

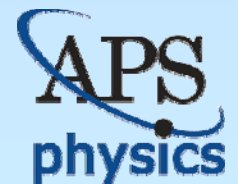
**SSRL/LCLS Users Organization
Meeting
October 2, 2007**

Communicating Science to the Public

Michael S. Lubell

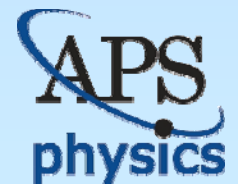
APS Director of Public Affairs

CCNY Professor of Physics



Target Audiences

- Elected Officials
- Opinion Makers
 - ✓ The Media: Print and Electronic
 - ✓ Corporate Leaders: NAM, BRT & Chambers of Commerce
 - ✓ Small Business Owners: Chambers of Commerce
 - ✓ Wall Street: NYSE, NASDAQ, Investment Banks & Equity Firms
 - ✓ Venture Capitalists
 - ✓ The Intellectual Elite
 - ✓ Educators
 - ✓ Labor Unions
- Joe Six Pack
- Soccer Moms
- Walmart Women



Communication Channels

- Personal Meetings
- Town Meetings
- Political Campaigns: Volunteer Work and Financial Contributions
- Phone Calls
- Correspondence: Letters & E-Mail
- Testimony
- Draft Legislation
- Media Releases
- Press Conferences
- Reports
- Op-Eds
- Letters to the Editor
- Interviews
- Coalitions
- Events
- Site Visits

Messaging

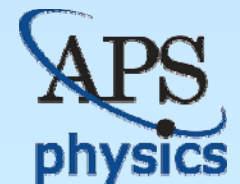
- Audience Tailoring
- Emotional Appeal
 - ✓ *The Political Brain – The Role of Emotion in Deciding the Fate of the Nation*, Drew Westen (Public Affairs Books, New York, 2007)
 - ✓ *Words that Work: It's Not What You Say It's What People Hear*, Frank Luntz (Hyperion, New York, 2007)
 - ✓ Love
 - ✓ Fear
- Language
 - ✓ Declarative
 - ✓ Free of Jargon
 - ✓ Active not Passive
- Facts and Figures
- Anecdotes and Personal Stories

Task Force on the Future of American Innovation

National Press Club Rollout February 16, 2005

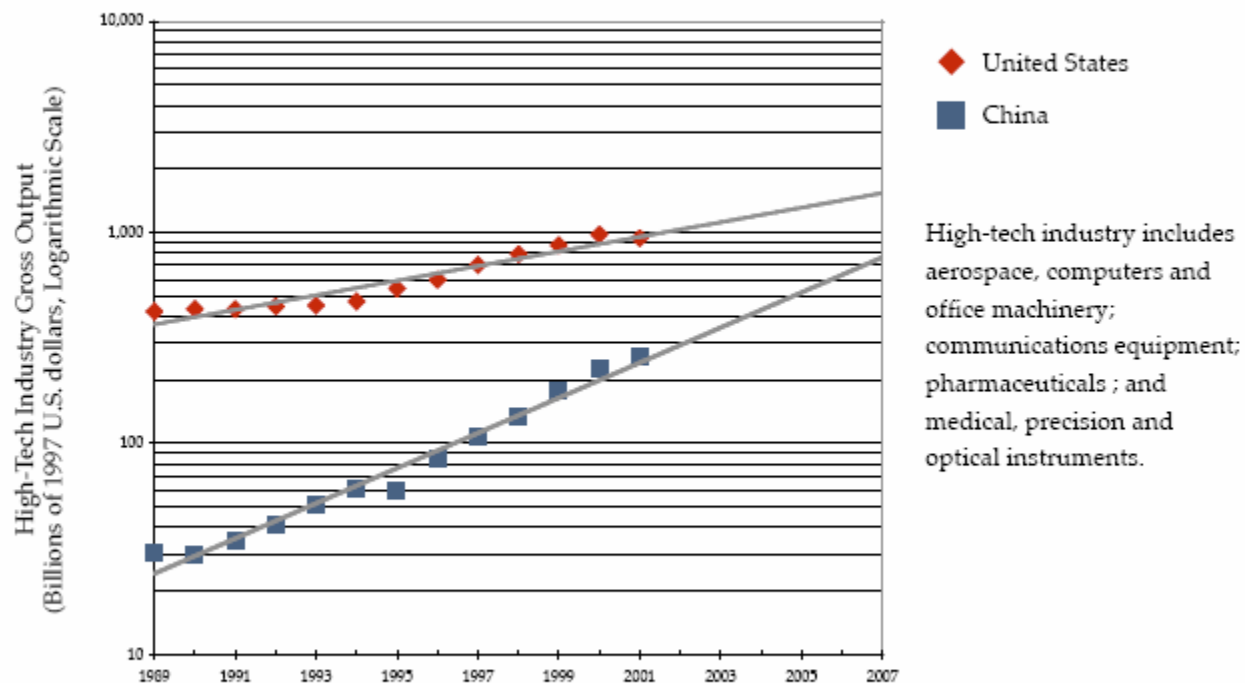
Task Force on the Future of American Innovation

