



# **Researcher Information Pack**

Grant awardees

[cancercouncil.com.au](http://cancercouncil.com.au)

# Helping us support you

## Congratulations on being awarded a Cancer Council NSW grant.

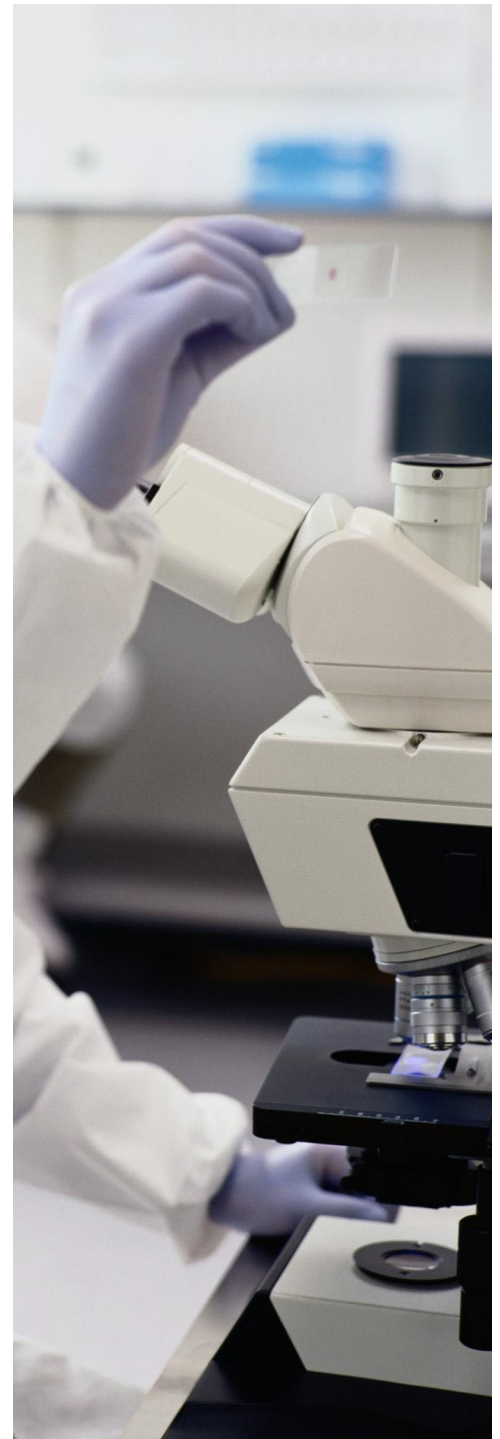
Cancer Council NSW is a community-funded organisation. The grant you received is made possible by the people who support us. It's important to us that the community knows where their donations are spent and what is achieved because it makes it more likely they will continue to support us, which means we will be able to continue funding world-class research.

We need your help to communicate your research achievements to our donors.

This pack contains important information about our expectations around:

- Annual reporting
- Publishing papers
- Media releases and contact
- Consumer involvement

You are now a prominent member of the Cancer Council NSW research portfolio, and we will do our best to help you in any way we can.



# Short and sweet

## Annual Reporting

Your funding agreement with us requires that you report on your funded research progress once a year. Each year, your annual report is due on 28 February, which gives you two months to prepare a report on your achievements from the previous calendar year.

## Payments

Your grant will be paid in biannual instalments in April and October throughout the funding term. Continued funding is conditional on approval of your annual report by the Cancer Council NSW Cancer Research Committee.

## Publications

If you intend to publish a paper reporting results achieved with Cancer Council NSW funding, please advise us when the manuscript is accepted for publication. This timeframe allows us to help prepare promotion of your work before publication.

## Media

Cancer Council NSW can help you with media exposure, and you must notify us if your institution plans to contact media about your research. We can work with you to help your message go further.

## Consumer Involvement

Consumers are an important part of keeping your research accessible to the community. See page 5 for hints on how to keep consumers involved in your research.

## Extensions

If you reach your final year of funding and funds remain unspent, you can apply for a rollover of funding to continue your research. You will need to send a letter explaining why the extension is needed, how much additional time is required to complete the aims of your research and set out the timeline and activities you'll undertake to achieve the aims. Requests are considered by our Cancer Research Committee.

## Photo

Please send a current, high-resolution (min. 300 dpi) portrait photo of yourself. We will, of course, seek your approval before we use your photo.

