



# Gaining *positive* media coverage for your school's STEM project

Deakin STEM Education Conference (online)

Tues 19 October 2021

Margaret Paton | Writer | Educator

Margaret.paton1@gmail.com

<https://realcommunications.com.au/>

I would like to acknowledge the  
Wiradjuri people who are the  
Traditional Custodians of the Land on  
which I present this workshop in  
Blayney, Central West NSW. I would  
also like to pay respect to the Elders  
both past and present of the Wiradjuri  
Nation and extend that respect to other  
Indigenous Australians who are present.

---

# Acknowledgement of Country

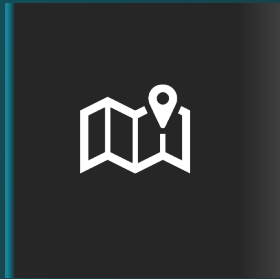
■ Hello &

welcome!

# We're workshopping your STEM story ideas

- If you haven't done so already, we're using Google Jamboard (details in a few slides)
- but plan B, the chat function,
- plan C, offline after the workshop (asynchronous)

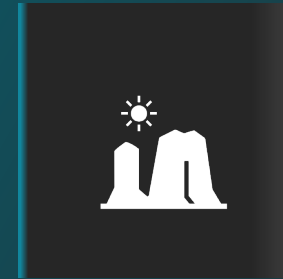
I'm Margaret Paton (nee Jakovac)



Education &  
tech writer  
(freelance)



Former K-12 casual,  
relief & temp teacher  
(primary trained).  
Online business English  
coach for adults.



Current Deakin Uni  
student in the  
Certificate of  
Education  
Research program

# Backstory

- Started freelancing for Melbourne and Greek newspapers in the late 1980s
- News assistant @ ABC Radio, then *The Sunday Age* newspaper's first cadet (1990)
- Byline published in more than 100 mastheads in Australia, plus Europe & North America
- An award-winning writer with 35 years' experience
- Freelancing full time for online & print magazines and as an opinion-editorial ghost writer
- Regular contributor to *The Australian Educator* & *The Australian Teacher Magazine/EducationHQ* (as Margaret Ryan)
- Niches include
  - Education [K-12 practices, maths teaching, and STEM]
  - Technology [edtech, fintech, govtech, edtech and disruptive startups]
  - The future of work including digital transformation & modern apprenticeships
- Quals: BA (Journalism), Grad Dip Communication Management & Master of Teaching (Primary)



Here's what  
you'll learn  
today ...



Mini-Lesson 1: Thinking like a journalist



Mini-Lesson 2: Doing your due diligence



Mini-Lesson 3: Pitching – crafting & targeting



Revision



Questions?

We'll cover these skills

- Writing a story pitch
- Liaising with journalists
- Following up and promoting!

# Skilling up



# Connect to our Google Jamboard

Shortened link:

<https://bit.ly/3z3zfPV>

Actual link:

<https://jamboard.google.com/d/1vZGk-hliltrZp6i8HJsAxHI5hhtBZE5nnKVy88er9LE/edit?usp=sharing>

- First ...

a question!

