

# COMMUNICATING SCIENCE WITH IMPACT



**DOE Office of Science  
Office of Communications  
and Public Affairs**

Rick Borchelt • Allison Eckhardt • Kate Bannan

# Office of Science Communications and Public Affairs Mission

## Support the SC mission

Increase awareness of basic research; strengthen communication abilities of DOE research community; inform national conversation about discovery research



## Provide a forum, tools, and content

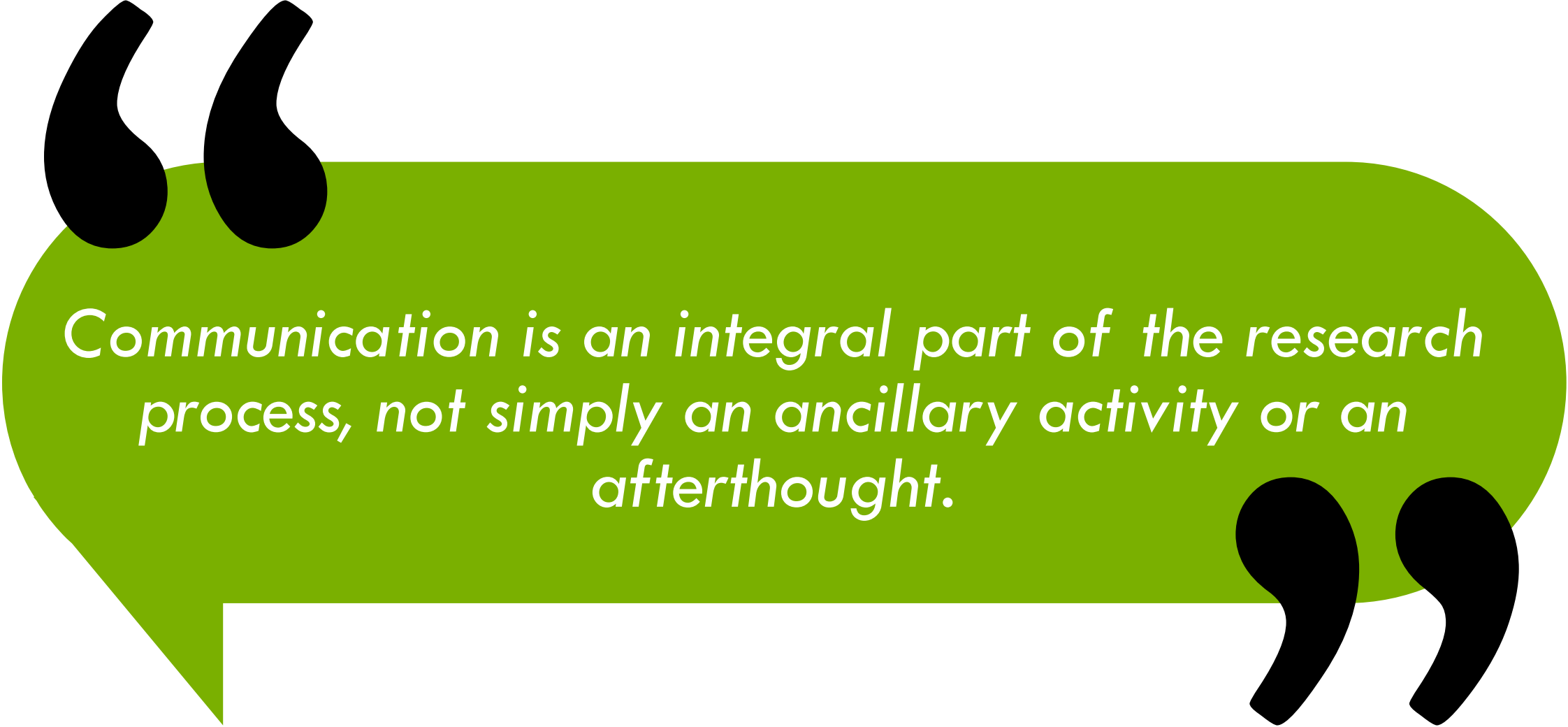
Stimulate public dialogue about basic sciences; foster DOE-wide culture of communication, grounded in sound research