## Contact

If you have any queries, please contact [research@nswcc.org.au](mailto:research@nswcc.org.au)

# Important Dates

<b>January</b>	
<b>February</b>	Annual reports due (28 February, annually)
<b>March</b>	Annual Research Awards Night (12 March 2020)
<b>April</b>	First biannual grant payment
<b>May</b>	
<b>June</b>	
<b>July</b>	
<b>August</b>	
<b>September</b>	
<b>October</b>	Second biannual grant payment Submit applications for funding extensions (25 October, annually)
<b>November</b>	
<b>December</b>	

# Consumers are an invaluable resource

As part of your application, you completed the Cancer Council NSW consumer review form, outlining how people who have been affected by cancer have been, and will continue to be, involved in your research. Our Consumer Review Panel considered that information, contributing to your success.

Thank you - it's very important to us and our donors that the community has a voice in the research that we fund.

Now that we've funded you, you should continue to engage with consumers throughout your research project for two reasons:

1. Consumers represent the community that reaps the benefits of your work. Consumers add a depth of knowledge about the reality of the cancer experience, which can inform your research in a unique way.
2. We're more likely to fund your research again. Continuing to involve consumers increases the likelihood of receiving funding from elsewhere too: Cancer Australia, the National Breast Cancer Foundation, and a number of other funding bodies. They, like us, value and respect the contribution that consumers make.

There are a number of ways to keep consumers involved in your research, such as:

- Be involved in recruiting participants to a study
- Disseminate information to study participants
- Support the development of lay summaries
- Assist researchers to pilot a research questionnaire
- Assist researchers in completing the consumer-related sections of future funding applications.

Consumers can also contribute significantly to the dissemination of your results, by:

- Producing newsletters describing the progress of your research for members of their consumer organisation
- Contributing to conference presentations and journal articles, especially for lay audiences.

## Resources

- For more ideas about the contribution consumers could make to your work, see [www.involvingpeopleinresearch.org.au](http://www.involvingpeopleinresearch.org.au).
- If you are in need of additional consumers to involve in your research, we recommend you contact Cancer Voices NSW ([www.cancervoices.org.au](http://www.cancervoices.org.au)).
- The National Health and Medical Research Council have released their Toolkit for Consumer and Community Involvement in Health and Medical Research (2020) (<https://www.nhmrc.gov.au/about-us/consumer-and-community-engagement>)

# We can help disseminate your results

Whether you have been funded by us for a number of years or have just been awarded your first Cancer Council NSW grant, we are proud to support you and your research. We want to work with you and your institution to disseminate the results of your research in the public domain. By bringing together your research, your institution's media division, and our national presence as a leading Australian charity, we can better reach key audiences with your results.

As a partner of Cancer Council NSW, together we can:

- Give back to the community who funded your research and create a public thirst for knowledge about your work. Our donors are eager to know what their donations have achieved.
- Increase the likelihood that clinicians, policy makers, and medical professionals will be aware of your research and implement your results.

Research benefits from publicity and may help, for example, to recruit study participants or engage policy makers. A study has found that research made available in the media is more likely to be cited in the scientific literature.<sup>1</sup>

In collaboration with the communications team at Cancer Council NSW, your research results have potential to be delivered to the media throughout NSW and nationally, leading to prominent and wide-spread exposure. There is also opportunity to consider your research across Cancer Council NSW's social media platforms. Supporting quotes for media pieces can be provided by the Director of the Cancer Research Division and CEO of Cancer Council NSW.

## How can we help?

Cancer Council NSW has a strong reputation for providing reliable, evidence-based information on cancer, and the media often approach us looking for stories or comments. Our communications team is highly experienced in translating cancer research into accurate and easily understood language.

We can help you:

- Write your media release in collaboration with your institution - when appropriate
- Promote your research in communities across NSW
- Provide coaching for interviews when Cancer Council NSW is involved
- Collate supportive quotes for articles and interviews
- Distribute your media release in regional areas

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<sup>1</sup> 1 Kiernan, V. Diffusion of news about research. Science Communication September 2003 vol. 25 no. 1 p3-13

- Demonstrate the impact of your research by linking it with personal stories from the community
- Improve the impact of your research on policy and practice.

Note that we do not wish you to bypass your institution's media unit – Cancer Council NSW will work with you and your institution's media office to make sure your research effectively reaches the most relevant audiences.

## **Bringing it all together**

When you plan to publish your research, please let us know at [research@nswcc.org.au](mailto:research@nswcc.org.au). The earlier we know of your publication intent, the more we can help. Ideally, advise us once the article has been accepted for publication and before it has been published.

If you or the media department of your institution are preparing a media release, please let us know. The earlier you get us involved, the greater capacity we will have to assist in planning a comprehensive dissemination strategy.