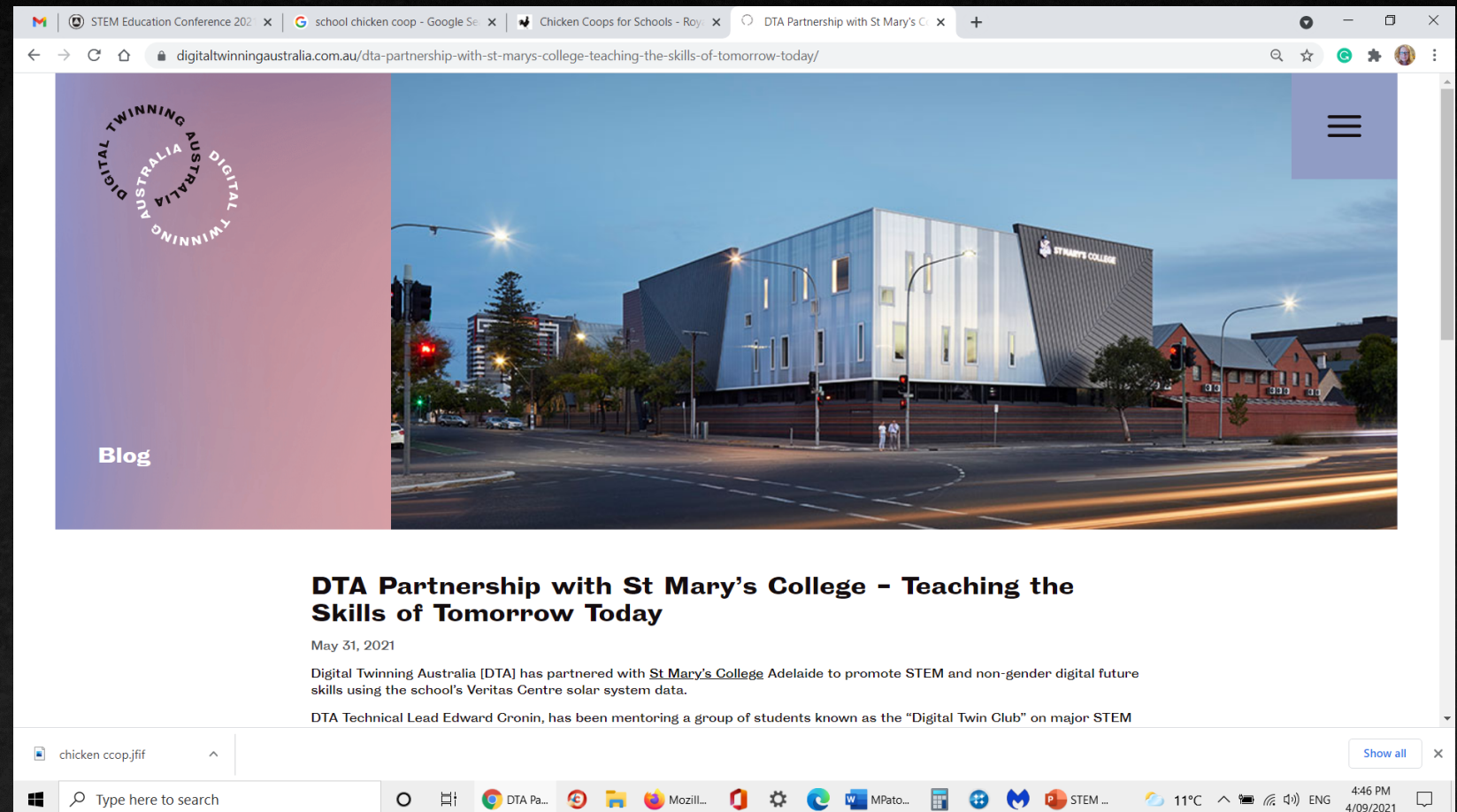
# A school chicken coop



Or ...



# or a digital twin for a new school building



The screenshot shows a web browser window with the following elements:

- Browser Tabs:** STEM Education Conference 2021, school chicken coop - Google Se..., Chicken Coops for Schools - Roy..., DTA Partnership with St Mary's C...
- Address Bar:** digitaltwinningaustralia.com.au/dta-partnership-with-st-marys-college-teaching-the-skills-of-tomorrow-today/
- Page Content:**
  - Header:** A circular logo for Digital Twinning Australia (DTA) on the left, and a large photograph of a modern school building at dusk on the right.
  - Section Header:** **DTA Partnership with St Mary's College - Teaching the Skills of Tomorrow Today**
  - Date:** May 31, 2021
  - Text:** Digital Twinning Australia [DTA] has partnered with St Mary's College Adelaide to promote STEM and non-gender digital future skills using the school's Veritas Centre solar system data.
  - Text:** DTA Technical Lead Edward Cronin, has been mentoring a group of students known as the "Digital Twin Club" on major STEM
- Taskbar:** Shows various application icons, a search bar, and system tray information including 11°C, 4:46 PM, and 4/09/2021.

Which will the media  
cover?



It's not what you think!



It depends ....





# Here's why the chicken coop story could win:

- Had distinctive elements
- Approval to talk to the media
- Strong pitch
- Accessible
- Great images
- Didn't need interviewee approval
- Relationship building



It's about what teachers do  
all the time ...



We Build  
Relationships

A hand holding a white chalk marker is shown in the lower right corner, actively writing the word 'Relationships' on a dark chalkboard. The text 'We Build Relationships' is written in a white, slightly textured, hand-drawn font across the center of the board.

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?

So, why wouldn't  
the school with a digital twin  
be covered?

