

COMMUNICATING SCIENCE WITH IMPACT



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

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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

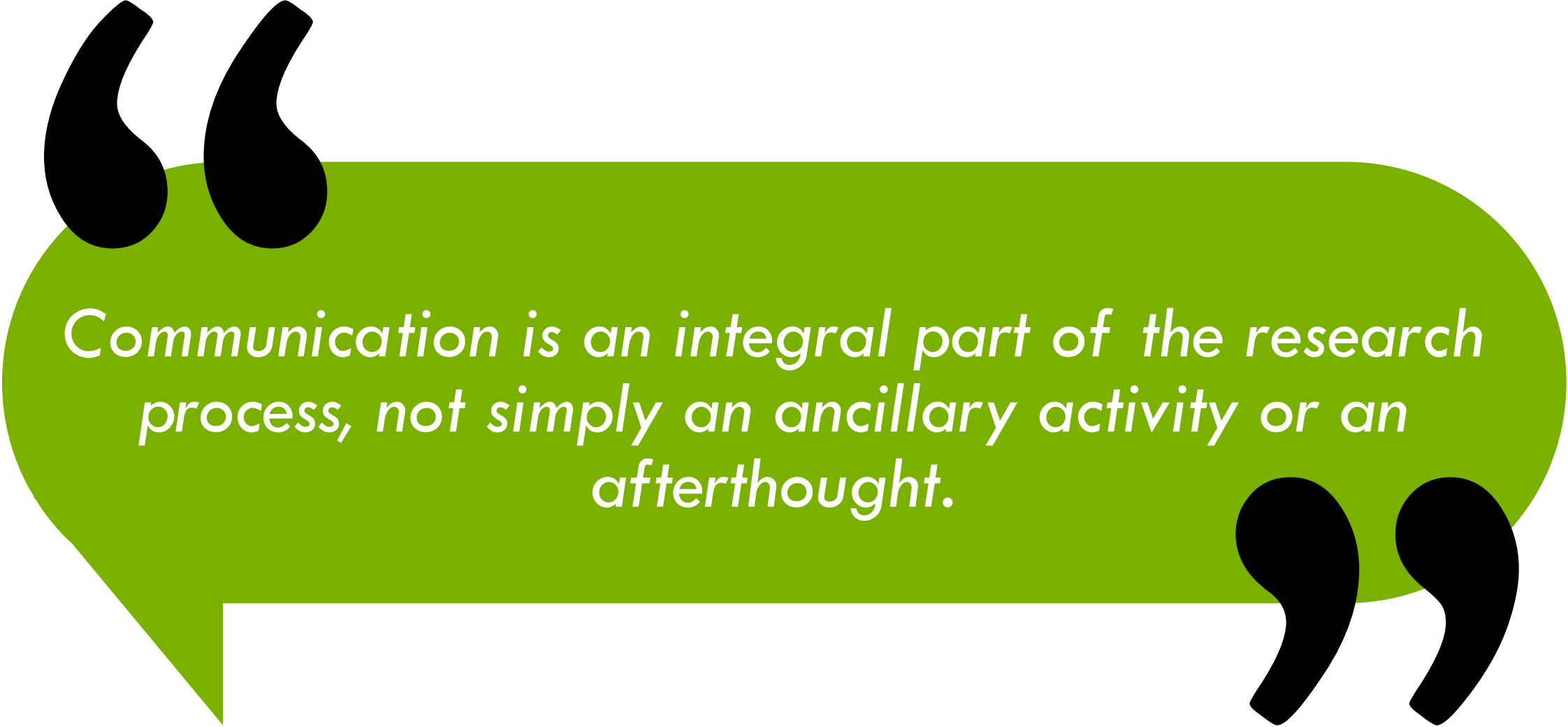
Stimulate public dialogue about basic sciences; foster DOE-wide culture of communication, grounded in sound research