## **It ain't over 'til it's over**

As you know, research doesn't fold up into neat three-year packages. The publication cycle means that you will be publishing results that were based on Cancer Council NSW funding some years after a grant is complete. Please keep us informed of the important outcomes of your work. We'd still like to know what you have accomplished, beyond the official funding period.

# How to acknowledge us

## Journal articles

Cancer Council NSW funding must be acknowledged in the article.

1. State prominently that the research was supported by a grant awarded by Cancer Council NSW (for correct wording of your grant, please refer to Schedule B of your funding agreement).
2. Acknowledge us as “**Cancer Council NSW**”, *not* “NSW Cancer Council”, “Cancer Council” or “CCNSW” or “the Cancer Council NSW”.
3. Advise us about the article as soon as it is accepted. We will, of course, keep all information confidential until the publication is released.

## Oral presentations and posters

Please acknowledge our funding support.

1. State prominently that the research was supported by a grant awarded by Cancer Council NSW (for correct wording of your grant, please refer to Schedule B of your funding agreement).
2. Acknowledge us as “**Cancer Council NSW**”, *not* “NSW Cancer Council”, “Cancer Council” or “CCNSW”
3. Include our logo in your presentation or poster. All logos must be only used in accordance with Cancer Council NSW guidelines. Please contact us to request other file formats or higher resolution logos.

## Media activity

Cancer Council NSW’s funding support must be acknowledged in the media release.

1. Advise us before a media release is issued to give us the opportunity to participate and support the promotion of your findings (please refer to your funding agreement).
2. State prominently that the research was supported by a grant awarded by Cancer Council NSW (for correct wording of your grant, please refer to Schedule B of your funding agreement).
3. Acknowledge us as “**Cancer Council NSW**”, *not* “NSW Cancer Council”, “Cancer Council” or “CCNSW”
4. Include our logo on any media release, alongside the logo of your institution. All logos must be only used in accordance with Cancer Council NSW guidelines. Please contact us to request other file formats or higher resolution logos.



# Tips for participating in media interviews

A media interview is a business transaction, not a casual conversation. This means both you and the journalist are entitled to attend the interview with set agendas. It's your responsibility to ensure both agendas are met. This requires preparation.

Preparation is vitally important. It can be the difference between a good interview and a bad one.

## How to prepare

- Before considering the journalist's agenda, first ask yourself about your own agenda. Always start by thinking about the ideal coverage you would like to receive from the interview. What will the story say? Why do you want these things to appear in print? What reaction do you want people to have? How do you want to motivate them to react?
- Practice delivering three key clear messages (you can ask a friend to listen).
- Think about how you would explain your research to somebody who is not a scientist.
- Consider the wider impact of your research on cancer detection, prevention or treatment – the 'why' is crucial for mainstream media.
- Think of your responses to any difficult questions the interviewer may ask. Write a practice Q&A.
- Have relevant information on hand (e.g. facts, statistics) and be prepared to drill down into the data in more health-focussed interviews.
- Ask the journalist what the interview is about, what is the angle, when will the story run and in what publication or station will the interview appear? Ask these questions gently – don't impinge on journalistic integrity.
- Think about what is relevant to the particular audience or media outlet.
- If a media interview is initiated by Cancer Council NSW, our team will provide a full briefing before the interview is conducted.

## Technique

Technique is all about steering the interview so you can communicate your three key messages.

Think about:

- How clearly you communicate your key messages (use sentences that are neither too long nor too short)

- How quickly you will get to your key messages
- How often you will repeat your key messages
- How will you steer the interview back on track, if there's a question you don't want to (or don't know how to) answer?
- How will you give yourself time to think of the best answer, if you're stumped?

View each question the journalist asks you as a trigger for what you want to say, rather than answering the question directly and succinctly. You'll notice politicians do this all the time. It doesn't mean you have to become a master of dodging questions, it's simply a way to ensure you communicate what you want to say.

Respond to a question by bridging to what you want to say and ensure you use the interview as an opportunity to get across your key messages.

- If you're asked a **negative or controversial question**, you can BRIDGE it to something you want to say by using a phrase such as: "That's not really the key issue. What's more important is..." OR "Well, from my experience..." OR "Possibly, but I think the bigger concern is..."
- **If you don't know the answer**, you can BRIDGE it to something you do know by saying: "I'm not an expert on statistics but I can say that..." OR "I don't have that information on hand but what we do know is..." OR "I'm not certain on that but what we have found is..."
- **If you want to highlight your key message** to a journalist (and summarise your point to a half-listening audience!), use phrases like: "the key thing for us parents to think about is..." OR "the crux of the issue is..." OR "the main point we're trying to raise is..."

