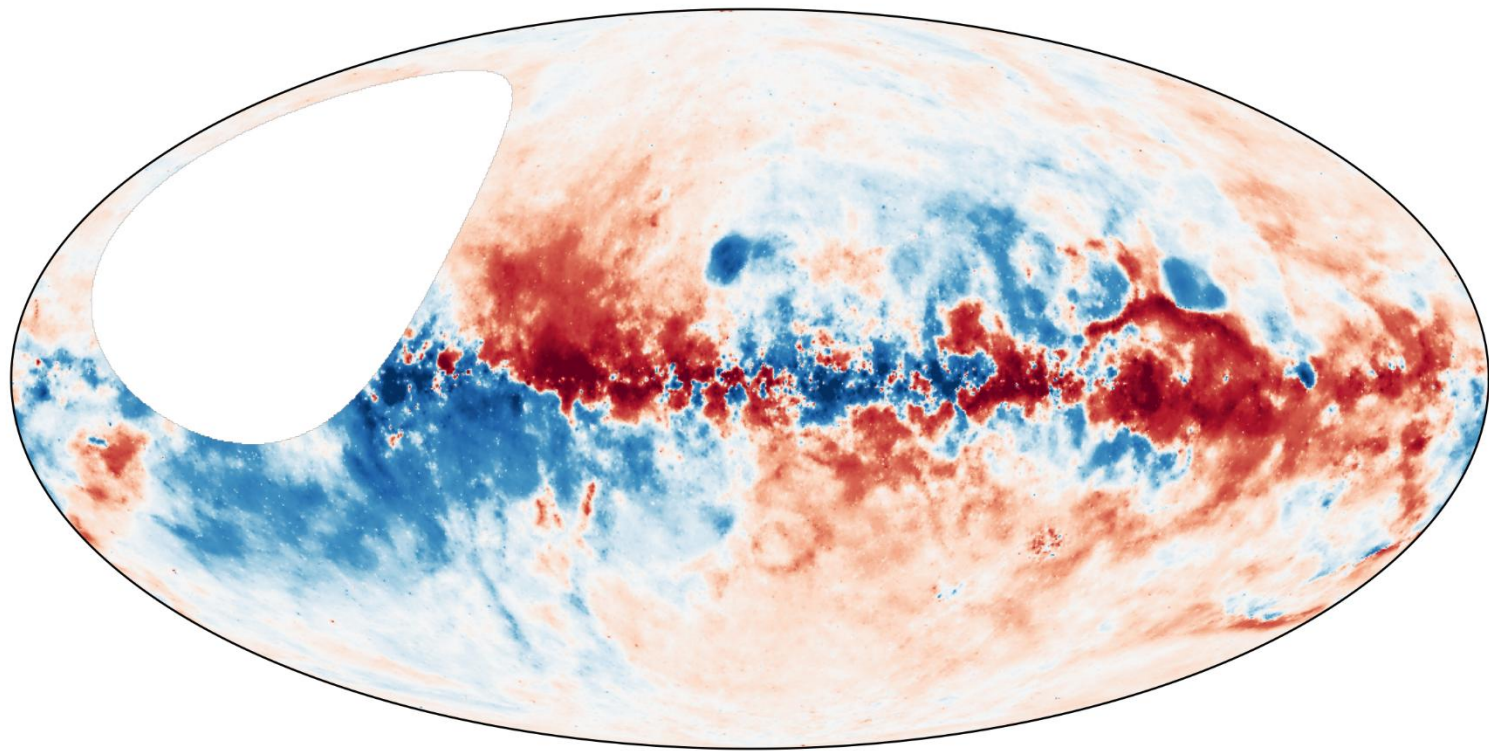
Media training, practicing interview techniques and messaging



