Strategic Communication at the National Academies of Sciences, Engineering, and Medicine: Everglades Studies and Beyond

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National Academies

April 18, 20117

# The National Academies of Sciences, Engineering, and Medicine

- Advising the Nation.
- Advancing the Discussion.
- Connecting New Frontiers

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Set Communication Goals

Identify Audiences

Develop Messages

Select Vehicles

Implement

Monitor & Evaluate

Goals and Objectives

Set Goals

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Identify Audiences

↓

Develop Messages

↓

Select Vehicles

↓

Implement

↓

Monitor & Evaluate
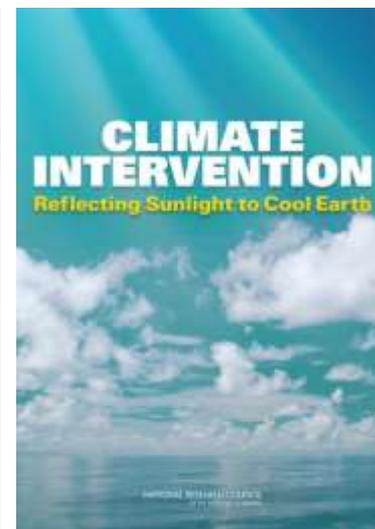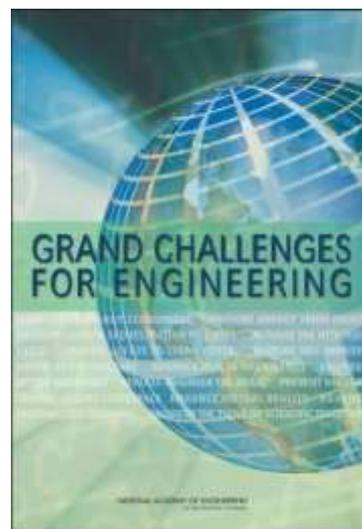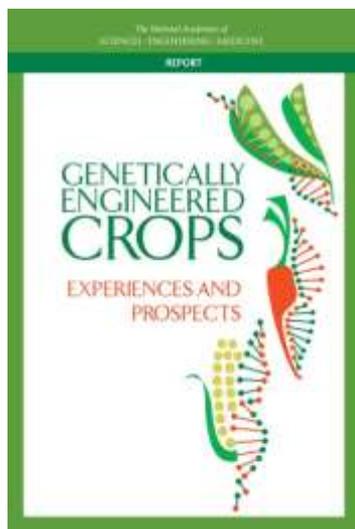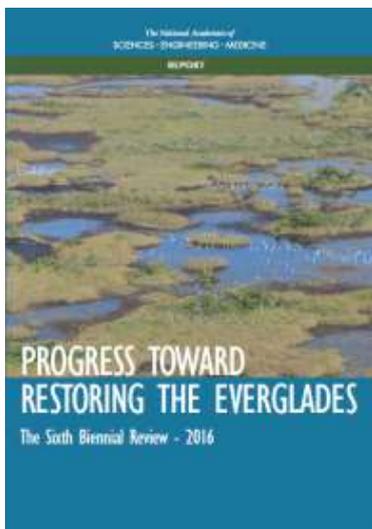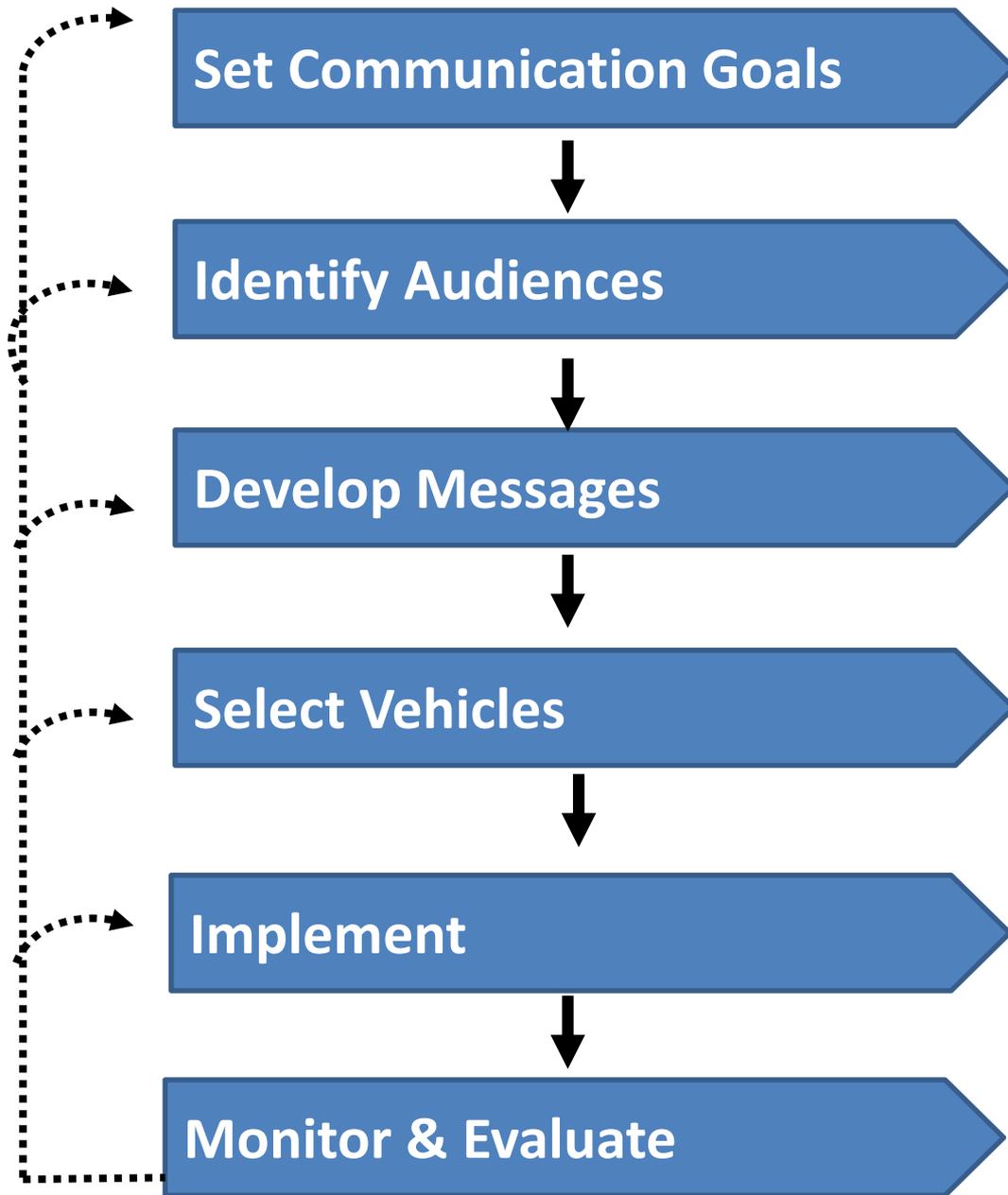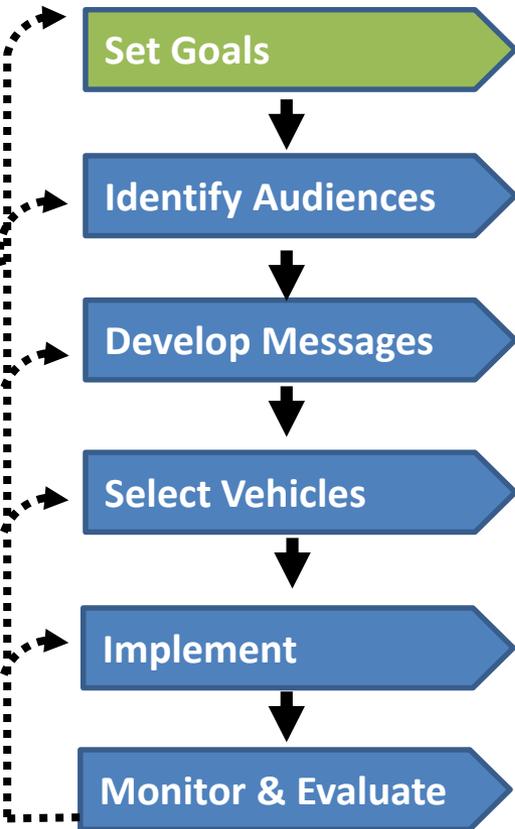
Overarching:

- Positive impact on public policy and enhance public awareness

Everglades:

- Provide impartial review of progress toward ecosystem restoration goals
  - Communicate to Congress/public
- Motivate change in restoration program where needed to achieve goals

