

## Get it out there - Institute links beyond science

Anton Immink, reports on some of the Institute's recent communications with the outside world!

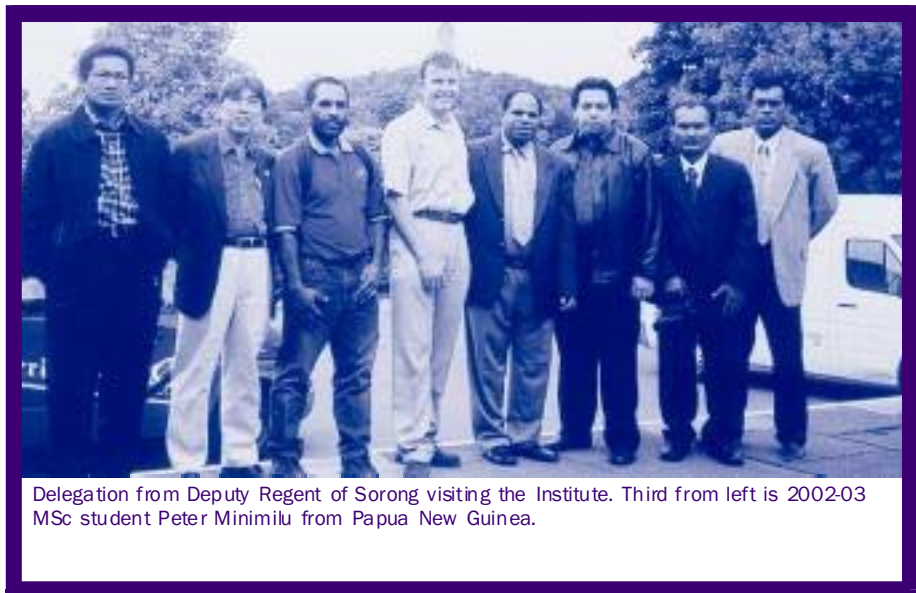
Many funding agencies are currently encouraging scientists to step outside of the box and ensure that more people in the wider world know about current research and crucially, the results of that research.

Dissemination they call it. The Institute is actually in a strong position in this regard, with aquaculture being a very applied and still relatively new discipline we have always had strong linkage with the commercial sector, both in Scotland and internationally, making our research available to more than just other scientists. Practical research issues are addressed with funding from government agencies and the commercial sector. The Institute has also played a key role in developing new knowledge in support of international development initiatives - as demonstrated through the continued management of the Department for International Development's (DFID) Aquaculture and Fish Genetics Research Programme.

Staff at the Institute maintain strong linkages with partners across the globe and we receive many visitors here. Of course, the range of nationalities of people studying helps to ensure that Stirling maintains a high profile around the world. Our range of non-studying visitors recently has included:

- Her Royal Highness Princess Anne Opening Macrihanish Marine Farms (MMF)
- Chris Cobb, Department of Trade and Industry, Brazil Developing potential business opportunities
- Deputy Regent of Sorong (Indonesian delegation) With Trade Partners UK for business development
- Mark Moore, Editor, The Furrow

Some of those visitors were interested in making use of the Institute's world-class knowledge through our consultancy company - Stirling Aquaculture - and Princess Anne opened another joint commercial venture, MMF (see page 6), Mark Moore spent a couple of days with us



Delegation from Deputy Regent of Sorong visiting the Institute. Third from left is 2002-03 MSc student Peter Minimilu from Papua New Guinea.

and other aquaculture companies in Scotland to put together an article for his magazine, which is sent to farmers all over the world. Other novel places that the Institute is being mentioned at the moment include Sustain Magazine and New Agriculturist Online. You'll also find us in trade journals like Fish Farmer and Global Aquaculture Advocate.

Spurred on by this thrust for wider dissemination and in connection with my current work, I was lucky enough to be able to spend a few weeks at BBC television, learning how science is communicated in the British mass media. The placement taught me lots about what the demands are for getting the results and sometimes the processes of science out to the wider world. Time is the biggest: journalists need information **now** to meet deadlines. They need accurate information presented/told as clearly as possible. Science journalists in all forms of media are very professional people, they want to get the story right, but they can only do that with the right information told by good scientists who can put a story across. They may not always include all the details that you hoped they would, but they are not writing the story for you, they are writing it for their audience. You need to get the reader hooked in the first ten words and you need to be able to use a good image.

Aquaculture News provides another opportunity for key findings and relevant bits of news to be told in a magazine format - and don't forget, you won't just find Institute news here, we like to include other relevant information too. It is a chance to reach more than 3000 readers. Other scientists, funding bodies and policy makers read Aquaculture News and they may not have caught your science in more traditional journals. We hope you have enjoyed this edition and look forward to hearing from you.



**STIRLING**  
AQUACULTURE

**The COMPLETE Aquaculture SERVICE**

**STIRLING AQUACULTURE** is the consultancy arm of the Institute of Aquaculture and is Britain's leading provider of aquaculture consultancy and project management.

**Services...**  
Project Management - Feasibility Studies - Technical Assistance - Survey & Design - Quality Systems - Business Plans - Training - Market Research - Insurance Assessment - Policy Studies & more...

**Clients...**  
Established Businesses - New Developers - Banks - Aquaculture Suppliers - Policy Makers - Insurance Companies - Government Agencies

**STIRLING AQUACULTURE**  
University of Stirling, Stirling FK9 4LA, UK  
Tel: 44 1786 467900  
Fax: +44 1786 451462  
E-mail: [staq@stir.ac.uk](mailto:staq@stir.ac.uk)  
<http://www.atc.stir.ac.uk/staq/>

**Expert Advice & Management - Worldwide**