OFFICIAL



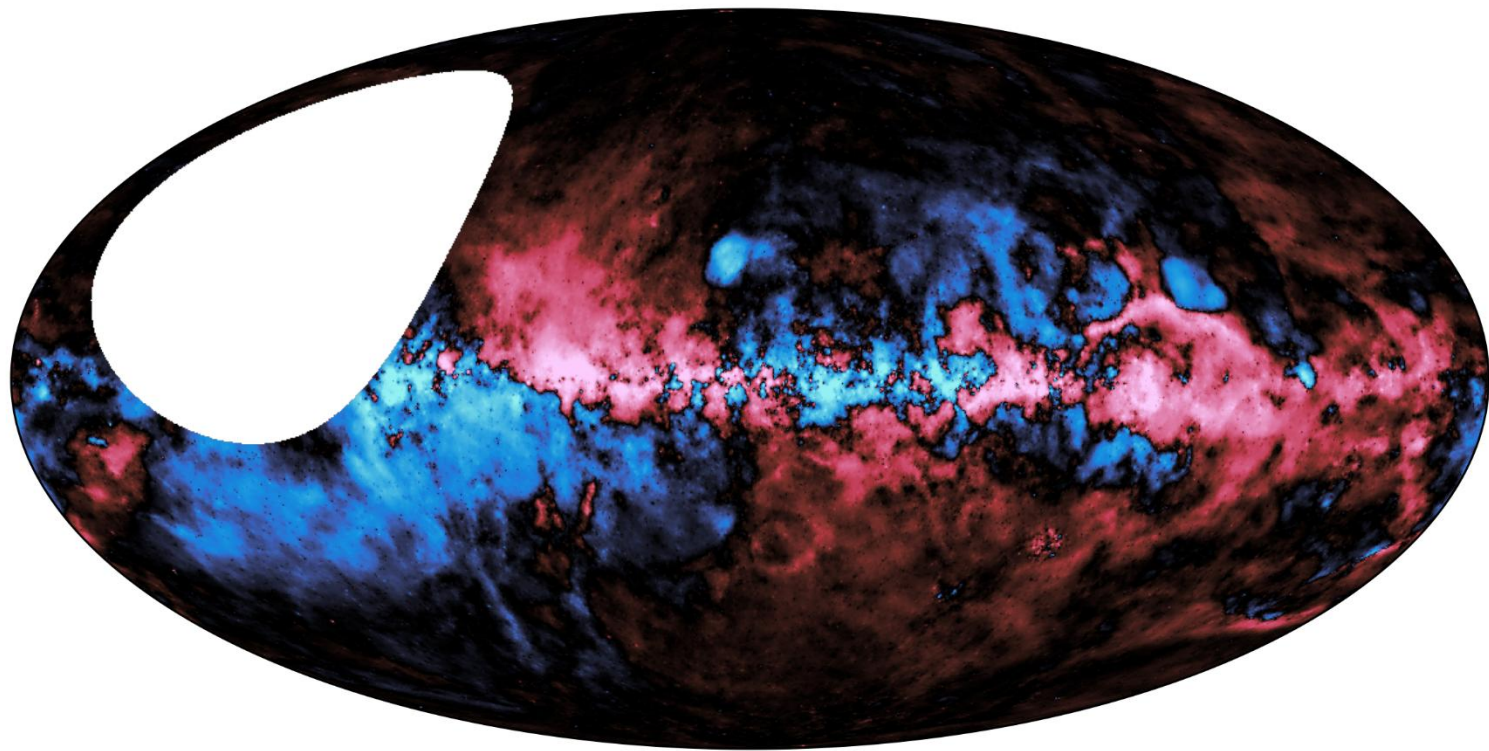
OFFICIAL



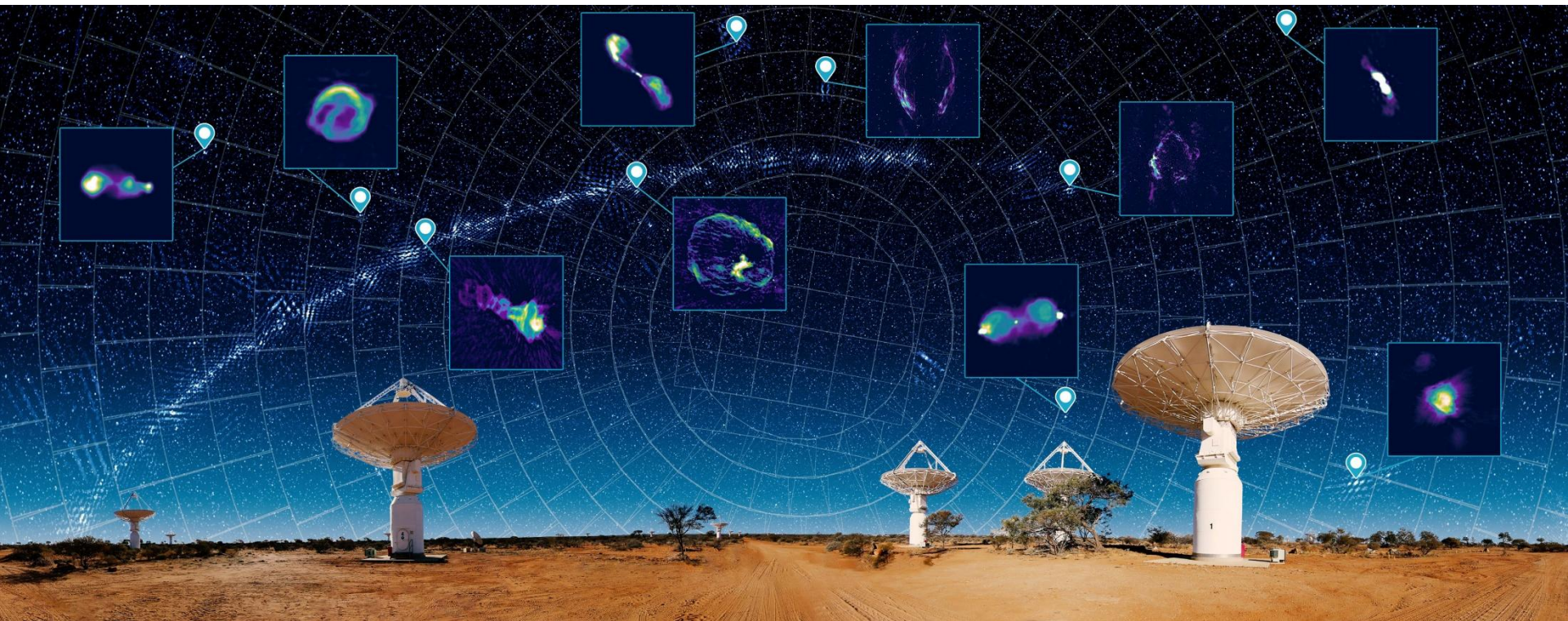
OFFICIAL



OFFICIAL



OFFICIAL





OFFICIAL



OFFICIAL





OFFICIAL

# Media campaign lead-up tasks



## **Produce media release/alert**

Drafting, redrafting, getting quotes, multiple reviews by all parties, approvals, deciding on accompanying assets



## **Asset development**

Collect imagery, develop imagery, write explainers, social media and web content



## **Identify and contact targets**

What outlets do we want to engage with? What journalists and influences are best?



## **Inform colleagues and partners**

Internal CSIRO comms process (WIRE, exec); update tangential partners (i.e. SKAO, Pawsey)



## **Prepare spokespeople**

Media training, practicing interview techniques and messaging



OFFICIAL



# Pitching

“Please write about my science, your audience will love it because [something]! I have wonderful scientists for you to interview.”

*All companies do this – this is where most news comes from.*

- **Pre-pitch:** Contacting journalists before science is published so they have time to write a good story.
- **Exclusive:** you offer the story to one journalist/channel only. Everyone else gets it once the embargo lifts.
- **Embargo:** an agreement in which a source gives journalists information in advance on the condition that they do not publish it until a specified date and time.



OFFICIAL

# Email to journalist at The Australian

Map of Universe's hidden magnetic fields: EMBARGO 4 June 12:01am



Rayner, Rachel (She / Her) (Communication, Marsfield)

To ○ 



Wed 3/06/2026 11:30 AM



OFFICIAL



EMBARGOED Media Release\_Map of Universe magnetic fields.pdf

378 KB

Hi Harrison,

I noticed you've reported on a few science stories, so wanted to send this one to you on cosmic magnetism by an Australian team using our telescope in WA. A screenshot is below.

