

InterAction Collaboration Peer Review at TRIUMF Laboratory

Subcommittee on media

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Findings

- Comprehensive presentation covered all key aspects
- Media strategy well aligned with 5-year plan
- Strong use of traditional media channels
- We saw few examples of the use of graphics, animations and photographs

Findings (cont'd)

- Little evidence of active building of relationships with leading national and international science journalists
- Low use of emerging and new media, such as blogs, Wikis, social networking

Comments

- Very ambitious media plan especially given current resources
- A potential risk arises from any staff member able to speak in TRIUMF's name
- Greater development of graphics, animations, photographs and video B-roll is necessary for today's visual-based media

Comments (cont'd)

- Developing personal professional relationships with leading national and international science journalists can be a very effective means of generating the national stature desired by TRIUMF
- TRIUMF's traditional press releases consume significant resources and appear to have limited effectiveness in generating media coverage
- TRIUMF may be missing media opportunities offered by Web 2.0

Recommendations

- Give higher priority to developing personal professional relationships with leading national and international science journalists.
- Obtain funding necessary to develop graphics, animations, photographs and video B-roll necessary for today's visual-based media.
- For media plan as currently envisioned, an additional full-time media relations person is necessary.

Recommendations (cont'd)

- TRIUMF should consider using strategic placement of promotional ads and free-space opinion articles in local newspapers to keep the laboratory in the Canadian political spotlight
- TRIUMF should explore the media opportunities offered by Web 2.0 such as social networking, twitter, YouTube, Wikis, blogs...
- TRIUMF should work toward systematizing press interactions with the laboratory staff
- SPC should consider reserving the use of press releases to the kind of developments generally shown to have news value for the mass media. Announcements such as formal signings of MOUs can be posted on the website or emailed to niche trade publications.