Identify Audiences, Targets for Impacts

Legislation & Regulation

Government Policy or Program

Discipline or Community

Individual/Student Knowledge

Broad Society

International

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Identify Audiences

Set Commun. Goals

Identify Audiences

Develop Messages

Select Vehicles

Implement

Monitor & Evaluate
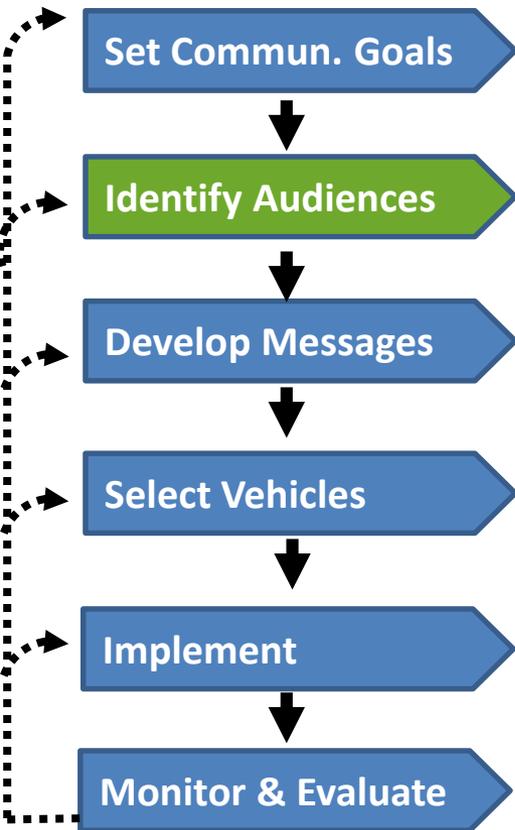
Everglades:

- Congressional staff

- Program decision-makers

- Program staff

- Interested stakeholders

Genetically engineered crops:

- + General public

Identify Important Messages

Set Commun. Goals

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Identify Audiences

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Develop Messages

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Select Vehicles

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Implement

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Monitor & Evaluate
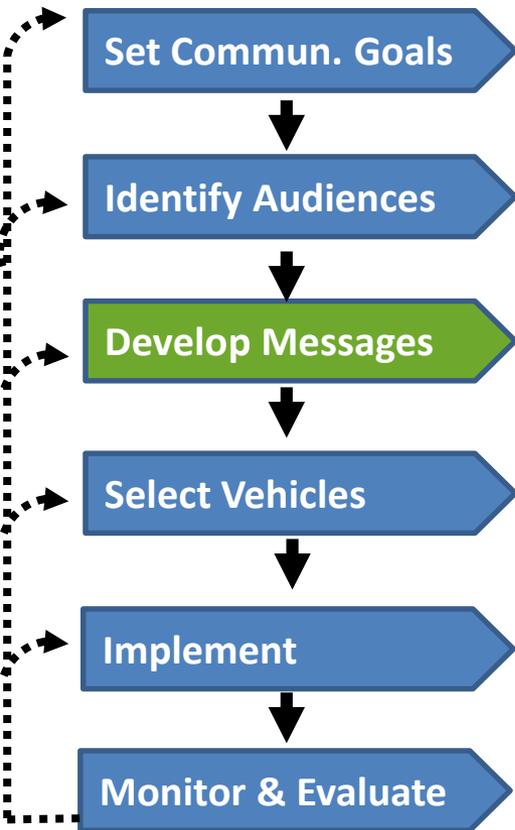
- Identify and highlight the key messages
- Know your elevator speech (and use it)!

Communication Vehicles: What are the best ways to engage your audience?