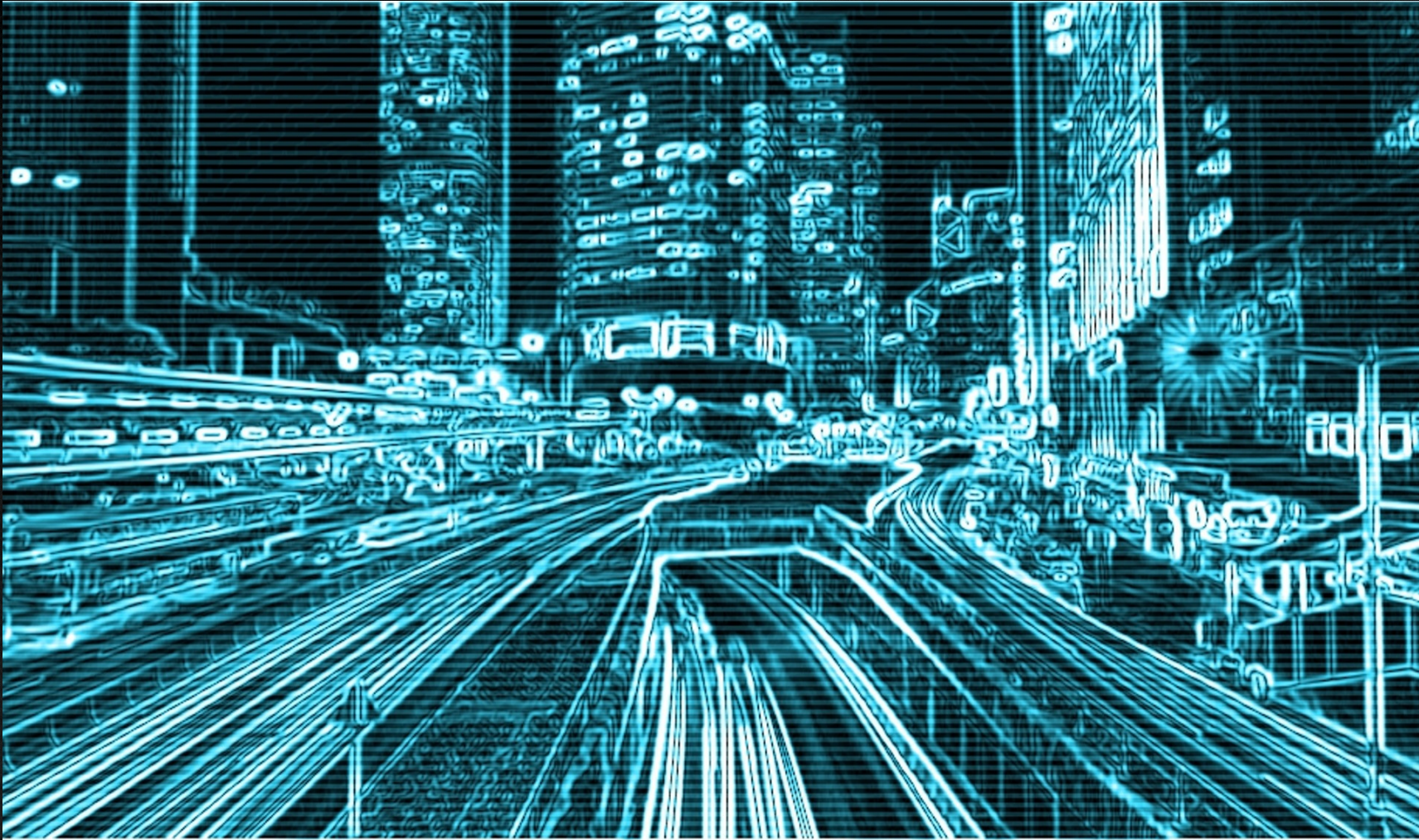


A lot *could* go wrong!

- We'll take a 2-minute pause
- Think what would make a journalist/publication *not* cover a school's STEM story about digital twinning
- Share your thoughts in the chat box



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## Why a school's digital twinning project might *not* get media coverage ...

- Similar to a recent story
- Getting blood from a stone
- Hurdles to sourcing pix
- School insists on approving story
- Meddling with the story
- Not an exclusive story
- School's grievances

# Mini-lesson 1: thinking like a journalist





# Mini-lesson 1: thinking like a journalist

Teachers make more than **1,500\*** decisions a day ...

So how do journalists compare?

\* Teachthought.com



# Mini-lesson 1: thinking like a journalist

Scouting for story ideas

pitching ideas

Checking out the competition

Meeting deadlines

Securing exclusives

building trust with sources

developing contacts

checking facts

finding interviewees

researching

finding a story hook

shaping the lead paragraph

drafting & redrafting

responding to editors' feedback

updating breaking stories

pounding out '000s of words a week

shrinking profession/pay/resources

handling complaints

activism & justice

For journalists,  
it comes down  
to a ONESIE!



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# NEWS



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# Mini-lesson 1: Thinking like a journalist ... what makes a good news story?



Something new

# Mini-lesson 1: what makes a 'good' STEM story?



unusual

# Mini-lesson 1: what makes a 'good' STEM story?



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It's interesting or significant

# Mini-lesson 1: what makes a 'good' STEM story?



It's about people (doing STEM 'things')



# Mini-lesson 1: what makes a 'good' STEM story?



NEW

Must be:

✓ New

✓ Unusual

✓ Significant

✓ About people

✓ STEM-related



**Significance**

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## Mini-lesson 1: what *else* makes a 'good' STEM story?

