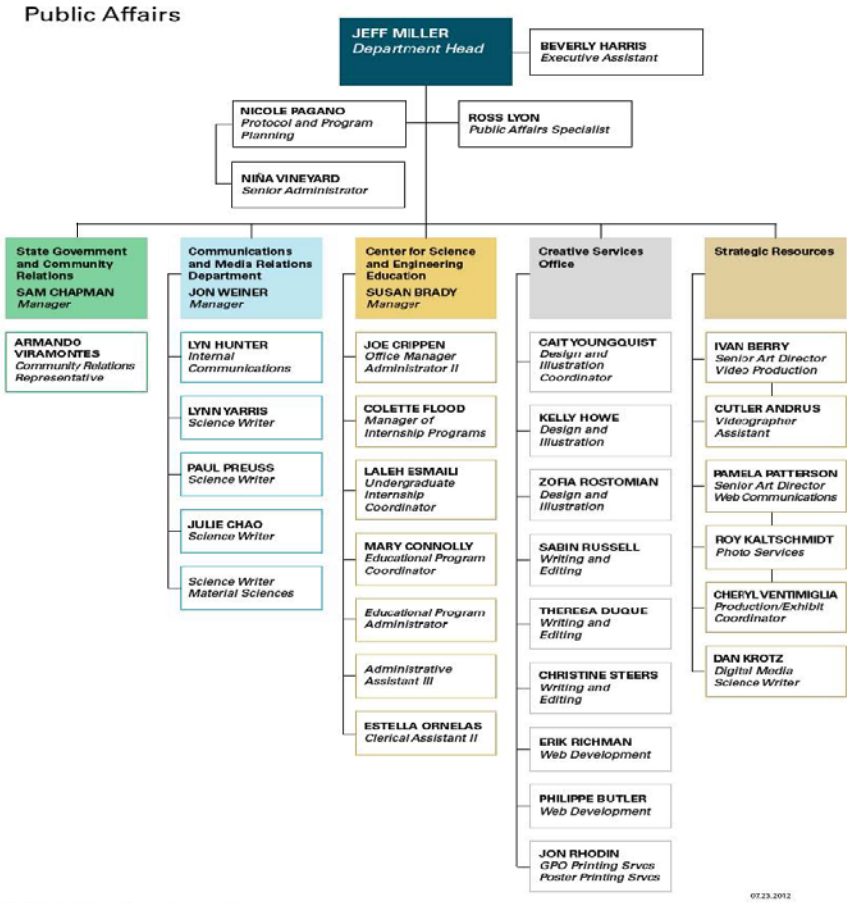
Communicating the value of Science

Jeff Miller, LBNL Public Affairs
Community Advisory Group
September 10, 2012

Who?



Public Affairs Organization Chart

BERKELEY LAB

What?

- Publicly funded science is a worthy investment
- Berkeley Lab science – and scientists – are socially responsible
- Basic science is the foundation of discovery & innovation
- Berkeley Lab brings science solutions to the world

http://youtu.be/8aGqwRhdZ14

Why?

- Educate
- Explain
- Excite
- Expand
- Engage

How?

- Stories and news releases
- Personal cultivation
- Media events
- Online presence (increased use of video)
- Social media
- Public education events (Science of the Theater, Open House)
- Public tours and “touches” (visitor areas, exhibits, Solano Stroll)
- Educational outreach (Cool Your School)
- Official visits

2012: Product Overview

- 40 News Releases
- 68 News features
- 40 Videos (PA-initiated)
- 1,200 new YouTube subscribers (4,000 total, 2.23 million views)
- Video glossary (passed 1 million downloads)
- 75 official visits
- 5th-grader tours of Advanced Light Source (1,000 visitors)

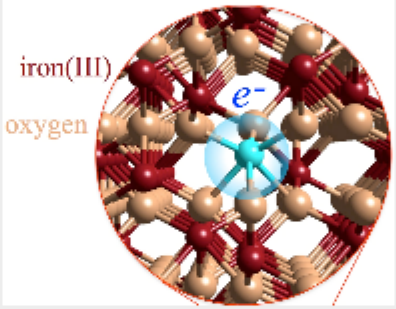
NEWS CENTER

Bringing science solutions to the world

Rust Never Sleeps

SEPTEMBER 6, 2012

A multi-institutional team led by scientists at Berkeley Lab have directly observed electron hopping in iron oxide particles, a phenomonon that holds huge significance for a broad range of environment- and energy-related applications. MORE>