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│ Set Commun. Goals   │
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┌─────────────────────┐
│ Identify Audiences  │
└─────────────────────┘
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┌─────────────────────┐
│ Develop Messages    │
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┌─────────────────────┐
│ Select Vehicles     │
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┌─────────────────────┐
│ Implement           │
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│ Monitor & Evaluate  │
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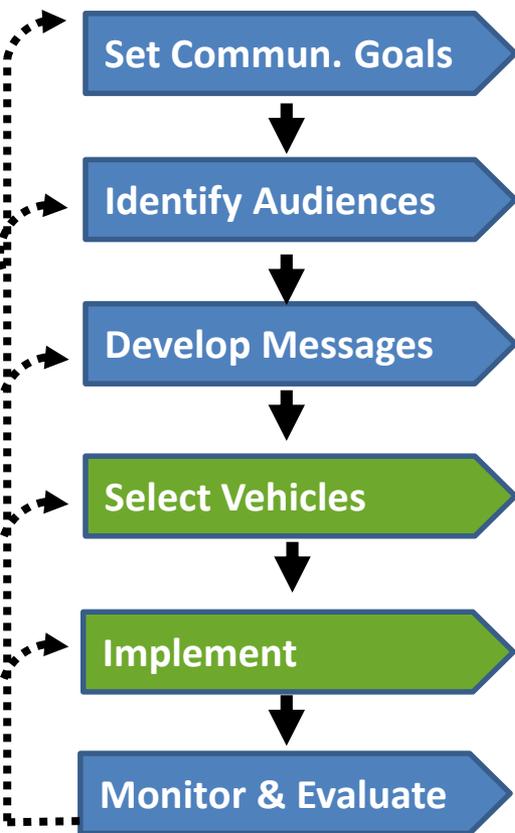
- Traditional media

- Face-to-face

- Online (video, websites)

**Choices depend on budget, messages to communicate, goals, audience, and desired impact.**
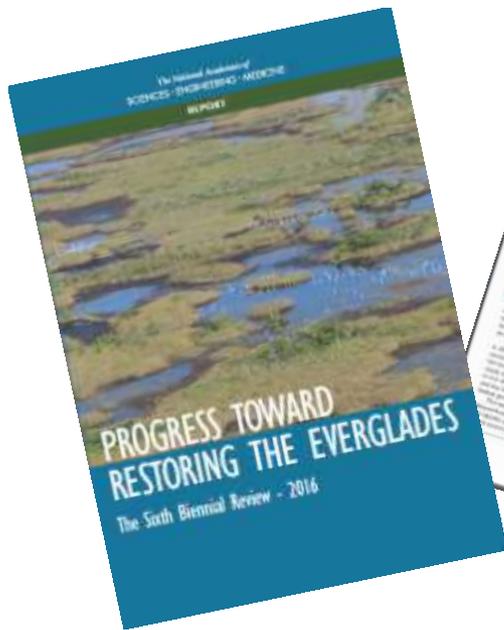
2016 Everglades Biennial Report

- Website
- Open meetings
- Report (book-length)
- Report in Brief
- Webinar
- In-person briefings
- Email listserv

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NAE Grand Challenges (2008)

- Website, blog, news
- Videos
- Report (short, brochure-like)
- 7 regional summits
- 1 national and 3 global summits
- K-12, university adoption
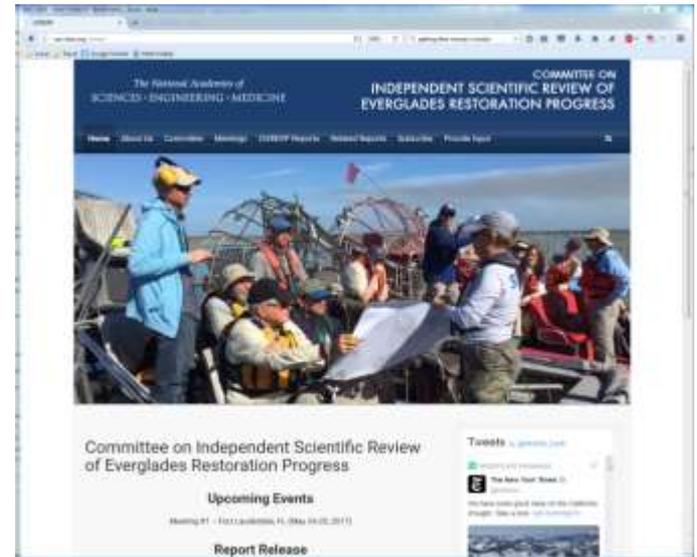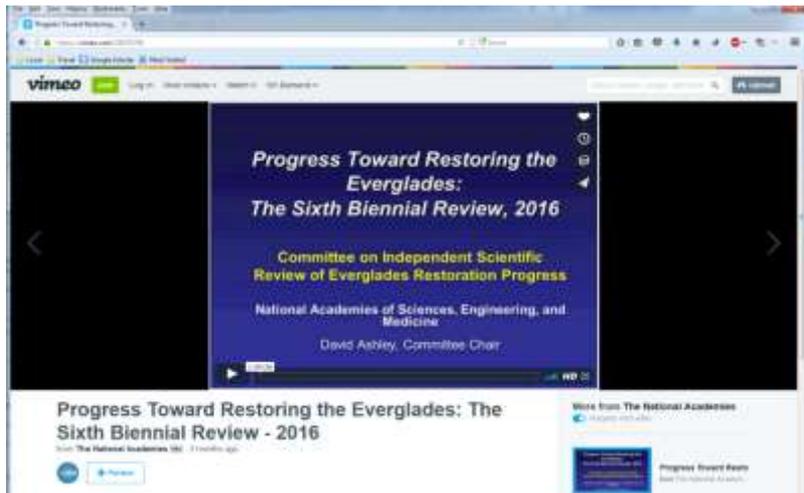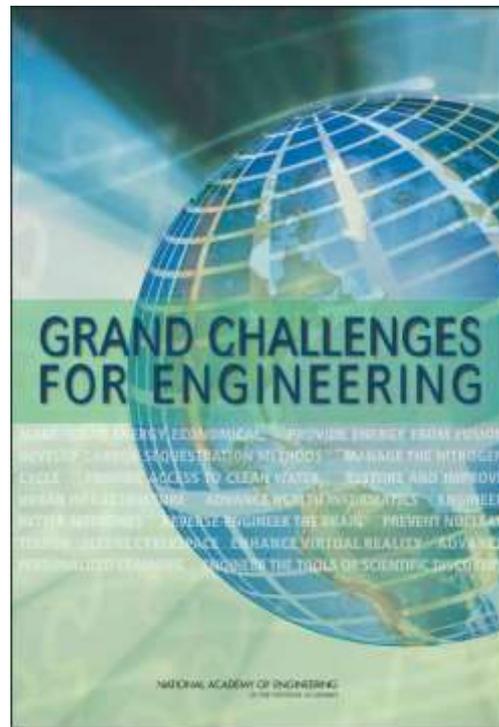
POPULAR