- School overcame hurdles
- Results
- Student outcomes
- Changes teaching practice
- School community pride
- Spinoff benefits
- External recognition

## Mini-lesson 1: BONUS tips

- Don't overthink it – accept rejection & move on
- Where can you get your easy 'wins'?
- Think of pitching as a 'muscle' you need to exercise
- Pitching is great TRANSFERABLE skill
- Nail a short, sharp bio for your school

# Mini-lesson 1: what *else* makes a 'good' STEM story?

- Your ideas?
- Let's hear them!
- We can work on them during this workshop!



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## Recapping: First Skill: Thinking like a journalist

- Why is it newsworthy?
- Something unusual
- It's interesting or significant
- It's about people & STEM

## Mini-lesson 2: doing your due diligence

Any thoughts on what you should be doing at this step?

Take a 2-minute break to ponder

Share your thoughts in the chatbox

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Actual link:

<https://jamboard.google.com/d/1vZGk-hliltrZp6i8HJsAxHI5hhtBZE5nnKVy88er9LE/edit?usp=sharing>



Remember the 1<sup>st</sup> rule of  
being a staff member?



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First Skill

Second Skill

Third Skill

Conclusion

Never give your boss  
nasty surprises.

## Mini-lesson 2: the not so good ...

- Oooh, I'm not sure if I should be talking to journalists
- Let me just check with my principal if I can talk to you
- Our school will write the story, so just print it verbatim
- I was sure all of that was OFF THE RECORD
- I know that's what I said, but it's not what I meant etc
- This is a REALLY strong story, you *should* publish it
- No-one at the school is available to be interviewed



## Mini-lesson 2: doing your due diligence

### Better...

- Does my school community read/listen to/watch your media organization?
- When's your deadline?
- Would you send me a list of questions before the interview?
- Do you need photographs, if so, of what?



Anything else you'd like to add?



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# Mini-lesson 2: doing your due diligence

## In short ...



Recapping:  
Second Skill: due diligence

- Secure permission
- Keep others at your school in the loop.
- Best not to work alone





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First Skill

Second Skill

Third Skill

Conclusion

PAGE 49

## Mini-lesson 3: crafting your story pitch

# What's a story pitch?



## Mini-lesson 3: crafting your story pitch

2 paragraphs approx  
to convince a journalist/editor  
to pick up your story idea

## Mini-lesson 3: crafting your story pitch

A media release is a very  
long story pitch!

# Mini-lesson 3: crafting your story pitch

Who has time to create that from scratch?



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# Mini-lesson 3: crafting your story pitch

Be time savvy

Create shorter pitches

Even better, develop rapport with target journalists  
so they know your school's backstory



## Mini-lesson 3: crafting your story pitch

Let's reverse engineer ...

Here's an example of  
a positive STEM school story



# Student drone photography entrepreneurs recognised with international award



By Margaret Ryan  
Published January 28, 2021

A small rural Victorian school has stormed onto the global stage with an imaginative STEM project.



Myrrhee Primary School Year 3 to 6s' have won a Social Enterprise In Education World Forum 2020 Award with their fully-fledged drone photography business.

Myrrhee Primary School in north-east Victoria scooped a Social Enterprise in Education World Forum 2020 Award in September. It recognised their achievements towards the United Nations' 'Life on the Land' Sustainable Development Goal.

Myrrhee's students have fostered four social enterprises over the past three years, but it was the Year 3 to 6s' work running a fully-fledged



By Margaret Ryan

STAFF

Margaret is a casual primary and high school teacher and freelance writer.

## Related news

Technology / Myrrhee's high-flying social enterprise stars

Here's how it started ...

- Compose
- Inbox 50
- Starred
- Snoozed
- Important
- Chats
- Sent
- Scheduled 2
- Meet
  - New meeting
  - Join a meeting
- Hangouts
  - Margaret +



### Australian Teacher Mag journalist request re your school's recent win Inbox x



**Margaret Paton** <margaret.paton1@gmail.com>  
to myrrhee.ps

Thu, Oct 15, 2020, 12:06 PM

Hi

Please pass this onto your principal - am assuming it would be Executive Principal, Brad Moyle?

I've heard about your school's recent win:

<https://acre.org.au/international-social-enterprise-award-for-tiny-victorian-school/>

I'm a national education writer and sometime casual K-12 teacher based in regional NSW - here's a [link](#) to my LinkedIn profile (feel free to connect with me).

The Australian Teacher Magazine has just asked me to reach out to your school to write a 600-word story for the Nov ATM but my deadline is Tuesday.