NEWS RELEASES

Mixing X-rays with Light to Watch Matter Change

AUGUST 29, 2012

How matter responds to light lies at the core of vision,

FEATURES

Amazon Rainforest Clouds Start with a Pinch of Salt

SEPTEMBER 10, 2012

Potassium salts emitted into the humid atmosphere of the

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More about social media at Berkeley Lab

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BERKELEY LAB EXPERTS

From accelerators to energy, Berkeley Lab has an expert for you.

TECH BLOG

Up Up and Away — Soot Science Really Takes Off

The Hubbub Over the Higgs Boson

Pageviews	Unique Pageviews	Avg. Time on Page	Entrances
470,535	**365,709**	**00:02:15**	**324,374**
% of Total: **100.00%** (470,535)	% of Total: **100.00%** (365,709)	Site Avg: **00:02:15** (0.00%)	% of Total: **100.00%** (324

Primary Dimension: **Page** Page Title Other

Plot Rows | Secondary dimension | Sort Type: Default

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3.	/feature-stories/2012/02/01/self-assembling-nanorods/	**7,847**	6,847	
4.	/news-releases/2011/09/15/tracking-the-sun-iv/	**6,503**	5,499	
5.	/feature-stories/2012/01/24/3d-protein/	**6,246**	5,440	
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8.	/feature-stories/2012/01/23/berkeley-lab-selects-richmond-field-station-as-preferred-site/	**4,238**	3,552	
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16.	/news-releases/2011/11/29/e-coli-make-three-fuels/	**3,247**	2,577	
17.	/feature-stories/2011/03/04/laminin's-role-in-cancer-formation/	**2,975**	2,299	
18.	/feature-stories/2012/03/26/dsrs-boosts-microbial-production-of-diesel-fuel/	**2,919**	2,429	

