



Communicating the Future:
Engaging Science, Engaging Scientists

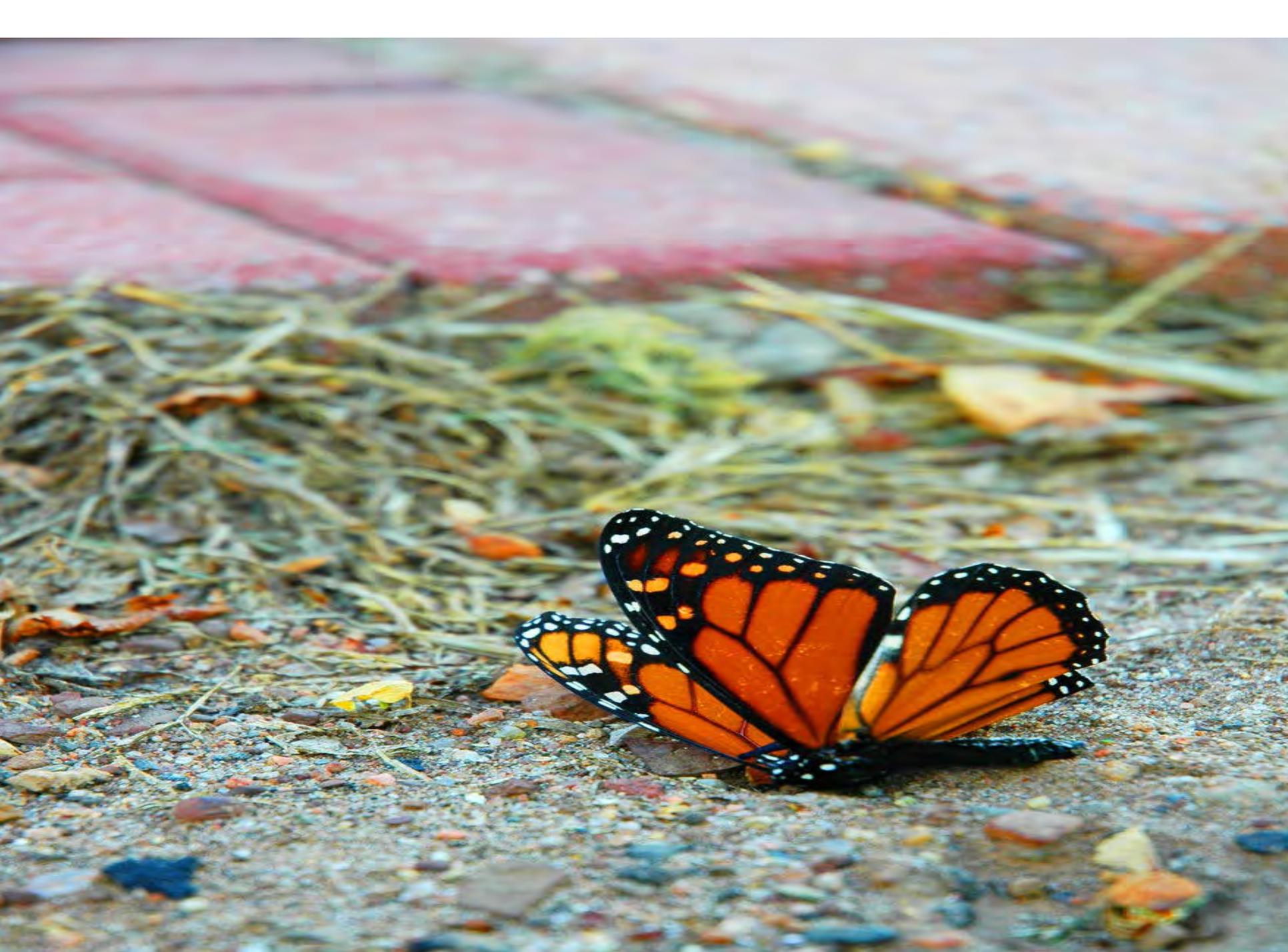