Engineering for You Video Contest 2 (E4U2)
Read More

Jimmy Carter on the Needs of the Poor
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Ed Catmull on Energy
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Norm Augustine on the Nature of Challenges
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Xu Kuangdi on Fusion, IT, and Biotech
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21st Century Innovations
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Genetically Engineered Crops

Website
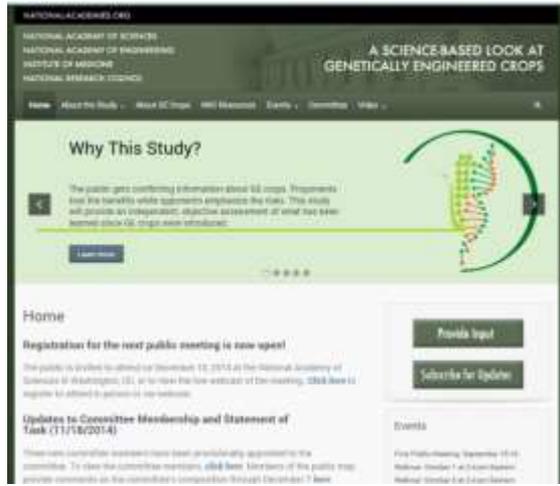
Videos on Study Objectives, all meetings

15 Topical webinars,

Blogs

@NASciences_Ag
#GECropStudy
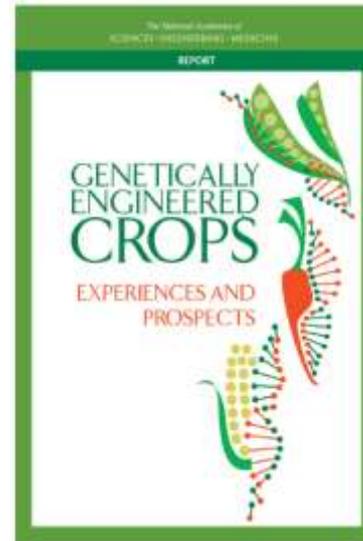
>35,000 report downloads
2,520 registrants to webinars
1,800 subscribers to email updates
870 Twitter followers