.gov/#n19

LPR GMAIL

Science Video Glossary

RELATED VIDEOS

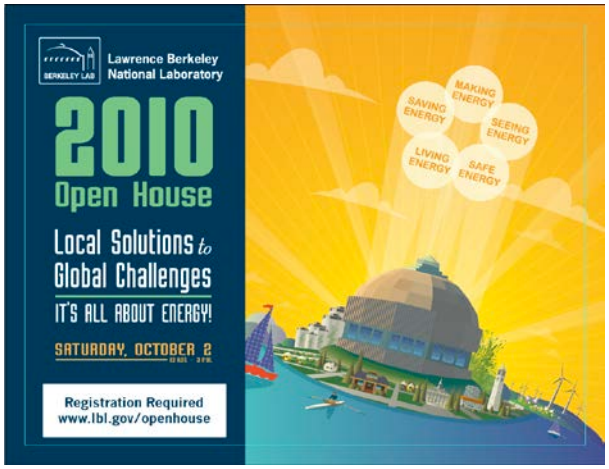
Large Hadron Collider

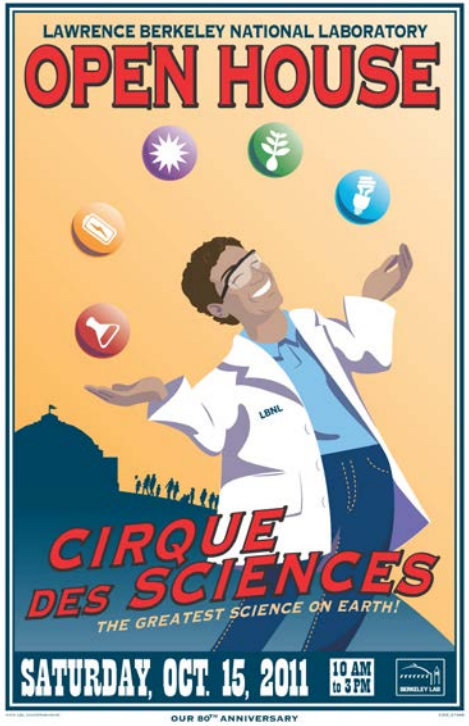
quarks

plasma

attosecond

Open House





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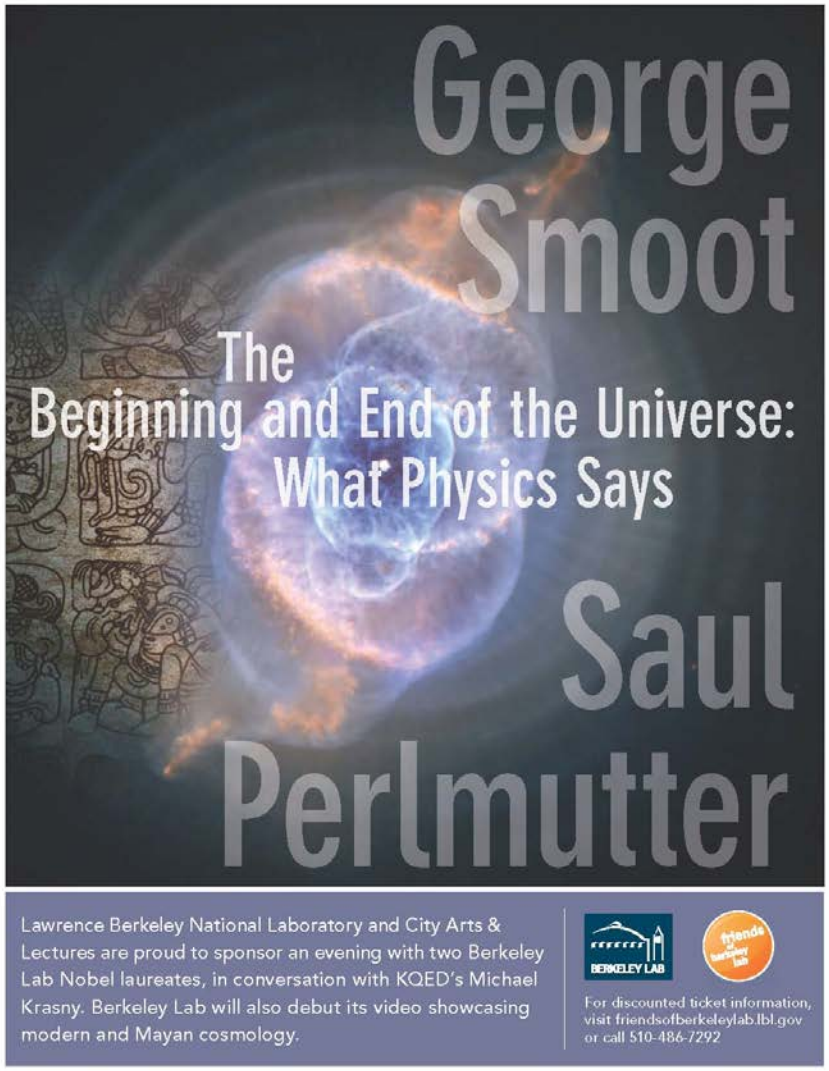