- The best map yet of the Universe's magnetic fields has been produced by a CSIRO and SKAO astronomy team.
  - These invisible cosmic forces influence how galaxies grow and evolve, but are not well understood.
  - They have now been made visible, using Australian infrastructure and data expertise.
  - The resulting asset is now freely available to the scientific community around the world.

The research was created using CSIRO's ASKAP radio telescope, which has the advanced ability to track how the light has twisted in its journey through space.

On Thursday, we are publishing the wonderful images of this magnetism map, alongside composite images of the map overlaid on our view of the Milky Way galaxy, and wanted to give you a heads up. These are available here: <https://www.dropbox.com/scl/fo/6svolyjyd622mpz9m6e4o/ACqRGVlbHjdiCnUEZczDXhQ?rlkey=33tooam405dla4028mv9k722z&st=ppt0je9h&dl=0>

I can line you up with interviews and provide you with more materials as you need. Our embargoed release is attached.

OFFICIAL



# Interviews

- Alec and Naomi – SMH/The Age
- Stefan and Tim – AAP (Australian Associated Press)





OFFICIAL

# Embargo has lifted...(12:01am)

- Media release published (6:00am)
  - on the wires (Scimex and Stream)
  - on CSIRO's media mailing list
  - on CSIRO website
- Content published on our social media channels
- Articles published in The Age/SMH and AAP channels thanks to pre-pitching
- Article in The Conversation
- Syndication of media release and articles across various news platforms
- The phones start ringing!

OFFICIAL



OFFICIAL

# The requests come flooding in...

## 9AM

- ABC News TV
- The Guardian
- Today Show Perth

## 10AM

- 9 News Sydney
- ABC radio
- ABC Breakfast TV
- .....

OFFICIAL





# The requests come flooding in...

## 9AM

- ABC News TV
- The Guardian
- Today Show Perth

## 10AM

- 9 News Sydney
- ABC radio
- ABC Breakfast TV
- .....

### **SCHEDULE at 11am 4 June**

Nine Sydney (TV) - 10:30 Zoom

ABC Perth (radio) - 2:15 phone (?)

TOMORROW:

Nine Perth (TV) - 6:20 Studio

SATURDAY:

ABC Breakfast (TV) - 10:15 Zoom





# Results

Coverage by...



SPICE-RACS map



Radio:	21 (48.8%)
TV:	8 (18.6%)
Influencer Soc...	6 (14%)
Online:	5 (11.6%)
Print:	3 (7%)
Podcast:	0 (0%)
Magazine:	0 (0%)