*Benchmarks of our Innovation Future
Made Possible Through ...*



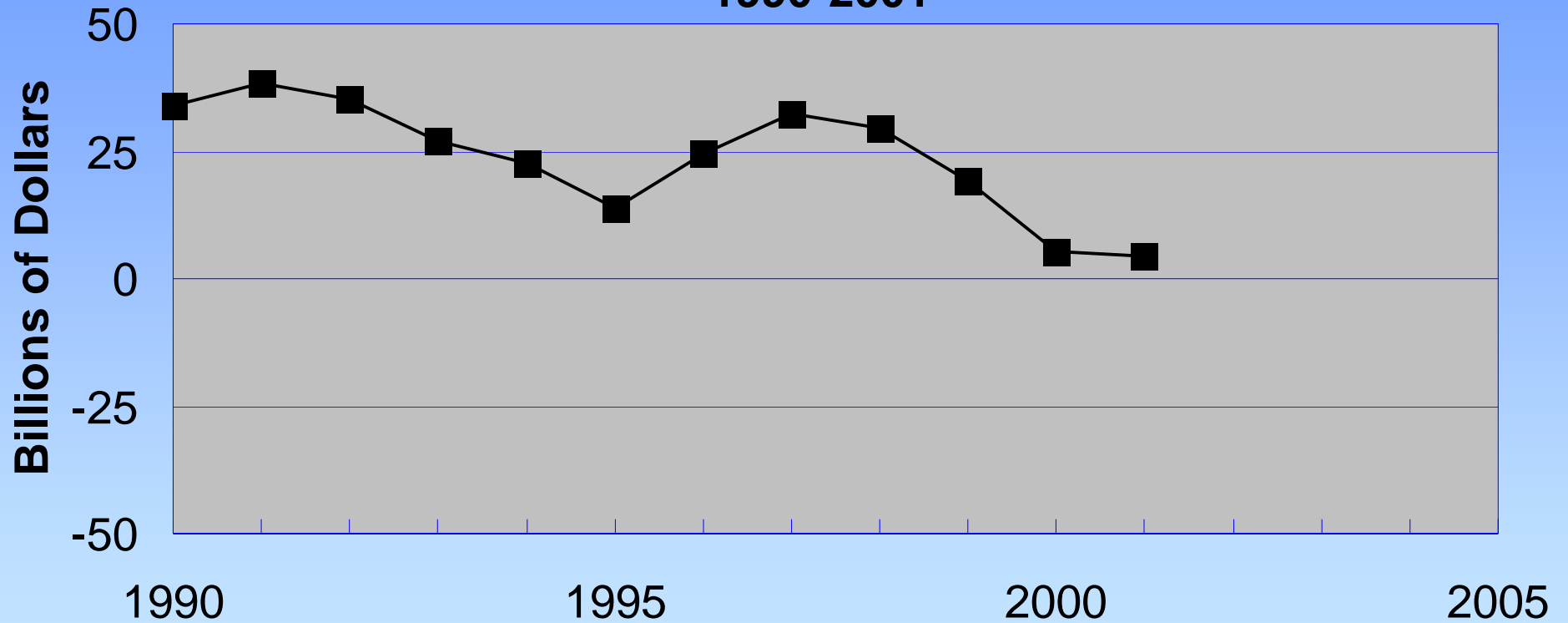
High-Tech Economy

HIGH-TECH INDUSTRY OUTPUT: CHINA RAPIDLY GAINING ON U.S.