It would take about 20mins for a phone interview and I'm happy to email questions beforehand. My process is also to send you my draft story for factual and quote correction, but i would need it by Tuesday, please note.

If it's a 'yes', please make an interview time with me this week using the green lettering just after my email signature panel.

If you'd like me to email you questions/thinking points before hand, I can do that.

Thanks for considering my request.

Rgds  
M



**Margaret Paton** | M Teach, Grad Dip Comm Mgmt, BA Journalism  
Education Writer | Business Copywriter | Educator, @ Communications: Keeping It Real  
61 417 423 812 | margaret.paton1@gmail.com  
<http://realcommunications.com.au/>  
Based in Blayney, Central West NSW Australia

So, I pitched them, but  
sometimes a school pitches me

...



**FW: Green batch excursion** > Inbox x

**JINMAN Stella [Cecil Andrews College]** to me

Hi Margaret

We will have a great STEM story shortly! It is a unique co-design with Western Power, for a solar charging station/ bench in our two way STEM gardens in our pipeline of Neerigen Brook PS and CA College.

We are doing **Project 1 Solar powered Bench Re-charging Stations (integrated STEM)**

In the two way STEM garden plans for both Cecil Andrews College and Neerigen Brook Primary School.

A group of students mainly Aboriginal will be building the bench assisted by Western Power and our Design and Technology Teachers along with our volunteer Men of the Shed. We are planning to work with Darren Lomman Entrepreneurial and winning Innovation Engineer at Greenbatch so that we can use the recycled ;

<https://www.youtube.com/watch?v=zNGuuSKE1pY&feature=share&fbclid=IwAR01Qovrnd7NTW8VfkvQbGgyJVGAMlqQdWgz8pJk-xOrFvp3Hp0fpaznD5E>

We will have coloured beams which the students will bring back to build into the design for the benches.

We are also going to work in our STEM Centre with a young Engineer Darren is bringing in to use AI to separate the coloured plastic bottle lids instead of separating them all manually. This is cutting edge and Microsoft is very interested!

Students will film the whole process and story and we will also engage our film producer to make a professional quality film. The students work will go onto Yagan Square. We will also make QR codes where the story can be re-played either in 2D or 3D using 'Vortals' (VR & AR) that we are already piloting for Australia.

The signs on the benches will use the laser cutters and we will also be using 3D printers, chemistry and robotics.

We can also incorporate Aboriginal art into the design of the benches.

We are also working with Kim Flintoff the Education Learning Futures Advisor Curtin University.

Kind regards

**Stella Jinman**

Principal



Cecil Andrews College

Specialist Performing Arts, Australian Rules Football,

FW: Green batch excursion

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We are also working with Kim Flintoff the Education Learning Futures Advisor Curtin University.

Kind regards

Stella Jinman Principal



Cecil Andrews College Specialist Performing Arts, Australian Rules Football

when

who

Where & who

Video link for more info

who

What & how

*Then, I pitched the editor of  
EducationHQ  
and 3 months later ...*



News > Technology > Perth school's innovative STEAM project

# Perth school's innovative STEAM project



By Margaret Ryan  
Published March 31, 2020

Cecil Andrews College in Perth didn't come up with the idea of creating a solar bench to recharge smartphones and connect to WiFi, but they sure are transforming this innovation on many levels.



Solar benches at Cecil Andrews College will incorporate Aboriginal students' art designs using 3D printers, DigTech and robotics.

For starters, they'll use recycled plastic that their students are sourcing, extruding and moulding themselves. Plus, they're integrating technology, science, maths, creative arts, business and construction curricula into this project. And not only will about 100 of the schools'



By Margaret Ryan

STAFF

Margaret is a casual primary and high school teacher and freelance writer.



# The nuts and bolts of a pitch

- Keep it short
- Max 3 key messages
- Spokesperson
- Images (HIGH res - at least 1Meg!)
- Email not telephone