Monitor and Evaluate

Set Commun. Goals

Identify Audiences

Develop Messages

Select Vehicles

Implement

Monitor & Evaluate
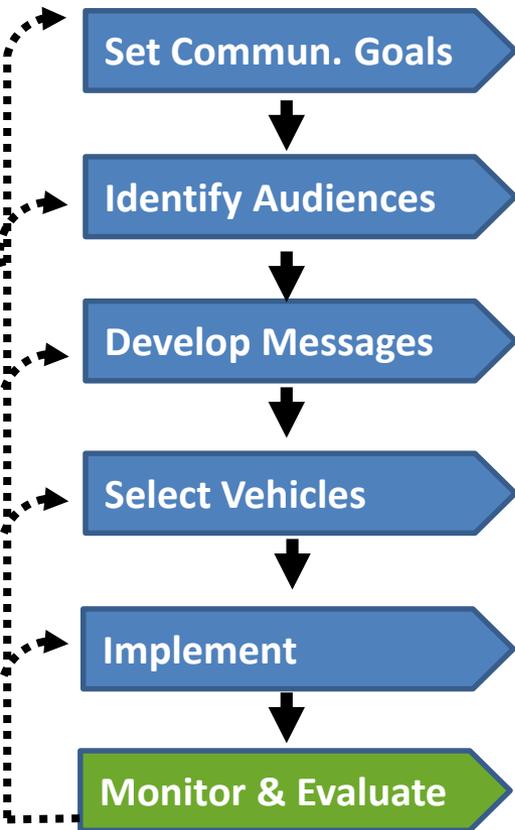
- Impact reports
- National Academies Press: NAXchange
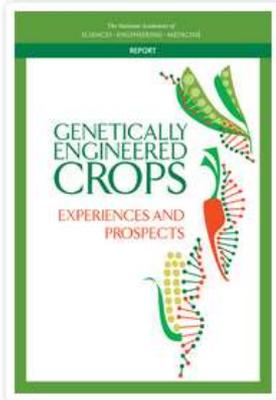
Genetically Engineered Crops:

Experiences and Prospects (2016)

📘 Report

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💬 *What is a prepublication?*

| Overview | Contents | **Resources** | Multimedia | Research | Rights | Stats |

📄 Press Release   📄 Report Highlights PDF

Links

First Public Meeting: September 15-16, 2014
The archive of materials and videos of the presentations, discussions, and public comment periods from the two-day public meeting of the committee on September 15-16, 2014.

Second Public Meeting: December 10, 2014
The archive of materials and videos of the presentations, discussions, and public comment periods from the public meeting of the committee on December 10, 2014.

Workshop: Pest Management Practices
The Workshop on Comparing the Environmental Effects of Pest Management Practices Across Cropping Systems was held on Wednesday, March 4, 2015. The major goals were to examine trade-offs in pest management approaches for weeds, insects, and diseases and compare environmental effects between different cropping systems, including GE and non-GE systems.

PDF Downloads Over Time
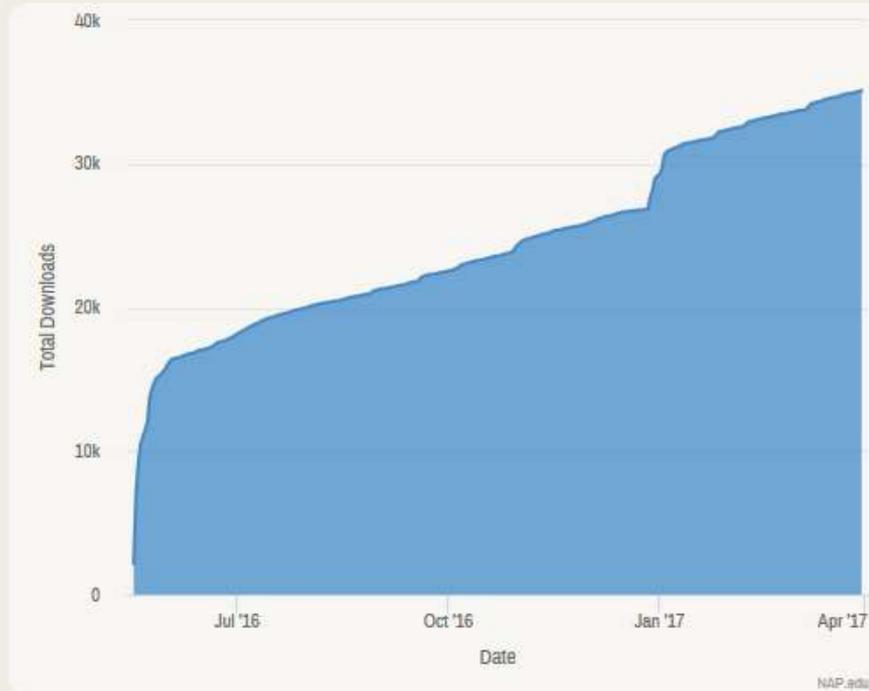
PDF Downloads by Country

