



Communicating the Future: Engaging Science, Engaging Scientists

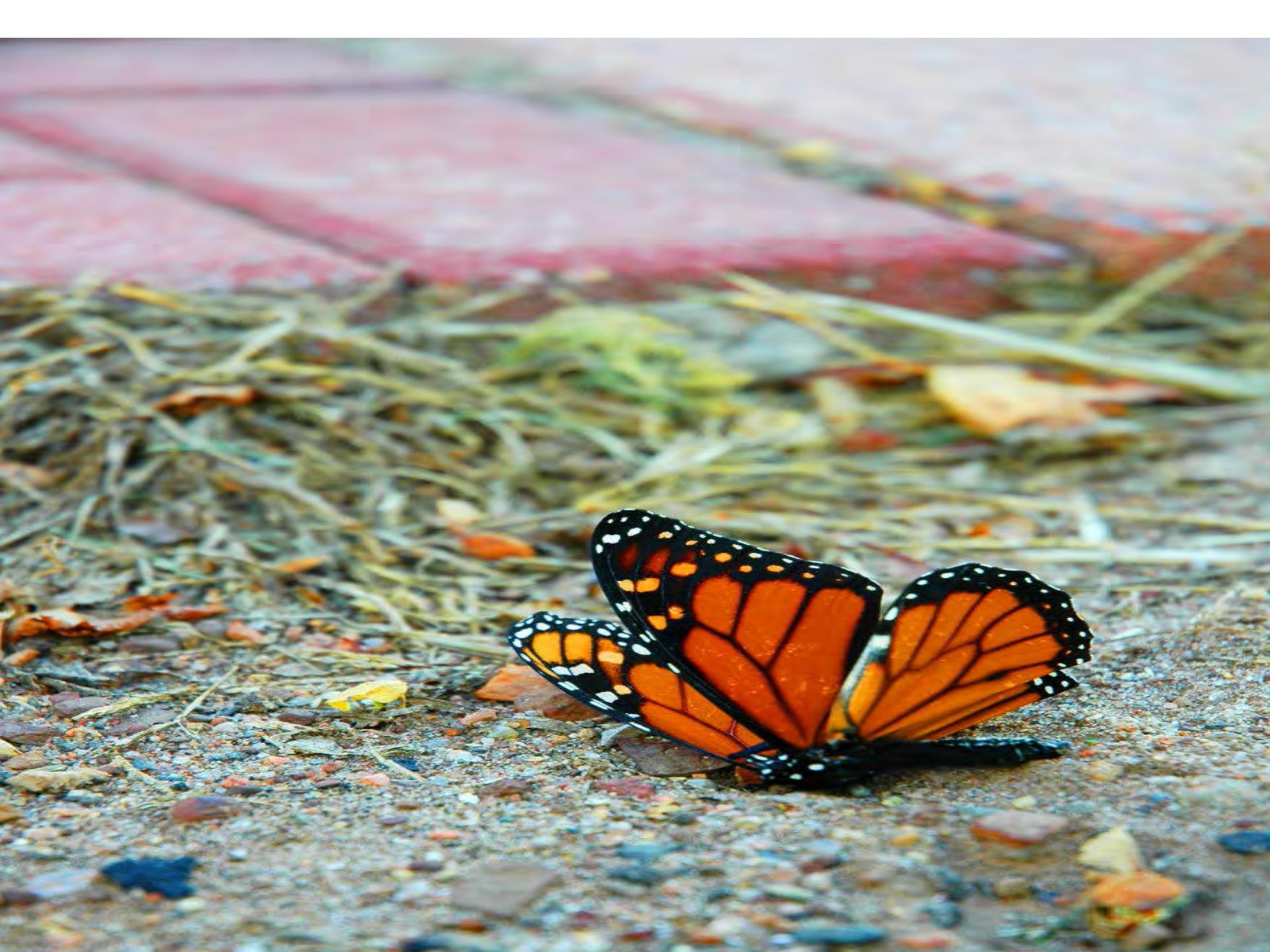