## Quick tips

- **Avoid jargon** or "internal" language.
- **Use punchy language** – TV and radio outlets are looking for sharp, 10 second sound bites that capture the main point of your research. Similarly, print media is looking for a snappy headline that grabs the reader's attention.
- **A good sound bite is simple and punchy.** It is real-life focused and to the point. Use of plain-English and colloquial language is best as it is easy for people to engage with.
- **Ensure people are the focus of your point.** For example, "There should not be inequity in hospital services between urban and rural areas" can be rephrased as, "Country patients deserve a fair go."
- **Use analogies** – they are easier to understand and help paint a picture. This will give your statement more impact.
- One or two compelling statistics will add substance to your argument, but don't use too many.
- **Contextualise the story** to describe how significant the issue or who the message is relevant to. For example, "Lung cancer is the biggest cause of cancer deaths in Australia."
- **Provide a "call to action"**, i.e. a solution, recommendation, or go-to.
- **There is no such thing as "off the record"**.

## **Bridging examples**

### **Prioritising - when the journalist is spending too much time on non-issues**

Q: Are you concerned about the possible damage this could do?

A: "The real issue here is ..."

A: "Of course that's important, but of more importance is ..."

### **Steering - keep the focus where you want it**

Q: What steps are you taking to fix the plant?

A: "I think we should be looking more at what the industry is doing. The industry has already ..."

A: "Fixing the plant is a short term solution - what we really should be focusing on is..."

### **Key word focus**

Q: Aren't you concerned that this could happen again?

A: "What I am concerned about is the lack of action by the industry ..."

### **Listing - make two or three points of importance**

A: "Well there are two key points here, the first is ..."

### **Corrections - an incorrect statement is made**

A: "That is your understanding, not mine. My understanding is ..." A: "I don't accept your statement ... The fact is ..."

### **Refocusing phrases**

"Having said that, let me say..."

"XYZ is important, but what is more important is ..."

"I cannot comment on XYZ, what I can comment on however is ..."

### **Agreement**

"I agree that's important but, more critical is..." "Certainly, that is an issue, but more important is ..."

### **Alternative**

"That's one way of looking at it, ... Another way to approach the problem is ..."

## Delivery

Delivery tends to be something you have, or you don't! With technique, you tend to get better with practice, but delivery is more about the way you come across and sometimes that is hard to change.

Your tone, look and manner is something that comes naturally but it needs to be considered before you do a media interview because you can really use it to engage well with your audience and to ensure the interview goes smoothly so you can say what you want to say.

Think about:

- Is your **tone** appropriate?
- Is your **pace** appropriate?
- Is your **voice** clear and engaging?
- Is your **look** appropriate? (don't wear dangly earrings or a really loud shirt – it will be distracting; avoid white as it drowns you out, and avoid stripes as they strobe on TV).
- Are your **facial expressions** appropriate to the issue you are discussing?
- Is your **movement** appropriate? (not slouching; eyes focused; 'normal' amount of hand and head movements – you don't want too much movement but you don't want to look like a robot either!)
- Is your **manner** appropriate? (do you engage with the interviewer well?)

Don't be afraid of silence! Interviewers use it as a technique to get more out of you—people often feel the need to fill a silence, even if what they're saying is off-message. Make your point, and then stop.

## Interviews for different media types

Each form of the media is different and requires a different interview style.

**Print** - can handle more in-depth issues. The journalist is not likely to include everything you talk about but bear in mind that anything you say can be used as a quote.

**Radio news** – likes concise sound bites, punchy, easy to understand, they want to report your position, opinion or stance. They don't have the space or time to report on why. Think about that one sentence that will capture the attention of someone commuting to work and get your point across quickly.

**Radio talkback** – likes clear concise and engaging speakers; a conversational feel that allows the presenter to put forth his/her opinions too. Dislikes long words; long pauses; answers that are either too short (one word) or too long (about 30 seconds is ideal); formal language; preaching or lecturing.

**Television** - likes brevity; punchy language; first-hand stories to personalise the information; colour and movement; interviewing outside in natural light if possible; interviewee in relevant context (e.g. a playground for a kids' healthy eating story). Dislikes long, complicated answers; shiny surfaces or busy backgrounds; stuttering/stammering (if you mess up for pre-recorded grab, simply pause and repeat, they'll only use the second take!)

## Contact us for help

If you require assistance, please contact Erica Hall, Research Communications Specialist, via [researchcomms@nswcc.org.au](mailto:researchcomms@nswcc.org.au)