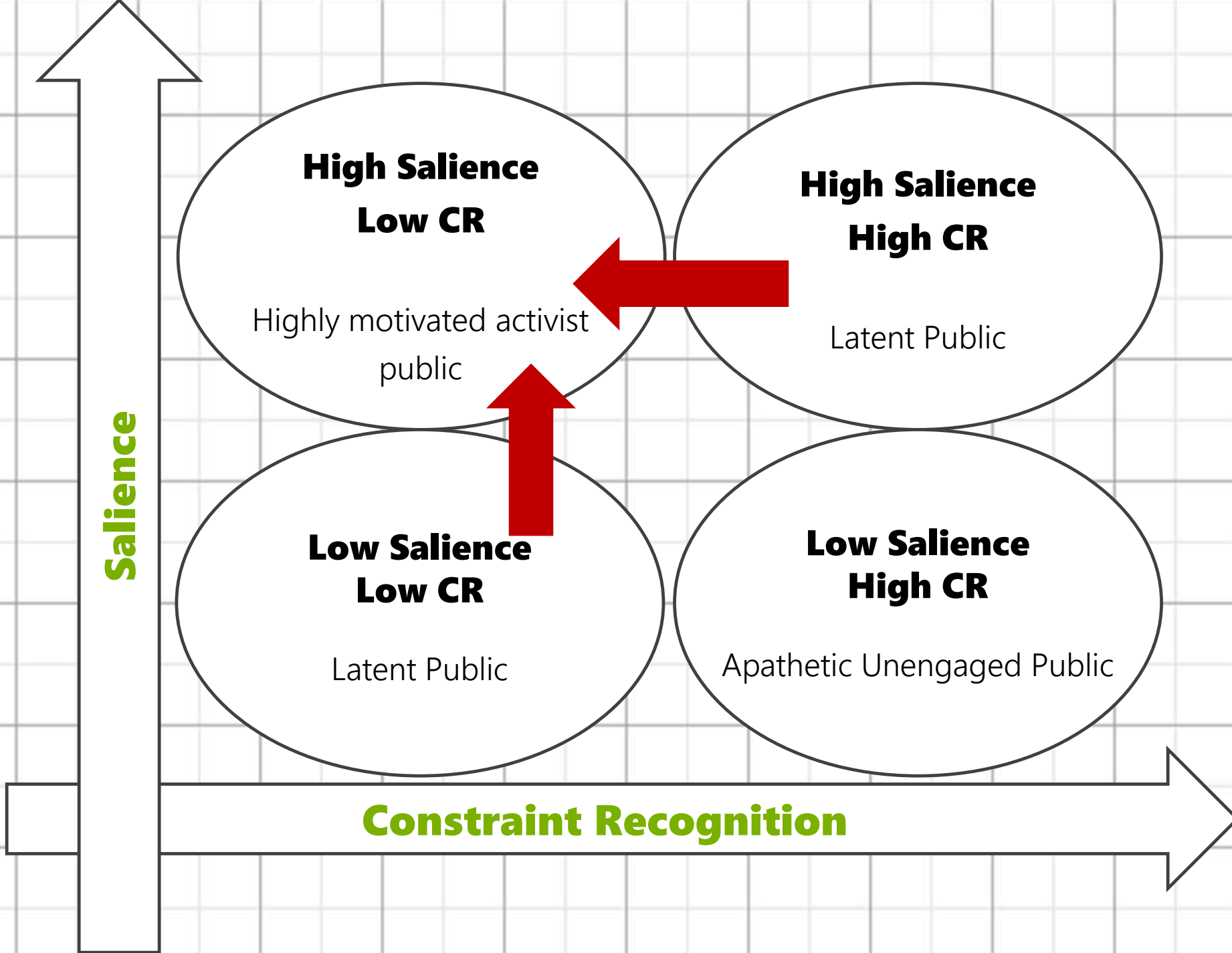
## Help university partners disseminate research

Important part of Office of Science's portfolio





*Communication is an integral part of the research process, not simply an ancillary activity or an afterthought.*