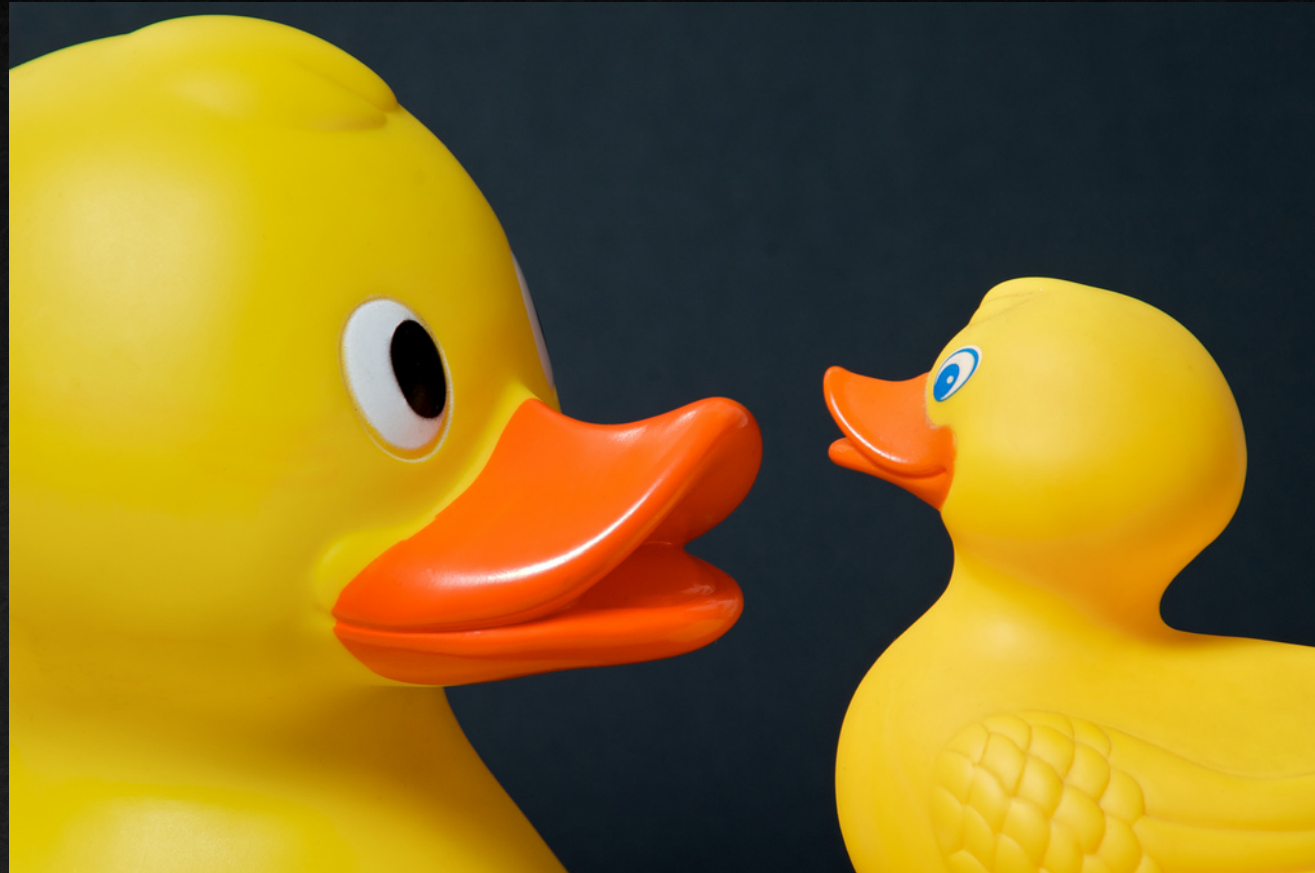
# The nuts and bolts of a pitch – part 2

- Answer these questions:
  - Who?
  - What?
  - Why?
  - Where?
  - How?
  - When?



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And the big one!



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(pondering time)

Does it answer this question well:

SO WHAT?

# Let's unpack that ...

Remember those points from Mini-Lesson 1:

To be newsworthy, your story must be:

- ✓ New
- ✓ Unusual
- ✓ Significant
- ✓ About people
- ✓ STEM-related

# But don't stop there

Really think, WHAT makes your STEM story interesting:

- You won external funding for it.
- Did the STEM project surprise you? How? Quantify
- Why's the project a BIG deal for your school?
- Were you expecting something different? What?
- Will it/did it transform your school? How?
- Would other schools be envious? Why?
- What amazing roles did teachers have?
- Students' roles? Impact on their learning?

Keep asking yourself

SO WHAT?



And add your

*'call to action'*

# Call to actions:

Could this be a story for you?

Get in touch for more information

Please ring to organise an interview

What else would you like to know about  
the project?

Let me know if you'd like to chat about it

Any questions?

# Connect to our Google Jamboard

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Actual link:

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So how do you get from 'pitch' to ...



... bullseye?



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## So, before you get your pitch out there ...

- What does success look like for you when this news item is published/aired?
- Who do you want to read/know about your school's STEM news?
- Key messages for your audience?
- What publications/sites/media channels do you value?
- How many degrees of separation?
- Is the timing of the publication/airing important for you?

# Each media organisation is unique

- Different political leanings/story genres/geographical area(s) covered
- Levels of resourcing
- Journalists' level of experience/enthusiasm
- Some may ASK you to advertise first before they cover your story (!)



