



Lights, camera, action!

The 2009 FFI CRC PhD students left science behind and embraced the world of media during January, 2009.

The experience was part of three media training workshops for students from Perth, Melbourne, and Wagga Wagga.

With this year's group of PhD candidates looking at topics such as the animal health benefits of saltbush and the potential for native legumes to rival lucerne, they are sure to attract media attention.

By **Laureta Wallace**
KONDININ GROUP

The aim of the workshops was to help the students make the most of their media opportunities. A major part of which was the skill of being able to communicate the often technical subject matter of their projects to a non-science audience.

At the workshop, students were set the task of developing a media release that gave a synopsis of their research,

LEFT: PhD candidate, Tom Giles puts his media training to the test in a mock interview with journalist, Julia Balderstone (hidden) and cameraman, Simon Hearn. (Photo: Currie Communications)

in an easy-to-comprehend manner. Each participant also compiled a mock radio and television interview.

Locally-based journalists were enlisted to carry out the interviews to provide an authentic feeling of what liaising with the media entails. A combination of radio, print and television reporters took part.

Students were encouraged to think about what aspects of their project would be of interest to the mainstream media, a part of which involved asking the question "how will my research impact the lives of others?"

The candidates, who varied in age and interests, all had differing amounts of experience with the media, most were new to the experience of talking to the media.

Part of the workshop was a sundowner get-together with local media. The informal social occasion was a chance for students to talk one-on-one with a variety of media representatives within their city. ↘

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New position will increase FFI CRC presence

Scott Glyde (right) was recently appointed as the FFI CRC Agribusiness Director, a new executive position that will oversee the Centre's national adoption, education and training activities.

With more than 18 years experience involved in research and technology transfer in agriculture, Scott will embark upon his new role within the CRC from his current base at Charles Sturt University, Wagga Wagga, NSW.

Scott's links within research, extension, agribusiness and academia, which cross both the public and private sector, will strengthen the path to adoption approach of the CRC.

"I'm really looking forward to the year, ahead and while I am still getting my head

around the enormous scope within my new role, I am particularly excited about the ways FFI CRC can continue to strengthen its links with the agricultural and NRM sector, including at community and farming group levels," Scott said.

"We're very much aware that local networks are powerful agents for exchanging information and encouraging adoption, and supported by training, increasing the adaptability of our farming systems. So building on what's already out there and fostering new communication links will be a really crucial part of our work in the near future."



Scott's appointment highlights the importance the FFI CRC places on adoption and training in achieving effective research uptake. And being located at Wagga Wagga is a strategic decision toward creating a stronger FFI CRC presence in the eastern states. ↘

More information

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