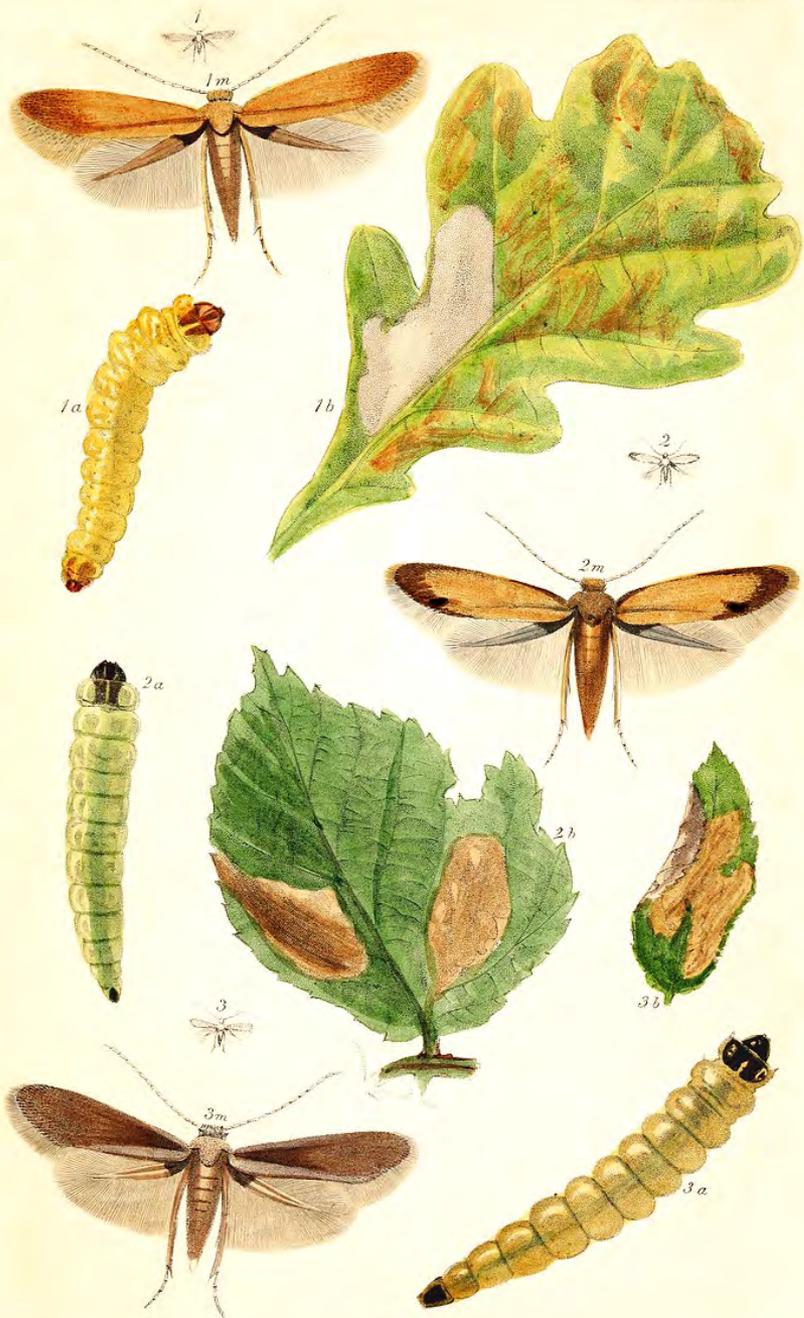
Rick Borchelt, Office of Science, DOE – April 2015