Altmetric Score

2520
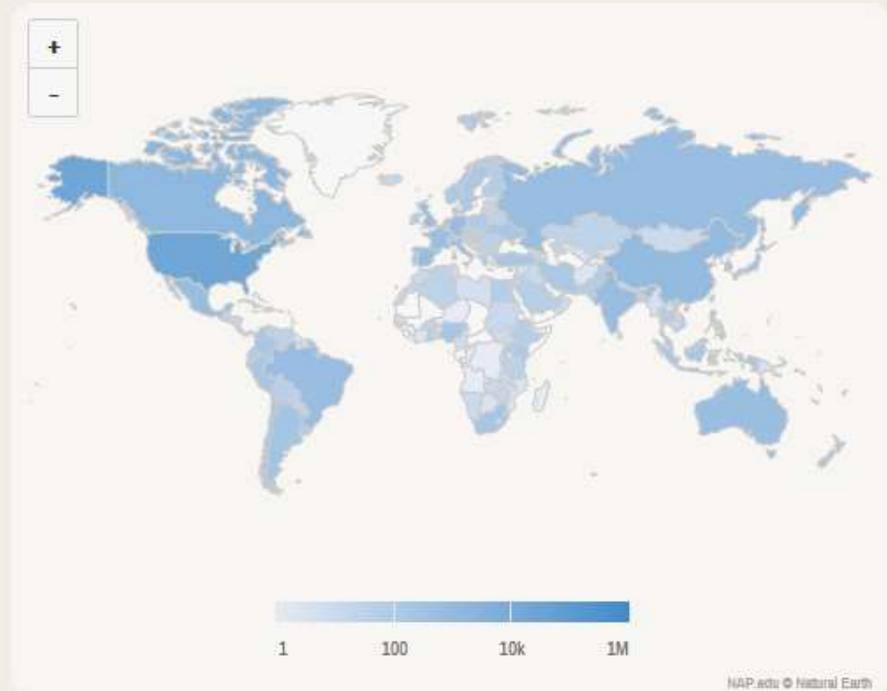
Mentioned by:
- **194** news outlets
- **31** blogs
- **13** Wikipedia pages
- **945** tweeters
- **102** Facebook posts
- **10** Google+ users
- **2** videos
- **2** policy sources

What is an Altmetric score?

Altmetric calculates a score based on the online attention a publication receives. Each colored thread in the circle represents a different type of online attention and the number in the center is the Altmetric score. The score is calculated based on two main sources of online attention: social media and mainstream news media. Older publications will typically score higher because they have had more time to get noticed.

For a more detailed description of Altmetric, the Altmetric score, and sources used, please see our Altmetrics information page.

NAXchange
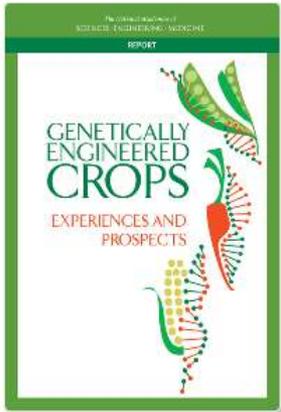
Genetically Engineered Crops: Experiences and Prospects

Committee on Genetically Engineered Crops: Past Experience and Future Prospects; Board on Agriculture and Natural Resources; Division on Earth and Life Studies; National Academies of Sciences, Engineering, and Medicine

PDF Download Comments from NAP.edu

Export Comments   **Export Keywords**

We will use it to enable accurate advocacy for the organic sector in South Africa through the sector body - South African Organic Sector Organisation - SAOSO. Thank you. ★

someone@saoso.org
South Africa 🇿🇦

I want to think more and full about GMO and maybe share it to my friends. Thanks a lot. ★

someone@gmail.com
Viet Nam 🇻🇳

I am a university faculty member who teaches a World Food Issues course at the undergraduate level and a Current Issues in Agronomy course at the graduate level. I will use this for my classes ★

someone@iastate.edu
United States 🇺🇸

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Summary

- Exploring new approaches to reach target audiences
- Increasing efforts on communications throughout the study
- Continuing to learn through each project!