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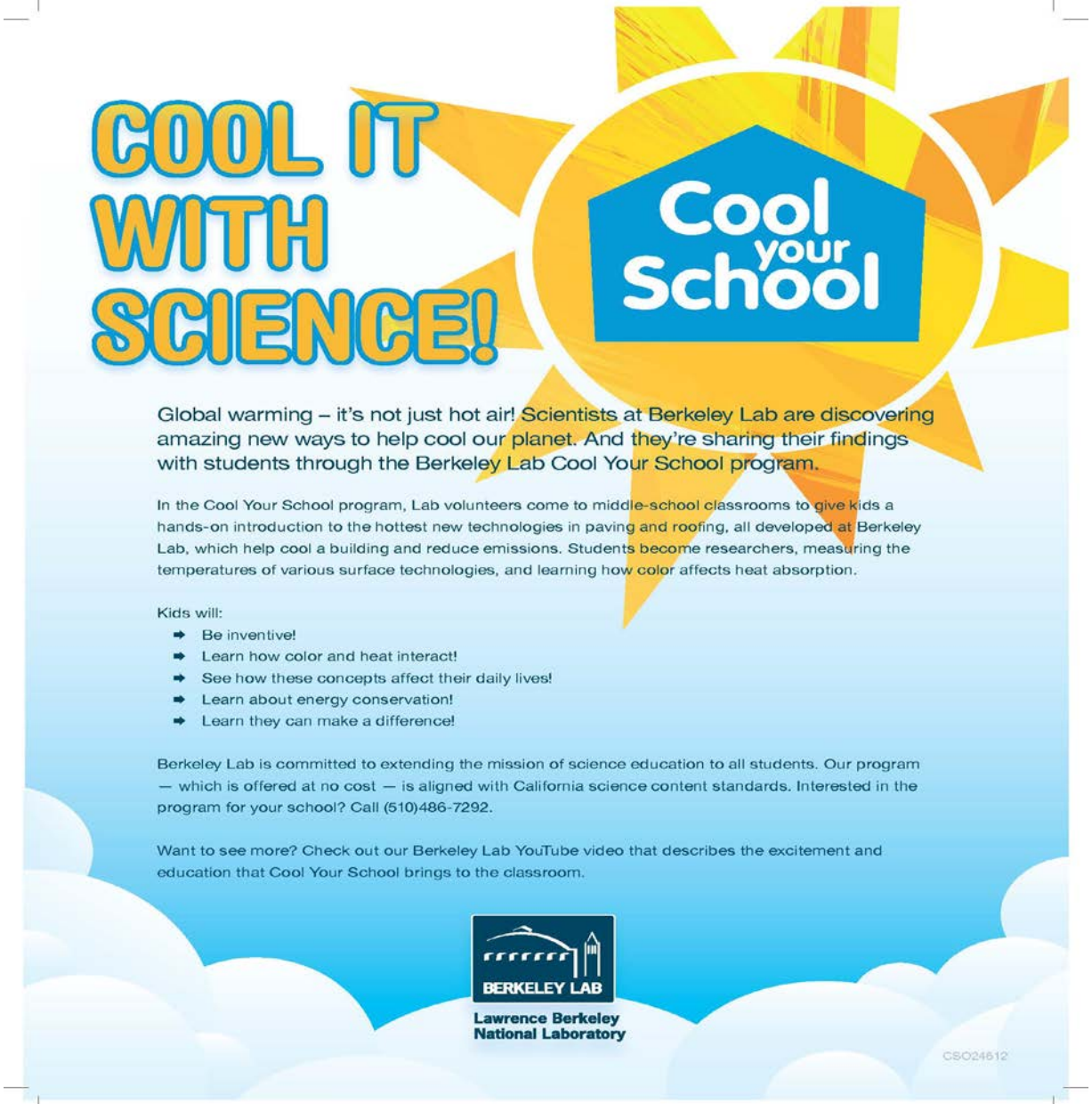
COOL IT WITH SCIENCE!
Cool your School
Global warming – it's not just hot air! Scientists at Berkeley Lab are discovering amazing new ways to help cool our planet. And they're sharing their findings with students through the Berkeley Lab Cool Your School program.
In the Cool Your School program, Lab volunteers come to middle-school classrooms to give kids a hands-on introduction to the hottest new technologies in paving and roofing, all developed at Berkeley Lab, which help cool a building and reduce emissions. Students become researchers, measuring the temperatures of various surface technologies, and learning how color affects heat absorption.
Kids will:
Be inventive!
Learn how color and heat interact!
See how these concepts affect their daily lives!
Learn about energy conservation!
Learn they can make a difference!
Berkeley Lab is committed to extending the mission of science education to all students. Our program — which is offered at no cost — is aligned with California science content standards. Interested in the program for your school? Call (510)486-7292.
Want to see more? Check out our Berkeley Lab YouTube video that describes the excitement and education that Cool Your School brings to the classroom.
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Berkeley Lab

A proposal

Our Science is Public

- Our Mission (public service)
- Our values (public good)
- Our culture (public spirited)
- Our distinction (public interest)
- Our tradition (public institution)

What is LBNL Science?

- Problem-solving science in the public interest
- Big and interdisciplinary (equal to the tasks confronted)
- Patriotic and inspirational
- Educational
- Open and accessible
- Unifying
- Consistent with LBNL values, mission and culture