**High Salience**  
**Low CR**

Highly motivated activist  
public

**High Salience**  
**High CR**

Latent Public

**Low Salience**  
**Low CR**

Latent Public

**Low Salience**  
**High CR**

Apathetic Unengaged Public

**Salience**

**Constraint Recognition**

# Contractual obligation

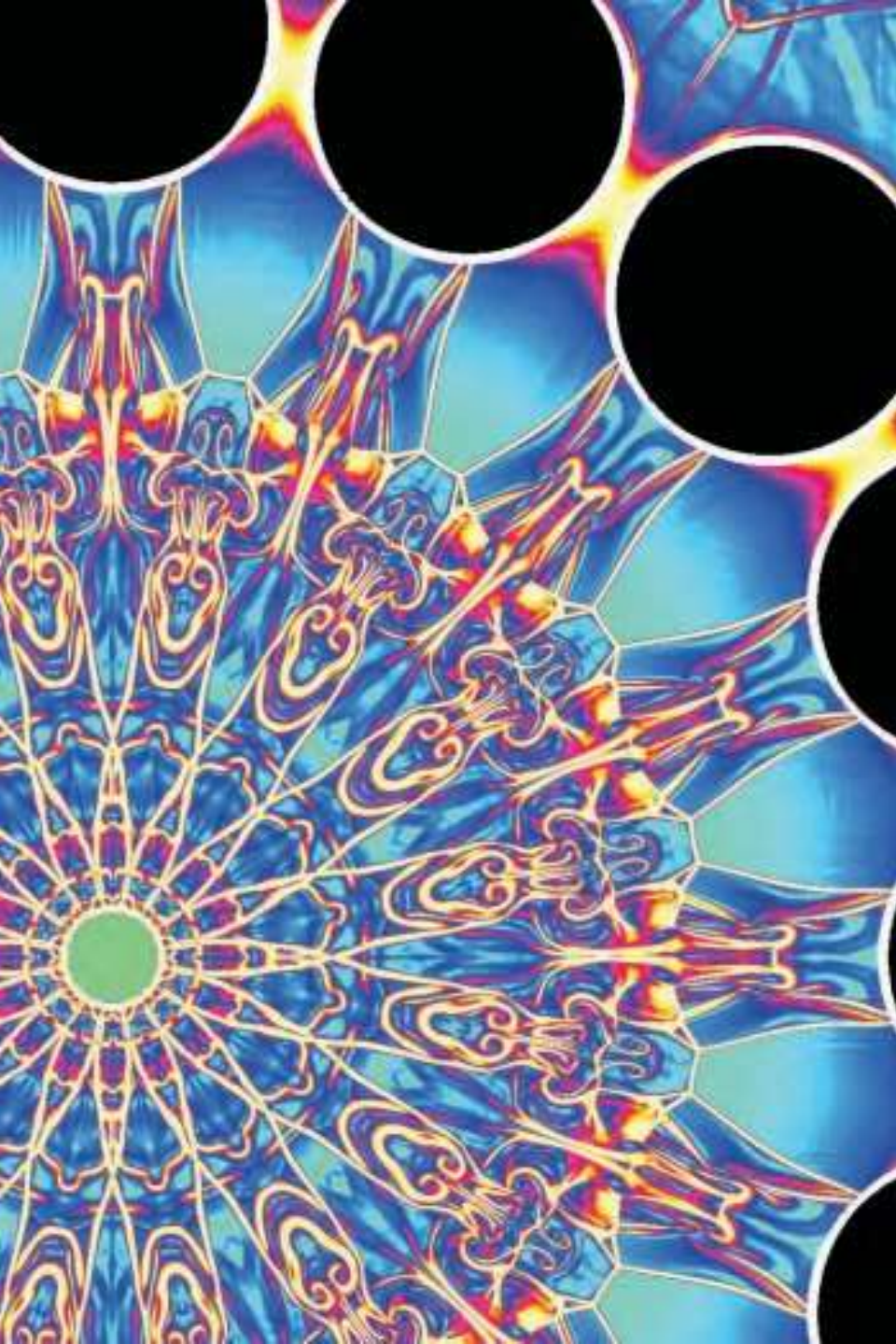
- ▲ Acknowledgement is required in all publications, including peer-reviewed papers, news releases, and posters
- ▲ Include grant number on scientific and technical papers
- ▲ <https://science.osti.gov/Funding-Opportunities/Acknowledgements>



# For you and your research program

- ▲ Report tax-funded projects
- ▲ Increase visibility
- ▲ DOE funding impacted positively
- ▲ Build communications skills





# For your university or DOE National Lab

- ▲ Institutional visibility
- ▲ Increased knowledge of funding resources
- ▲ Meeting media and advancement goals

# For DOE as an agency

Return on investment  
(taxpayers and U.S. Congress)

---

Increased visibility

---

Clarifies role of basic  
research funding

---



# You don't have to do all the work

Communications staff  
at your institution

---

Program Managers  
at funding institution

---

Communications staff  
at funding institution

---



# Your institution's communications staff

- ▲ Always seeking the next story
- ▲ Want to promote you, your work and your institution
- ▲ Will jump on a piece if you make it easy for them
- ▲ They are professionals, but, they are not usually scientists
- ▲ Often do not have science backgrounds
- ▲ Cover several issues
- ▲ Don't read scientific papers nor know when research is published

# How to make it easier for the communicator

- ▲ Engage them **early**
- ▲ Provide a **simple research summary** & why it matters
- ▲ Provide **captivating visuals**
- ▲ Be prepared to **answer stock questions**
- ▲ Connect with **communications-savvy grad students or post-docs**



# DOE Office of Science can also help you...

## Send press releases

- ▲ SC-funded work
- ▲ Research performed at affiliated user facilities
- ▲ Grants and awards



Contact us with  
questions & ideas



# Thank you!



U.S. DEPARTMENT OF  
**ENERGY** | Office of  
Science

## Office of Communications and Public Affairs

### Find us



[www.energy.gov/Science](http://www.energy.gov/Science)



[www.twitter.com/DOEScience](http://www.twitter.com/DOEScience)



[www.linkedin.com/showcase/office-of-science/](http://www.linkedin.com/showcase/office-of-science/)

### Contact us



[Rick.Borchelt@science.doe.gov](mailto:Rick.Borchelt@science.doe.gov)



[Allison.Eckhardt@science.doe.gov](mailto:Allison.Eckhardt@science.doe.gov)



[Kate.Bannan@science.doe.gov](mailto:Kate.Bannan@science.doe.gov)