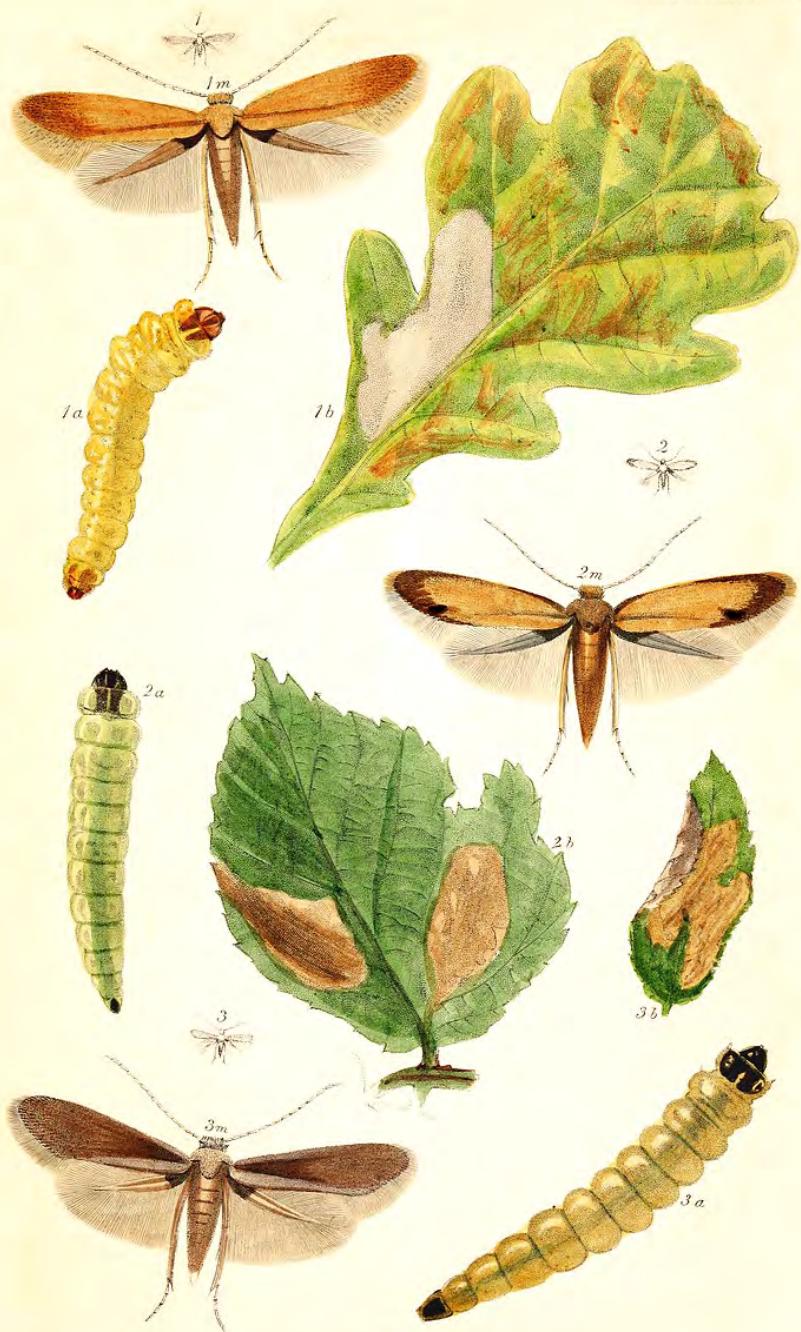
Rick Borchelt, Office of Science, DOE – April 2015