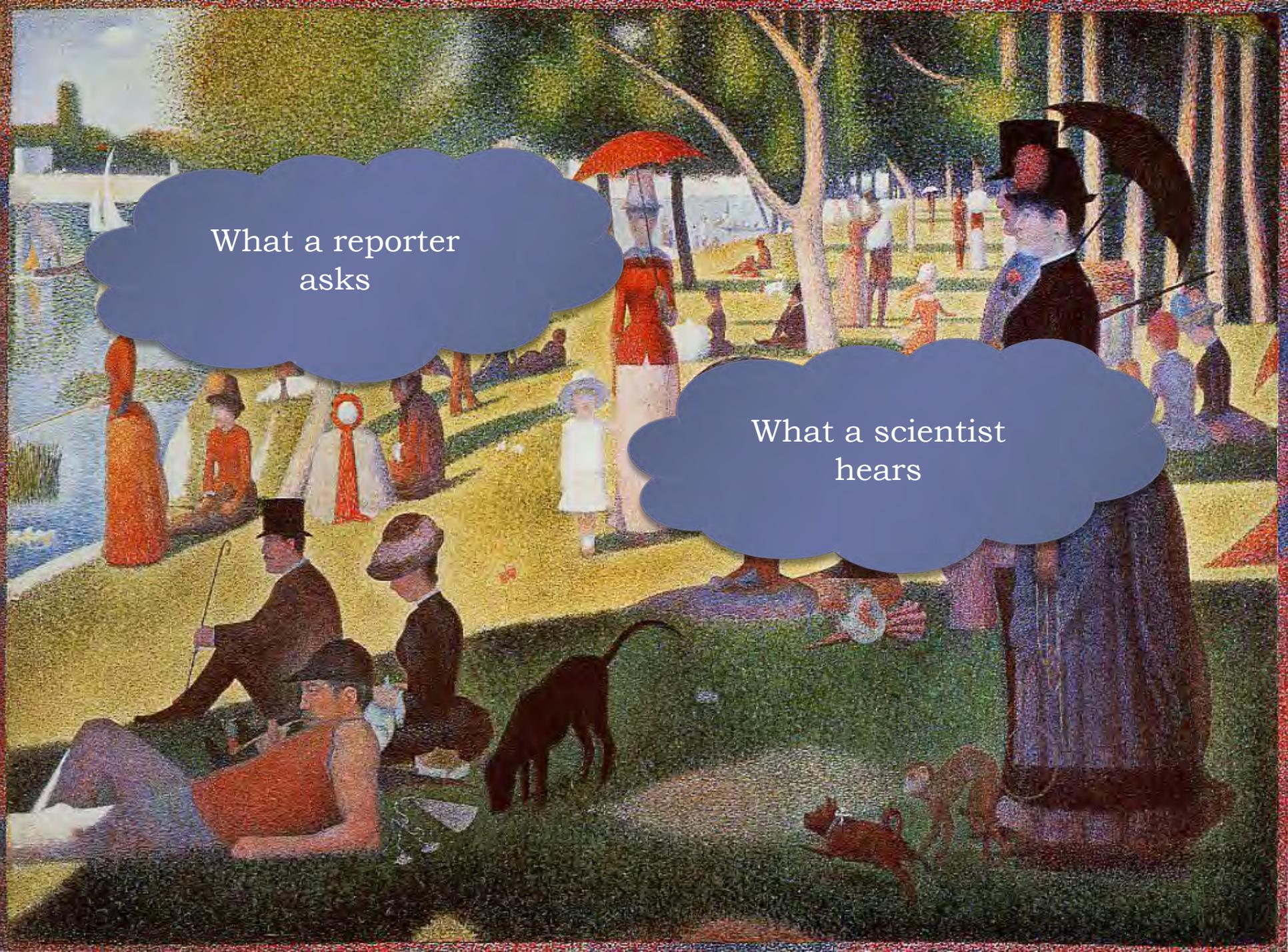












What a reporter
asks

What a scientist
hears

Communications is a strategy, not a tactic

- ▶ Should be planned as a **lifecycle** process, not a one-off activity
- ▶ Should include ways to reach various stakeholder audiences **where they already are** (as opposed to trying to drag their eyes to a new web site)
- ▶ Should be aimed more at **curation** than **creation**: We generally want to focus attention, not throw more information out there



Planning for the long term



Lifecycle Communications Planning

- ▶ Three Stages

- ▶ Awareness

- ▶ Understanding

- ▶ Support

This is not necessarily a step-wise process, and presence of one does not necessarily indicate another



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Reaching the right audiences







Spectrum of Sophistication



“Science-attentive” public

Scientific
“communities of interest”