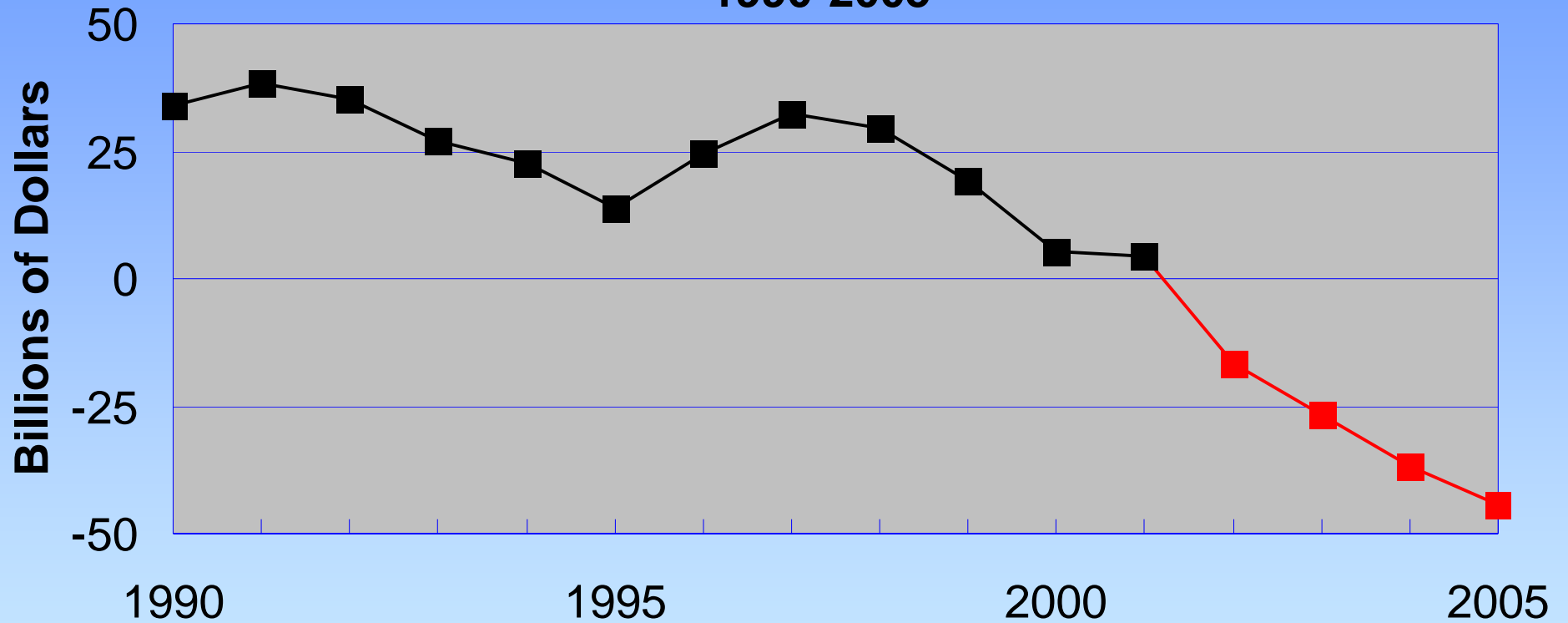
Source: National Science Foundation, *Science and Engineering Indicators 2004*, Appendix Table 6-1.
Compiled by the APS Office of Public Affairs

U.S. Trade Balance for Advanced Technology Products 1990-2001



Source: U.S. Census Bureau Foreign Trade Statistics, *U.S. International Trade in Goods and Services*
Compiled by the APS Office of Public Affairs.