Themes



SPICE-RACS map





OFFICIAL

### Coverage Volume &...



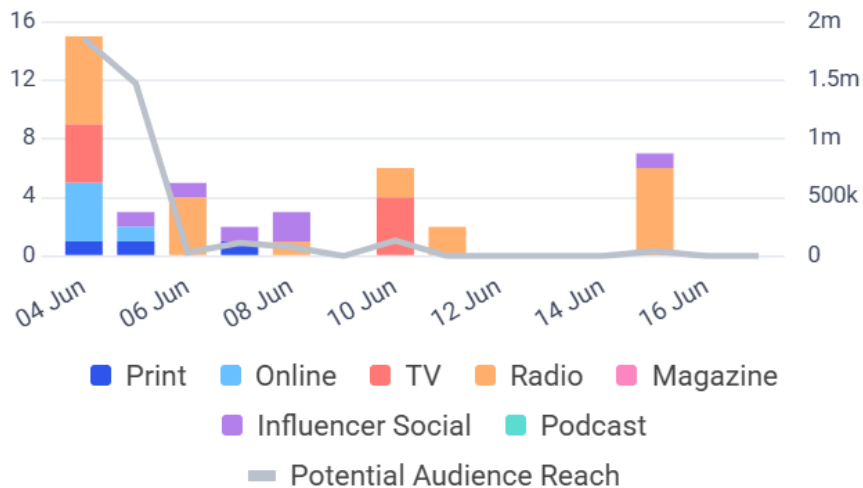
SPICE-RA



Over 14 days

Coverage Volume

Potential Audience Reach



### Mention Stream...



SPICE-RACS m



Total Mentions

43



Audience Reach

3.7M



Sentiment

Balanced



Total AVE

69.8K



Total Social Shares

39



Impact Score

Medium












OFFICIAL



# Top Articles - Audience

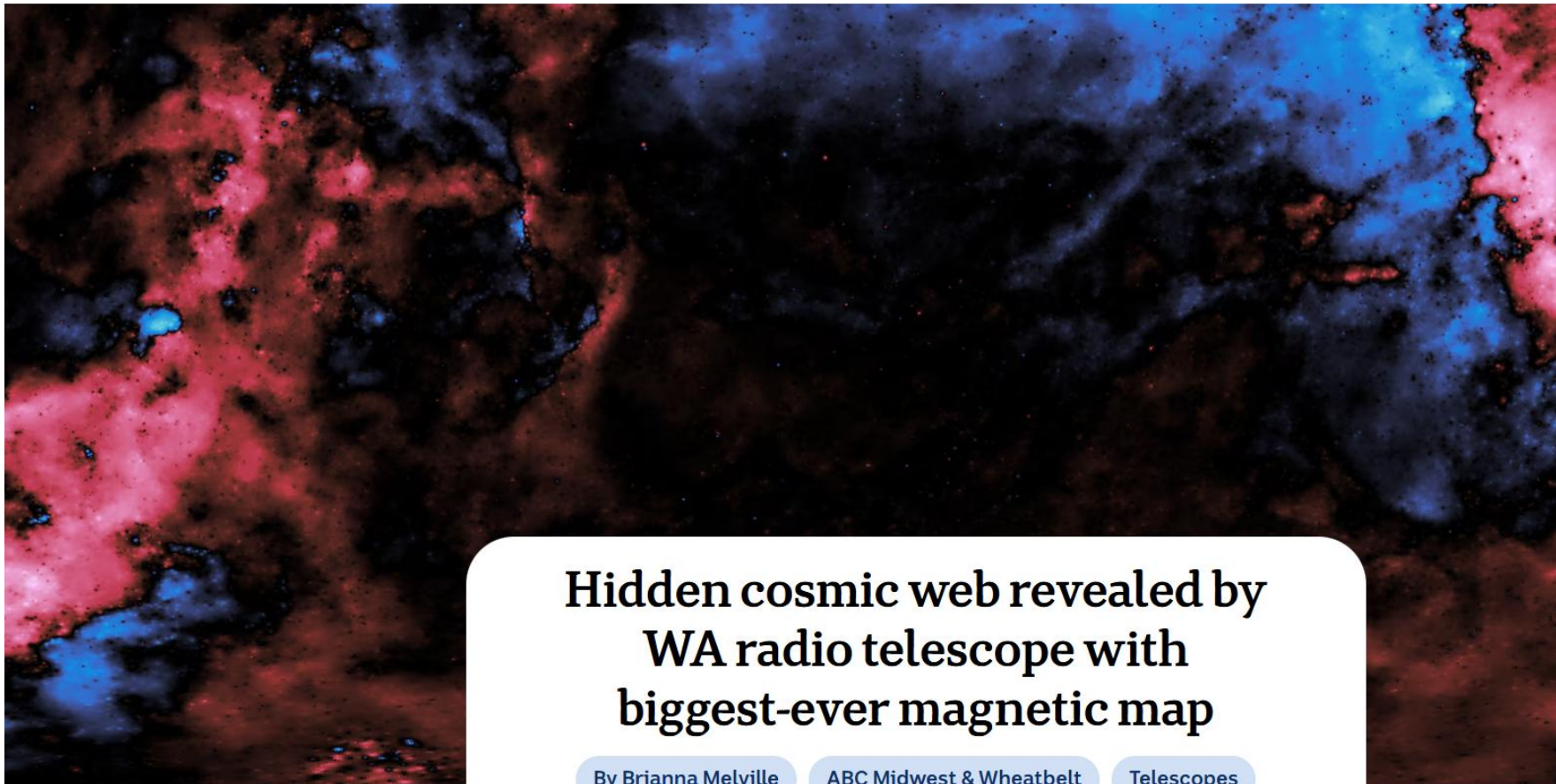
Top 5 articles ranked by Potential Audience Reach.