Scientific peers

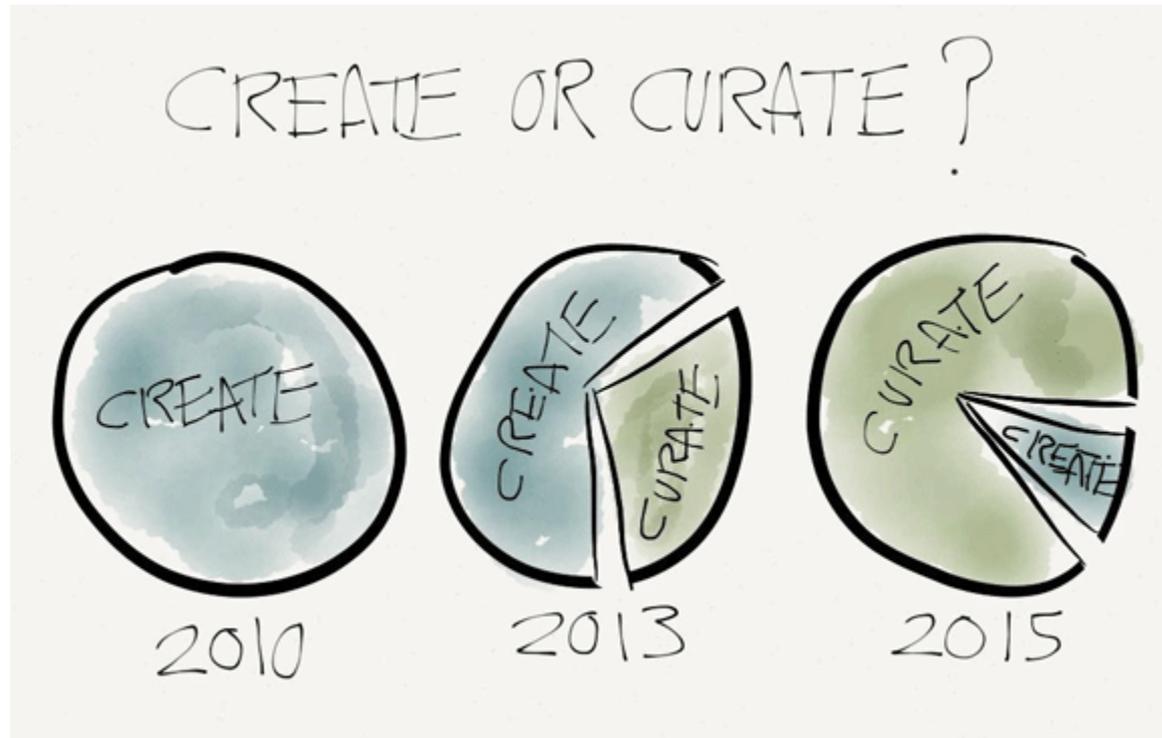








Curation, not creation





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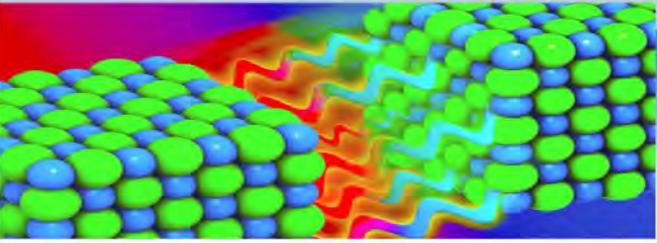
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The screenshot shows the U.S. Department of Energy Science News website. At the top, the U.S. Department of Energy logo and 'Office of Science' are visible. The main header reads 'SCIENCE NEWS Basic Research for the Nation's Future'. A navigation bar includes categories like Biological Sciences, Computational Sciences, Energy Sciences, Environmental Sciences, Physical Sciences, Engineering and Technology, and National Security Science. On the left, a sidebar lists 'Labs', 'Multimedia Resources', 'News Releases', 'Feature Stories', 'Library', 'Contacts', and 'RSS Feed'. The main content area is titled 'News from the National Laboratories' and lists several articles with dates and titles, such as 'Packing heat: New fluid makes untapped geothermal energy cleaner' and 'OLCF selects application readiness projects to prepare for Summit supercomputer'. Below this is a section for 'News from Universities and Other Research Partners' with articles like 'Nanotubes with 2 walls have singular qualities' and 'Discovery of new plant switch could boost crops, biofuel production'. On the right, a 'FEATURES' sidebar highlights articles like 'Electrolyte genome could be battery game-changer' and 'Researchers create a new map of invisible dark matter'. The website also includes a search bar, a 'GO!' button, and a 'Return to: EurekAlert! AAAS' link.

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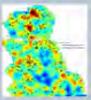
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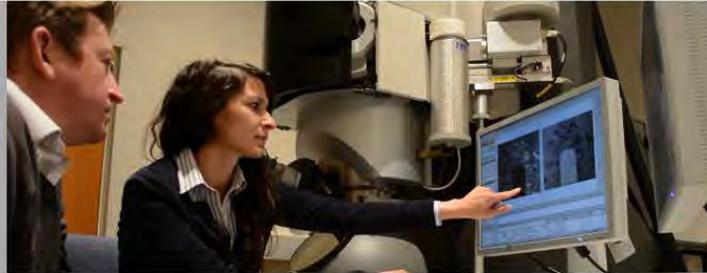
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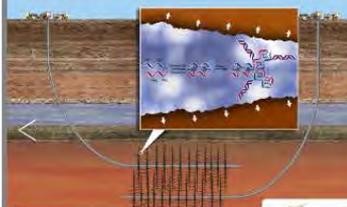
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Steel Shot - size 4





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