



Science & Technology
Facilities Council



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Julia Maddock
Senior Press Officer



Corporate Planning and Communication Directorate

Staff 31

- Planning & Analysis
- Process Management
- Events
- Publications
- Media Relations
- Monitoring & Evaluation
- Public Affairs
- E-Communications
- Internal Communications
- Corporate Identity



Aims

- **Increase Awareness:**
scientific/social and economic value and benefits of R & D in fundamental physics
- **Increase Recognition:**
strategic role that the Council plays in generating these benefits; UK's role in the world
- **Position the Council:**
participate/exert greater influence in national and international science policy formulation and decision making
- **Gain and Increase Support:**
The Council's bids to secure increased funding for the Council's science



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Objective

Win Increased Funding



Directs, co-ordinates and funds research in

- Particle Physics
- Astronomy
- Particle Astrophysics
- Space Science
- Nuclear Physics
- Synchrotron Radiation
- Neutron Sources
- High Power Lasers

⇒ National, European & International
Programmes

Budget £678M (€ 975M)



Media Team

Head of

Media Relations : Peter Barratt

Press Officers : Gill Ormrod (until end December)

Julia Maddock

Natalie Bealing (RAL)

Eleanor Gilchrist [ATC]

Wendy Taylor [DL] (w/c 3rd Dec)



Media opportunities

- Published Papers
- Conferences/seminars
- Research results
- Project construction milestones
- Facility/project/mission launch events
- R&D developments
- Future policy initiatives
- Knowledge Exchange/Economic Impact
- People



Target Audiences

- Media
- **Government/Parliament/Opinion Formers**
- General Public
- Science Community [national/international]
- Industry and Commerce
- Education sector

National/International



Channel Activities

- **Media Relations**
 - **Press Releases**
(Database + AlphaGalileo/Eurekalert/AAAS)
 - **Journalist Briefings**
 - **Field Trips**
 - **Press Conferences**
 - **Media Information Point**



Media Strategy

Tactics

- Prime Focus on UK Involvement
 - Quotes/Interviews: Scientists/Government/Funding Agency
 - Highlight Institutes/Industry
 - Contact Details for UK Scientists (University/Institute Name Check)
 - Contact Details for Press Office

Promote/Highlight Lead Agency (ESA/NASA/CERN/ESO/ILL/ESRF etc)

- Quotes from Lead Agency Project Scientist/Official
- Representation at Briefings/Conferences
- Scientist/Press Office Contacts

Inclusive, but UK focused



Take Home?

- Get in Touch! And do it EARLY.
- We want to promote YOUR science
- This could be the key to YOUR future funding!