

MEDIA COVERAGE

Media coverage for the Faculty of Life and Social Sciences in 2005

The following report is an analysis of the Faculty of Life and Social Sciences (LSS) media performance in 2005. The data is gained from press and broadcast clippings reports sent on a daily and weekly basis by Media Monitors. Please note that while every effort is made to collect details of media coverage, there will be some media mentions that are missed and a few that could be wrongly attributed. Due to the Higher Education Division restructure in 2004, there is no comparative data for before 2005.

Overall coverage

In 2005 there were 858 media items for LSS. All media items were considered positive coverage apart from one letter to the editor which was deemed neutral (re: constructive feedback about the Datablitz seminars).

LSS total coverage – 858 media items

- 857 media items were positive
- 0 media items were negative
- 1 media item was neutral

Swinburne received a total of 2772 media items for 2005, with LSS making up 31% of this total coverage.

Media items by Divisions, Corporate and Sarawak

Higher Education	1828 items
TAFE	387 items
Lilydale	123 items
Swinburne general	380 items
Swinburne Sarawak	54 items

LSS media coverage by month

As expected, media coverage dips in the summer semester break. The peaks during the year depend on research stories that are distributed. For example, PhD students Suzanne Warner and Sarah Loughran released their research findings in September and October which account for the media peaks in those months.

January	34 items
February	41 items
March	72 items
April	57 items
May	64 items
June	105 items
July	83 items
August	53 items
September	130 items
October	130 items
November	68 items
December	21 items

Breakdown of publication type

The figures are given as media items and as a percentage of the total LSS coverage.

	Media items	%
Suburban print	118 items	14%
Metro print	208 items	24%
Radio	263 items	30%
Regional	81 items	10%
TV	27 items	3%
Specialist	80 items	10%
International	19 items	2%
News websites	62 items	7%

Coverage for individual academics:

In 2005 a number of academics and postgraduates received significant media coverage. The list below does not include all academics.

Richard Silberstein – 15
Avni Sali – 22
Michael Liffman – 4
Denis Tracey – 4
Stephen Clarke – 59
Tristan Barnett – 5
John Schwartz – 41
Rodney Croft – 9
Andrew Wood – 3
Grant Devilly – 5
Michael Gilding – 43
Lyn Turney – 23
Katharine Betts – 18
Peter Mares – 38
Con Stough – 8
Peter Love – 4
Katherine Papafotiou – 8
Mark Finn – 4
Brian Costar – 40
Michael Kyrios – 31
Trevor Barr – 13
Greg Murray – 13
Suzanne Warner – 59
Sarah Loughran – 48

LSS coverage compared to other Faculties and Schools

The Higher Education Division received a total of 1828 media items in 2005, so LSS gained 47% of the Division's total coverage.

Faculty	Media items
Business and Enterprise	259
Engineering and Industrial Sciences	99
ICT	110
Life and Social Sciences	858
Design	89
Lilydale	119
NICA	299

School

Arts, Hospitality and Sciences	105
Business and Ecommerce	39
Engineering	65
Social Sciences	41
Regional Learning Network	28
Continuing Education	18
Not attributed to a School/Faculty	671

Main themes of the coverage

Research findings and experts commenting in their fields comprises the bulk of coverage for LSS.

Media items

Alumni	3
Course	8
Event	22
Expert comment	195
Research	595
Staff	16
Student	9
Incidental mention	7
Other	14