Everything I learned about science communication I learned in entomology grad school.

Not.
What a reporter asks

What a scientist hears
Elements of the SC Communications Strategy

- Should be planned as a lifecycle process, not a one-off activity, integrated with the science.
- 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.
- Communications is a strategy, not a tactic.
- The “general public” is not our audience.
Planning for the long term
Lifecycle Communications Planning -- 1

- Three Stages
  - Awareness
  - Understanding
  - Support

This is not necessarily a step-wise process, and presence of one does not necessarily indicate another.
Lifecycle Communications Planning --2

- These repeating cycles can also be thought of as:

  - **Recruitment**
    - Build visibility, generate buzz

  - **Maintenance**
    - Build connections, generate dialogue

  - **Retention**
    - Build consensus, generate support
Curation, not creation
Uncle Sam WANTS YOU
Amplification from the SC web site
Amplification with EurekAlert
Amplification with Newswise
A DUMMIES GUIDE TO

Science of Science Communication

30 years of communications research
REPEAT AFTER ME:

There is no such thing as the general public.
There is no such thing as the general public.
There is no such thing as the general public.
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Steel Shot - size 4
Contact: Rick Borchelt

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