

ACADEMY SCIENTIFIC VIDEO AND ARTICLE PRODUCTION



EDITORIAL POLICY

The Australian Academy of Science has an established video production and article writing capability, comprising science communicators, journalists, qualified scientists, camera operators, editors and animators with extensive mainstream media experience.

The Academy creates a range of different videos tailored to specific audiences and platforms. These include but are not limited to breaking news and general interest videos for social media, campaign videos to support targeted science awareness campaigns, and longer feature videos for broadcasting at events or to specialised audiences.

The Academy is an independent and not-for-profit entity and routinely collaborates with other learned academies, government departments, publicly funded research agencies, medical research institutes, research organisations and academia.

The Australian Academy of Science also partners with for-profit and corporate/commercial entities where there is alignment with the values, purposes or strategic objectives of the Academy.

To maintain its independence, commitment to scientific accuracy and excellence, and journalistic integrity, and to continue to offer the high standards prospective partners expect and enjoy of the Academy, scientific videos, article or other published content, while being engaging, must be underpinned by peer-reviewed evidence-based sources of information. In addition, before approved for publication, video content undergoes the Academy's rigorous review and approval process designed to set the STEM industry standard for accurate, accessible and engaging presentation of scientific information.

Review process

In summary, when videos or articles are commissioned, production begins with a project brief to ensure all parties agree on the objectives and formats of the content. Once produced, all videos are checked by the Academy's in-house science communicators and science-qualified staff. They are then reviewed by the experts who appear in the production. At least one independent expert who is not involved in any way with the research or employed by the same academic institution also provides feedback and review. Contentious subjects are treated with additional scrutiny and review steps. Finally, the Academy has

established an oversight committee of Fellows who must approve the video before it can be published. While elaborate, the review process is timely.

Partners have several opportunities to approve video content, however, partnerships are entered into on the understanding that content is subject to the above review process and content cannot be published if it does not satisfy the review process.

The Academy has developed a video style, proven to deliver optimum audience engagement, with guidelines around its use. All Academy videos maintain this style, including placement of the logo, and use of colour in captions and animations. The Academy also retains all intellectual property for the content it creates.