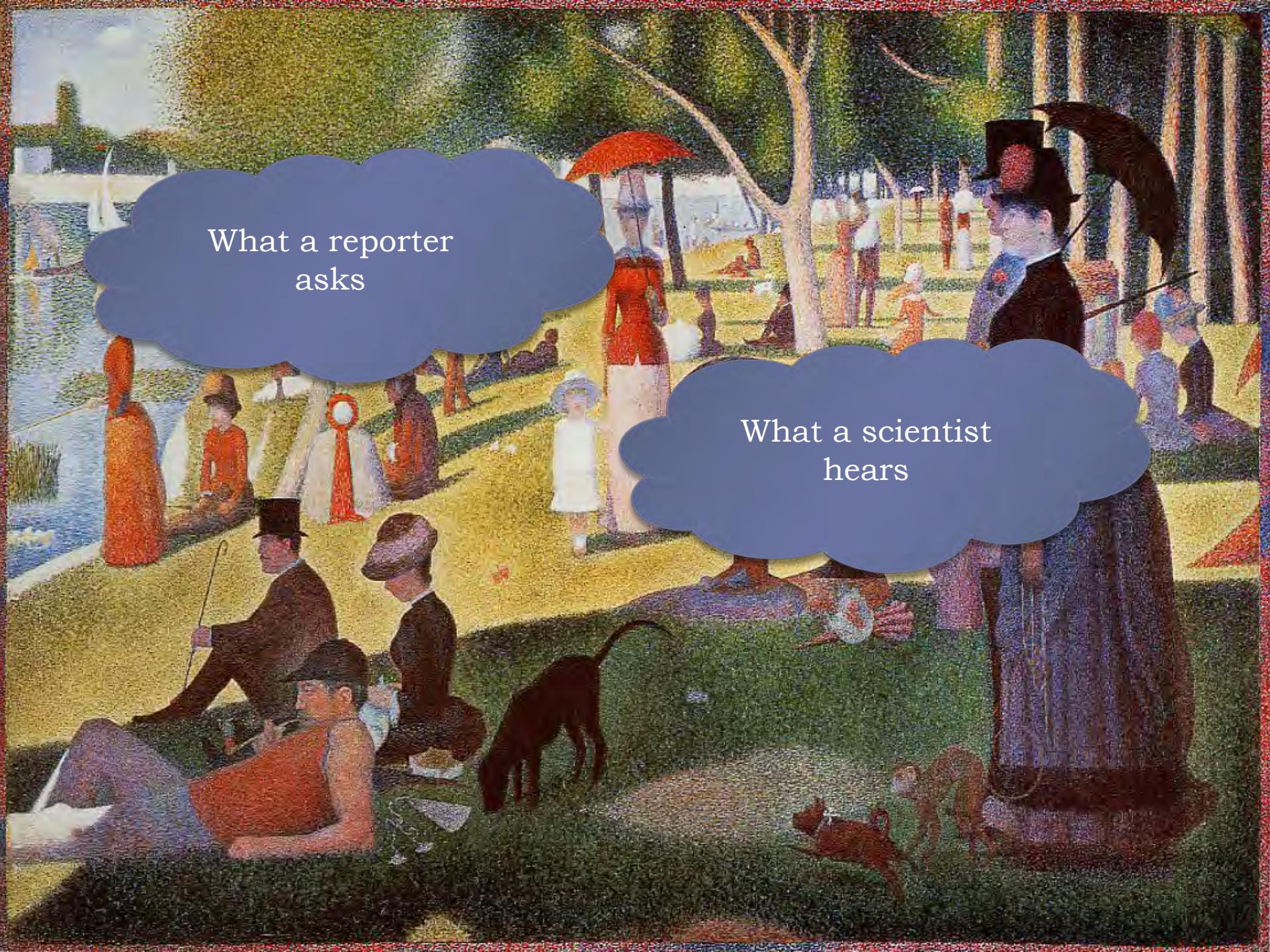












What a reporter
asks

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



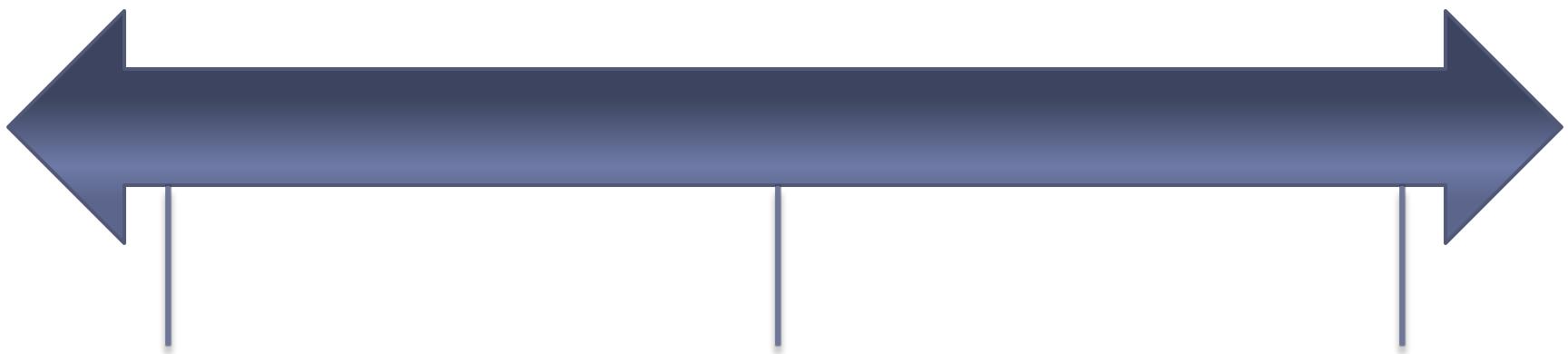
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Spectrum of Sophistication



"Science-attentive" public

Scientific
"communities of interest"