From 4 June 2026 - 17 June 2026

 SPICE-RACS map	
<b>Articles</b>	<b>Audience</b>
<b>Hidden cosmic web revealed by WA radio telescope with biggest-ever magnetic map</b>  ABC News · Online	 1.1m
<b>This cosmic map of magnetic fields could help illuminate one of the universe's most mysterious forces</b>  The Guardian · Online	 439.8k
<b>Scientists map universe's invisible force to show sky as you've never seen it</b>  The Sydney Morning Herald · Online	 396.8k
<b>Scientists map universe's invisible force to reveal a spectacular sky</b>  The Sydney Morning Herald · Print	 332k
<b>New map of universe</b>  The Advertiser · Print	 112k



OFFICIAL



# Hidden cosmic web revealed by WA radio telescope with biggest-ever magnetic map

By Brianna Melville

ABC Midwest & Wheatbelt

Telescopes

Fri 5 Jun



## Latest news



### Most detailed hidden magnetic fields released

June 4, 2026

A new map of the galaxies form and



ARTICLE • 10 JUNE 2026 • < 1 MIN READ

### Our Centenary story →

As we mark our centenary as Australia's national science agency, our story is not one but many, told over generations through science in the service of our nation and beyond.



EXPERT COMMENTARY • 9 JUNE 2026 • 5 MIN READ

### Expert commentary: 6G →

6G is set to transform mobile networks from faster channels into intelligent systems that sense, adapt and extend connectivity everywhere – but its real impact will depend on how it's built.

Technology Data

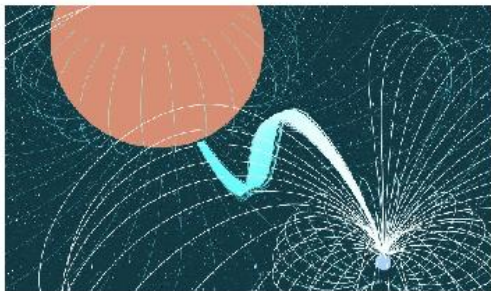


NEWS RELEASE • 4 JUNE 2026 • 3 MIN READ

### Most detailed map of the Universe's hidden magnetic fields released →

Scientists have produced a map of the Universe's magnetic fields revealing an invisible cosmic web that shapes how galaxies form and evolve.

Askap Astronomy Radio astronomy



### 'Rosetta stone' for a long period transient →

June 3, 2026

A white dwarf star system provides a unique natural laboratory for extreme physics.



### Congratulations

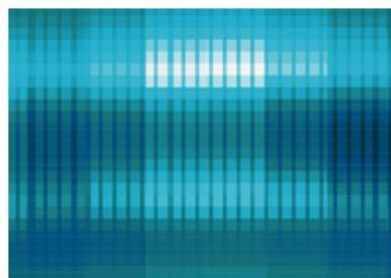
May 14, 2026

FLASH has been operating for a billion years ago. Agnes Bodding



ARTICLE • 3 JUNE 2026 • 3 MIN READ

### Mapurlarri Prawn Farm moves from pilot towards delivery on the Tiwi Islands →



ARTICLE • 3 JUNE 2026 • 5 MIN READ

### CSIRO's FlexCost analyses the cost of accessing consumer energy resources →



PARTNER RELEASE • 3 JUNE 2026 • 2 MIN READ

### Energy Consumers Australia welcomes release of FlexCost methodology →

View more news





# Links

OFFICIAL

## SPICE-RACS

- [Media release on CSIRO website](#)
- [Media release on wire service, Scimex \(AusSMC\)](#)
- [Article on The Conversation](#)
- Story on CSIRO social media channels: [Facebook](#), [LinkedIn](#), [Instagram](#)
- [The ABC](#), [the Guardian](#), the AAP story in [one of its syndications](#)

## Definition of PR (Public Relations)

- [Public Relations Society of America Inc](#) history and definition
- [Jobs & Skills Australia](#) definition and task list

## [Journalism's code of ethics](#)

OFFICIAL