# Your options to target

- Your local newspaper
- A metropolitan newspaper
- A regional newspaper
- Local radio stations
- Regional TV station
- News website
- National publication
- Education editor/journalist
- Freelance education writer
- State TV station
- National TV station
- Current affairs show
- ABC Radio science show
- An education 'influencer'
- Your state's education dpt media team
- Ethnic newspapers/site
- International website
- Etc.

# Question:

Should you know which media organisation  
you're targeting  
*before* you start writing your pitch?



# Provocation:

Find your story first, shape it,  
then consider the 'best fit' media organisation.  
Otherwise you're contorting your story to fit the  
media organisation.



# What do you think?

How would you work out which media organisation  
to target with your STEM story?

And WHY?



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Once you've sent your pitch, then what?

# Follow up!

If you hear nothing:

- Re-send the email in 3-5 business days
- Ring the journalist within a week

# If they respond:

Ask them what they need:

- An interviewee? Who? When?
- Photographs? Of what? When? Preferred format?
- When is their deadline?



# And, once it's all done and dusted

Your story has been published/aired?

- Email them to thank them (unless they botched it!  
Then you'd send a diplomatic complaint letter).
- Ask how you can work together more smoothly in future – what would they prefer?



## Recapping: Third Skill: pitching

- Keep it short
- Email is best (rather than phoning)
- Answer these questions:
  - Who?                      What?
  - Why?                      Where?
  - How?                      When?
- Call to action & follow up

Now, let's workshop your STEM stories!

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# Revision



## First Skill: Thinking like a journalist

- Why is it newsworthy?
- Something unusual
- It's interesting or significant
- It's about people & STEM



## Second Skill: due diligence

- Secure permission
- Keep others at your school in the loop.
- Don't work alone



## Third Skill: pitching

- Keep it short
- Email is best (rather than phoning)
- Answer these questions:
  - Who?                      What?
  - Why?                      Where?
  - How?                      When?
- Call to action & follow up

Thank you for  
checking out  
this  
workshop!



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- Any questions?

And I'll keep an eye on this, too!

## Connect to our Google Jamboard

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# Gaining *positive* media coverage for your school's STEM project

Deakin STEM Education Conference (online)

Tues 19 October 2021

Margaret Paton | Writer | Educator

Margaret.paton1@gmail.com

<https://realcommunications.com.au/>

# Gaining *positive* media coverage for your school's STEM project

Summary workshop notes from the Deakin STEM ED Conference (online) 19/10/21

**Presenter:** Margaret Paton | Writer | Educator | [margaret.paton1@gmail.com](mailto:margaret.paton1@gmail.com) | 0417423 812  
(Also a student in Deakin University's Graduate Certificate in Education Research program)

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## Abstract:

A school's chicken coop and another school's solar-powered recycled plastic benches with inbuilt phone-recharging stations - which will see the light of day as a STEM story published on a news site, specialist education magazine, or newspaper? It's all about crafting a story-idea pitch, how, when, and where you send it, and the relationships you build with your target media.

If you're not having much luck so far or are keen to get more hits with your 'school STEM news', join this workshop with an award-winning Australian education writer - who's also been a teacher. BYO story ideas for us to work on together. Please note, the focus isn't social media, but a lot of the tips I'll share will be applicable there, too.

In pairs/small groups, we will 'triage' your embryonic story-pitches, then regroup to discuss. Group members then present their verbal pitches, attendees can quiz them (as if they're journalists) with the guiding question of 'so what?'. The presenter can guide attendees, if needed, offering prompts/nudges to sharpen pitches and develop a stronger story.

To vary the group presentation, two attendees from different groups could do a skill play with one presenting their pitch and the other quizzing them, journalistic-style. If workshop attendees need more modelling, we can go through one of the pitches together on the whiteboard so they can see it develop in real-time on the screen. Open question time about the presentation and the activity.

Debrief: The presenter asks attendees to share what they saw as the main points, the 'ah ha' moments from the workshop, what they might do differently, and if they have any holes in their understanding/confidence levels to surge ahead.

---

## Intro: Working out which could be the hotter STEM project news angle:

A story about a chicken coop could win:

- Had distinctive elements
- Approval to talk to the media
- Strong pitch
- Accessible
- Great images
- Didn't need interviewee approval
- Relationship building

Meanwhile, a STEM story about a school's digital twin might not because:

- Similar to a recent story
- Getting blood from a stone
- Hurdles to sourcing pix
- School's grievances
- School insists on approving story
- Meddling with the story
- Not an exclusive story

---

## Mini-lesson 1: Thinking like a journalist

Teachers make more than 1,500 decisions a day, so how do journalists compare?

