Media Update

The year 2000 has seen CIS branch into new areas and expand its operations—our media progress is definitely a reflection of this process.

The *Liberalising Learning* programme has received a pleasing amount of media coverage this year, mostly due to a volume of articles written by programme director, Andrew Norton. In addition, the February Bert Kelly Lectures (to launch the *LL* programme) also got an extremely good run in the press. Extracts, articles and letters to the editor appeared in many of the country's top newspapers, debating the finer points of what should be done about higher education reform in Australia. The *Higher Education Supplement* of *The Australian*, in particular, lent its pages to the lectures over several weeks and has continued to publish work by Andrew Norton. *The Age*, *The Sydney Morning Herald* and *Campus Review* also printed a number of stories based on the Bert Kellys delivered by three of Australia's most respected Vice-Chancellors.

Lucy Sullivan's *Behavioural Poverty* policy monograph has received a barrage of media coverage, mostly broadcast, since it was released in May. In addition to being interviewed by every major radio station in the country (sometimes more than once), Lucy also made an appearance on Channel 7's *Today Tonight* programme (Melbourne). The report was also mentioned on ABCTV's *Backburner* and Channel 10's *Good Newsweek* programmes. Press coverage has not equalled the broadcast interest, however several articles and columns on the topic have appeared in *The Australian*, *The Daily Telegraph*, *The Herald Sun*, and *The Courier Mail*. Although, predictably, all media reports have not been favourable, the need for the topic of welfare reform to be put back on the public agenda is evidenced by the fact that we are still receiving several media requests a day for Lucy to speak about her research.

In other radio news, Jennifer Buckingham has done several interviews about her research on Australian boys, Wolfgang Kasper and Christopher Lingle have spoken about economics in Australia and Asia to ABC radio and Heath Gibson was able to promote his *Issue Analysis* paper on Internet regulation on Triple J. The *Liberty and Society* conference was covered in the media for the first time ever in March, with radio *2SER* interviewing Jenny Lindsay about the programme and its benefits.

Towards the end of last year, CIS launched an email service for journalists called CIS Media Memo. Media Memo is designed to keep journalists up-to-date with all new CIS activities and research on a monthly basis. It informs them of events *before* they happen—a vital tool in making sure that events of interest at the CIS are covered in the newspapers and on radio. Media Memo has been extremely successful since the first edition went out in November 1999, with a number of newspaper articles and radio interviews occurring as a direct result of the e-zine. The number of email addresses on the mailing list has also grown from 50 in November to 100 ytd. No-one has requested to be dropped from the mailing list and the majority have been added by request, so we can only hope that this trend continues!!