



NRC-CNRC
From *Discovery*
to *Innovation...*

“Spinning Science”
*Public Science and
The Imperative for Media Profile*

Bob Laliberté


 National Research Council Canada Conseil national de recherches Canada
 Canada



NRC-CNRC
From *Discovery*
to *Innovation...*

**Spinning Public Science &
The Media Imperative**

$*P_1 \times C_1 = I_1$
 $*P_2 \times C_2 = I_2$
 $*P_3 \times C_3 = I_3$
 *.....
 $*P_n \times C_n = I_n$

What people see & hear about us

$$R_a = \sum_{n=1}^{\infty} I_n$$

What people think of us

- **Public Science & Media:
The Imperative for Profile**
- **The Public Science need
for media**
- **The Media need for Public
Science**
- **Public Science & Media:
Common Ground**
- **Public Science - Meeting
Media Needs**
- **The Final Lesson**

Public Science: The Imperative for Profile

*To demonstrate the value, relevance &
outcomes of public science ...*

*For Industry
For Society
For All Canadians*



Public Science: The Imperative for Profile

- Gaining economic, social & quality of life benefits
- Succeeding in the global arena
- Building science culture and awareness – Foundations for the future
- Filling Canada's Innovation System "White Spaces"
- Responding to critical & enduring issues – health, disease, environment, energy, security...



The Public Science Need for Media

In pursuit of profile for public science:

Exposure (Communications)...

Connection (Attribution)...

Reputation (Brand)



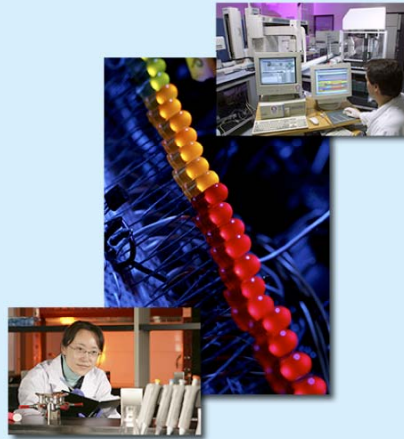
The Public Science Need for Media

- Reach, reach, and more reach
- Specialized, niche, general – a forum for all ages, needs and audiences
- Realities of advertising/marketing in P.S. environment
- Social and ethical responsibilities – for all sides in the communications equation
- Public issues & crises - the “need to know”
- “The” stage for all players to celebrate their success



The Media Need for Public Science

*Public Science Plays to
Media's "bottom-line" realities*



The Media Need for Public Science

- **Social responsibility & altruistic ends**
- **Influencing social growth, culture & evolution**
- **The "scoop" – the "news" value in science**
- **Entertainment value & the "wow" factor**
- **Filler versus Thriller**



The Media - Public Science The Connection

**Public Science and Media –
Not So Strange Bedfellows**



Public Science & Media: Common Ground

- **Public Science: protector of the people**
- **Public Science & social good**
- **Public Science & economics**
- **Public Science & improved quality of life**
- **Public Science & national pride**



Dealing with Media Realities

*Learn the realities of media life
and live them*



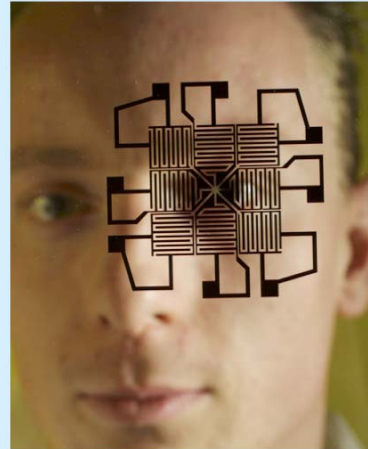
Public Science: Meeting Media needs for “News”

- Communicate “Outcomes” - not Science
- Relate the story to “real” life
- Tailor the story to specific media types & their audiences’ needs
- The “Good news” versus “Bad news” conundrum
- Explode the “myths” of selling science to media



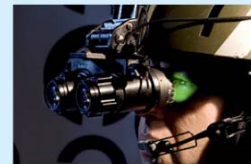
A Taste of Media Realities

- **Editors are the boss**
- **You have maybe – maybe – 3 minutes**
- **Do you know any science reporters?**
- **Scientists are their own worst enemies**
- **You are competing – a no-news day is a good-news day for science**



Meeting Media Realities

- **Local, regional, national, global – fine tune your tale**
- **Suit the medium – or lose your message**
- **Love ‘em or leave ‘em – relationships are the key to coverage**
- **Timing is everything**
- **Personality counts – Just ask any politician**
- **Train your tale tellers – chatting with media is an “art” and a “science”**
- **Be creative... be different... be quirky... be interesting ...**
- **But always – in all ways - be responsible**



The Final Lesson

It is simplicity itself:

*Relate to “their” publics
“Sell” tangible outcomes..
Talk With them, not To Them...
Respect their needs...
Respect their Agenda...*

*And the media can be a powerful
voice for public science*



Science
—at work for—
Canada