Scientific peers





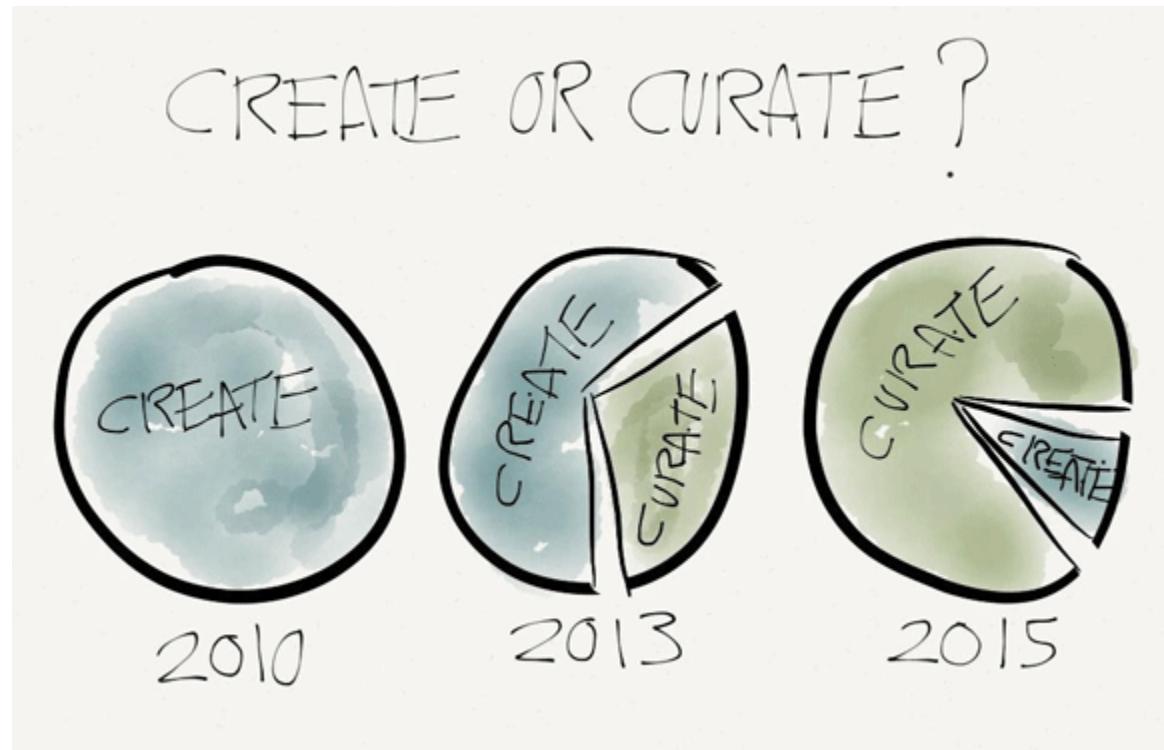




SUB²

Morne Hardenberg

Curation, not creation





**Uncle Sam
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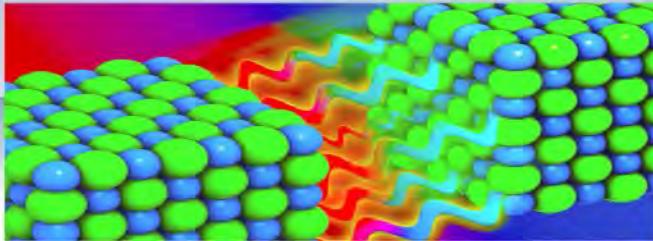
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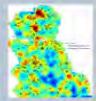
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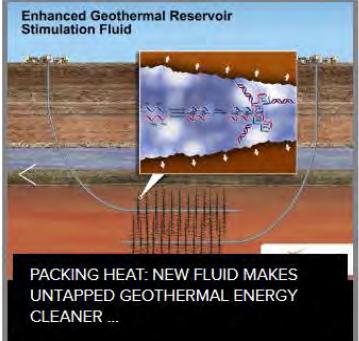
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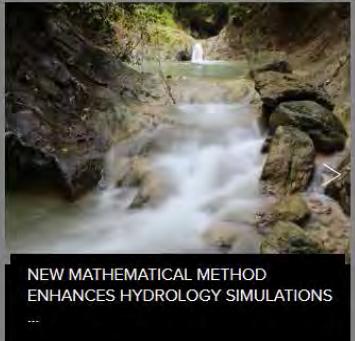
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30 years of communications research

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There is no such thing as the general public.
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Steel Shot - size 4





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