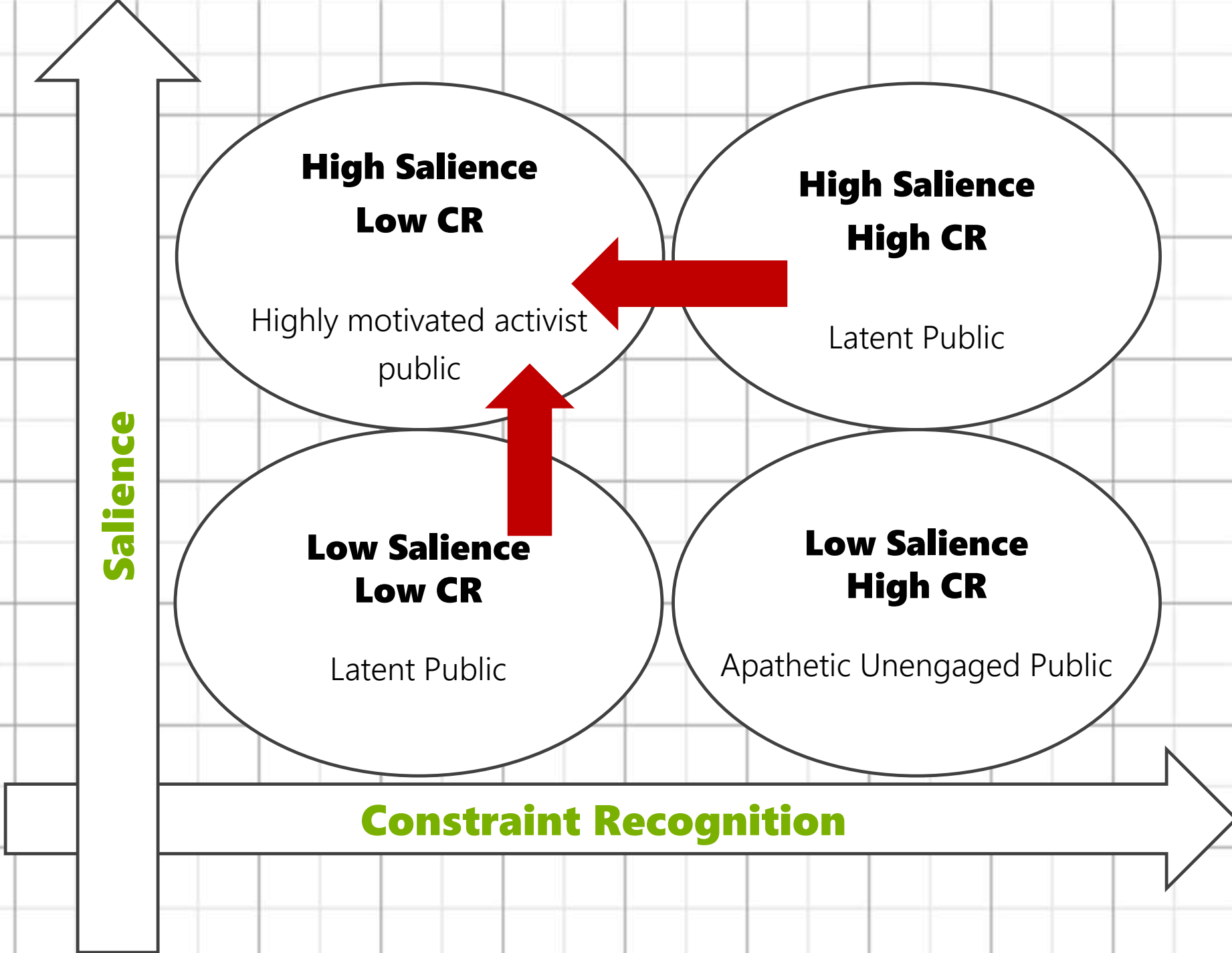
Help university partners disseminate research

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.