- Scouting for story ideas
- pitching ideas
- Checking out the competition
- Meeting deadlines
- Securing exclusives
- building trust with sources
- developing contacts
- checking facts
- finding interviewees
- researching
- finding a story hook
- shaping the lead paragraph
- drafting & redrafting
- responding to editors' feedback
- updating breaking stories
- pounding out '000s of words a week
- shrinking profession/pay/resources
- handling complaints
- activism & justice

For journalists, it comes down to a onesie: NEWS!

**What makes a good news story? It must be:**

- ✓ New
- ✓ Unusual
- ✓ Significant
- ✓ About people
- ✓ STEM-related (for the purposes of this workshop).

**What else makes a 'good' STEM story?**

- School overcame hurdles
- Results
- Student outcomes
- Changes teaching practice
- School community pride
- Spinoff benefits
- External recognition

**Bonus tips:**

- Don't overthink it – accept rejection & move on
  - Where can you get your easy 'wins'?
  - Think of pitching as a 'muscle' you need to exercise
  - Pitching is great TRANSFERABLE skill
  - Nail a short, sharp bio for your school
-

## Mini-lesson 2: Doing your due diligence

The first rule of being a staff member: never give your boss nasty surprises

### The not-so good (I've heard as a journalist):

- Oooh, I'm not sure if I should be talking to journalists
- Let me just check with my principal if I can talk to you
- Our school will write the story, so just print it verbatim
- I was sure all of that was OFF THE RECORD
- I know that's what I said, but it's not what I meant etc
- This is a REALLY strong story, you *should* publish it
- No-one at the school is available to be interviewed

### This is better!

- Does my school community read/listen to/watch your media organization?
- When's your deadline?
- Would you send me a list of questions before the interview?
- Do you need photographs, if so, of what?

### So, remember to:

- Secure permission
  - Keep others at your school in the loop.
  - Best not to work alone
- 

## Mini-lesson 3: Crafting your story pitch

A pitch is usually a par or two to convince a journalist/editor to pick up your story idea. A press release is a very long story pitch.

Key points for crafting pitches:

- Be time savvy
- Create shorter pitches (max 3 key messages)
- Have a spokesperson approved and ready to speak to the journalist
- Think about high-resolution images you could send (at least 1 meg)
- Email, don't phone the journalist
- Include a 'call to action' (see below)
- Even better, develop rapport with target journalists, so they know your school's backstory

**...AND ensure your pitch answers:**

**Who, what, why, where, when and how?**

**...plus**

**So, what?** (Why is your story so important/distinctive/unusual/gripping?)

### **Really think, WHAT makes your STEM story interesting:**

- You won external funding for it.
- Did the STEM project surprise you? How? Quantify
- Why's the project a BIG deal for your school?
- Were you expecting something different? What?
- Will it/did it transform your school? How?
- Would other schools be envious? Why?
- What amazing roles did teachers have?
- Students' roles? Impact on their learning?

### **Suggested call to actions:**

- Could this be a story for you?
- Get in touch for more information
- Please ring to organise an interview
- What else would you like to know about the project
- Let me know if you'd like to chat about it

### **How to get from pitch to bullseye?**

Before you get your pitch out there ...

- What does success look like for you when this news item is published/aired?
- Who do you want to read/know about your school's STEM news?
- Key messages for your audience?
- What publications/sites/media channels do you value?
- How many degrees of separation?
- Is the timing of the publication/airing important for you?

### **Each media organisation is unique:**

- Different political leanings/story genres/geographical area(s) covered
- Levels of resourcing
- Journalists' level of experience/enthusiasm
- Some may ASK you to advertise first before they cover your story (!)

### **Who to target?**

- Your local newspaper
- A metropolitan newspaper
- A regional newspaper
- Local radio stations
- Regional TV station
- News website
- National publication
- Education editor/journalist
- Freelance education writer
- State TV station
- National TV station
- Current affairs show
- ABC Radio science show
- An education 'influencer'
- Your state's education dpt media team
- Ethnic newspapers/site
- International website
- Etc.

**Consider:**

Should you know which media organisation you're targeting before you start writing your pitch?

Suggestion: Find your story first, shape it, then consider the 'best fit' media organisation. Otherwise you're contorting your story to fit the media organisation.

**Once you've sent your pitch – FOLLOW UP!**

If you hear nothing:

- Re-send the email in 3-5 business days
- Ring the journalist within a week

Ask them what they need:

- An interviewee? Who? When?
- Photographs? Of what? When? Preferred format?
- When is their deadline?

Your story has been published/aired?

- Email them to thank them (unless they botched it! Then you'd send a diplomatic complaint letter).
- Ask how you can work together more smoothly in future – what would they prefer?

**Good luck!**

**Feel free to get in touch with me after the workshop if you'd like to bounce your school's STEM story off me: [Margaret.paton1@gmail.com](mailto:Margaret.paton1@gmail.com) or 0417 423 812 (CW NSW based)**