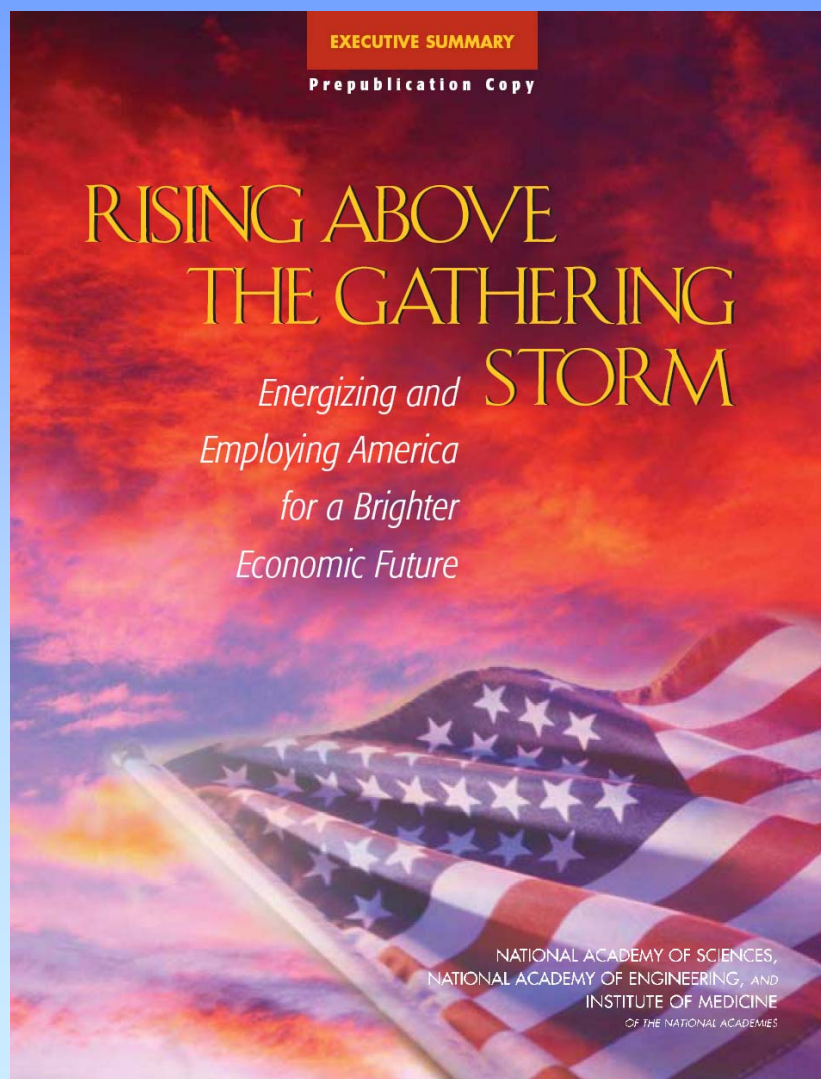
U.S. Trade Balance for Advanced Technology Products 1990-2005



Source: U.S. Census Bureau Foreign Trade Statistics, *U.S. International Trade in Goods and Services*
Compiled by the APS Office of Public Affairs.

National Academies Report

Rollout October 12, 2005



Op-Eds How To

- “And Now a Word from Op-Ed,” *The New York Times* **OP-ED** Sunday, February 1, 2004
- You may like your own “voice,” but the editor doesn’t. What then?

Op-Eds How To

- “And Now a Word from Op-Ed,” *The New York Times* **OP-ED** Sunday, February 1, 2004
- You may like your own “voice,” but the editor doesn’t. What then? The editor is right.
- Read Op-Eds that the paper has published.
- Use current (local) news as a “hook.”

If You Come To Washington

- Make a Hill visit.
- Contact us (opa@aps.org or 202-662-8701).
- Read up on your Members of Congress.
- We'll give you pointers on what to say.
- And how to conduct your meeting.