Contractual obligation

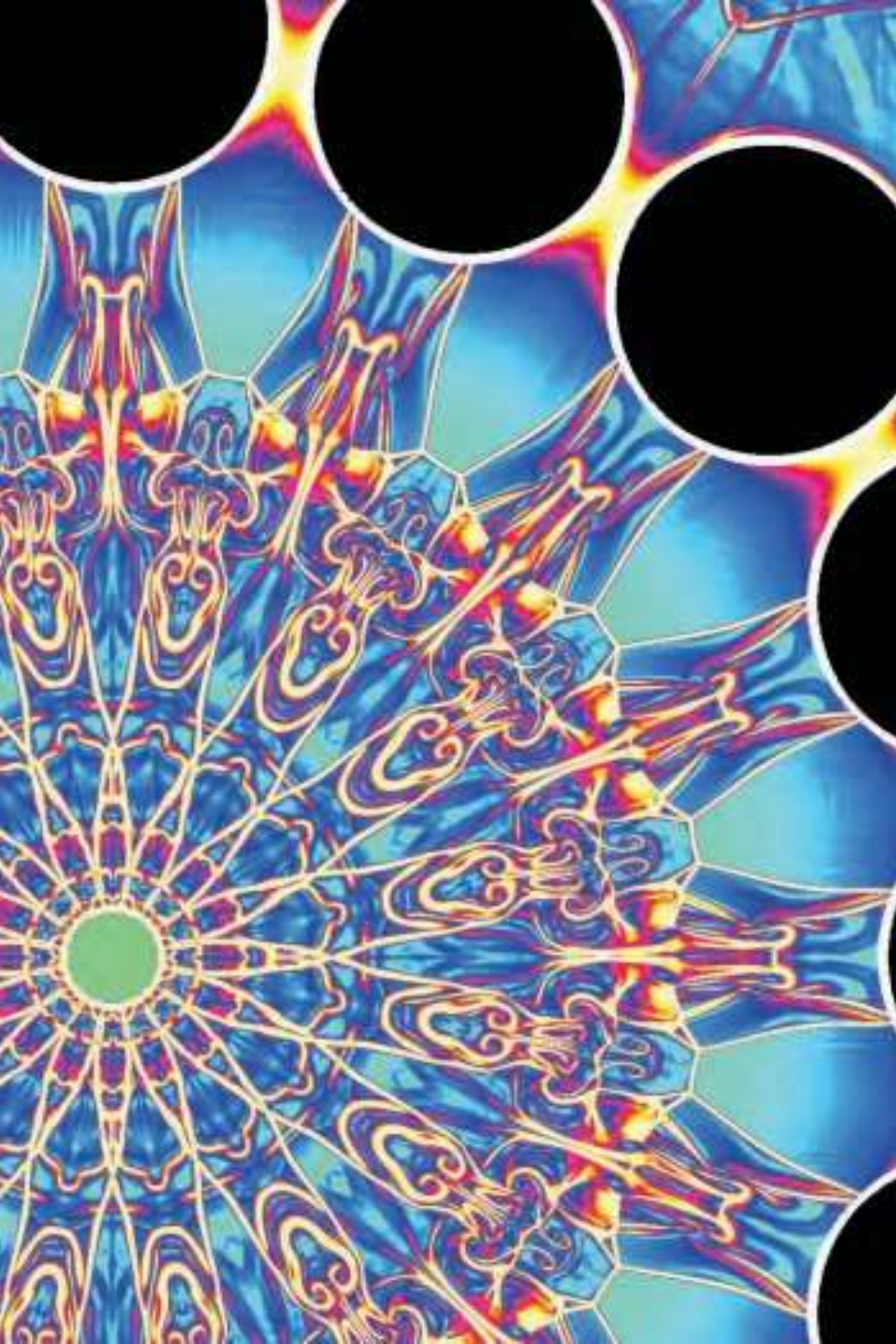
- ▲ Acknowledgement is required in all publications, including peer-reviewed papers, news releases, and posters
- ▲ Include grant number on scientific and technical papers
- ▲ <https://science.osti.gov/Funding-Opportunities/Acknowledgements>



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!



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