

Office of Legislative and Public Affairs' Vision

OLPA's vision is to advance awareness of NSF and its entire mission through strategic communications to external audiences.



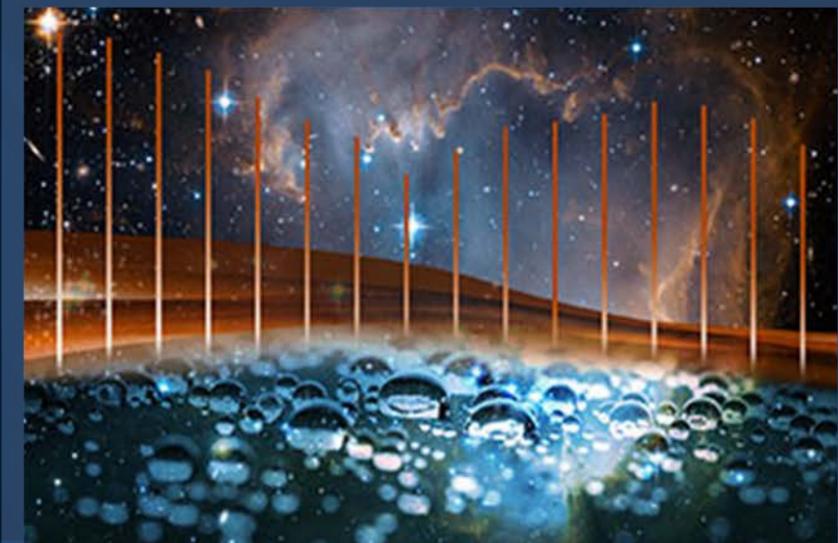
NSF invests in basic research ,and people to create knowledge that transforms our future



OLPA's Goals and Priorities

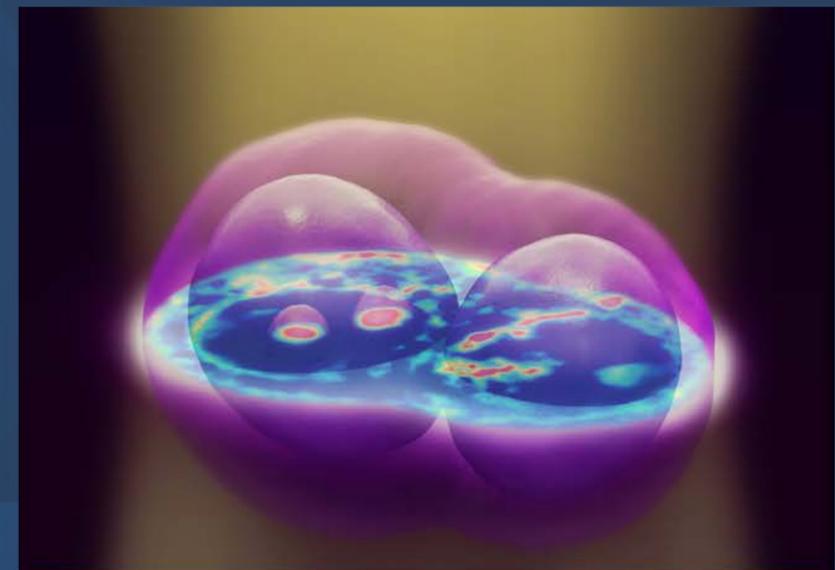
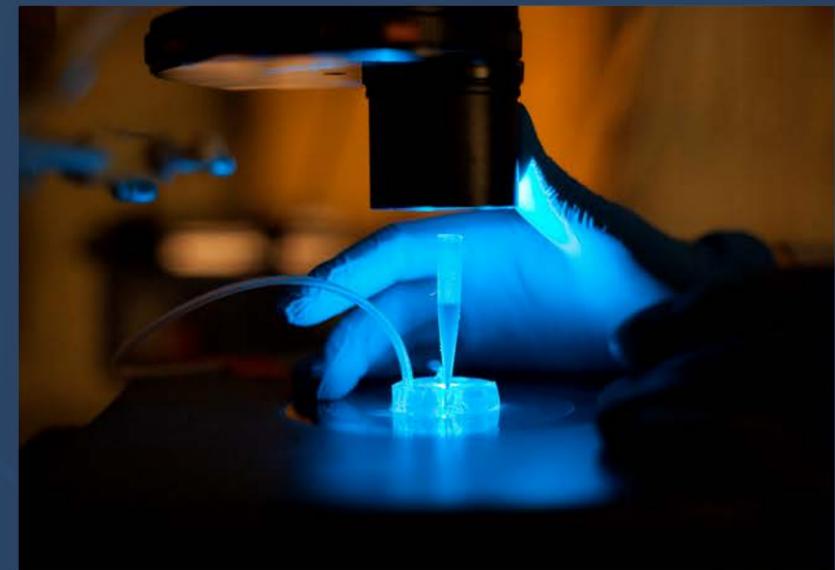
NSF as a whole makes engaging the public and increasing scientific literacy a priority. OLPA's role in this priority is to strategically communicate the successes of NSF-funded research to a broader audience. In this way we help ensure NSF maintains the resources and support needed to accomplish its objectives. To be effective in this role, we:

- 1) Broaden awareness and understanding of NSF.
- 2) Communicate NSF's vital mission.
- 3) Highlight our success stories.
- 4) Strengthen NSF's brand and image.
- 5) Leverage the expertise and credentials of NSF's leadership.

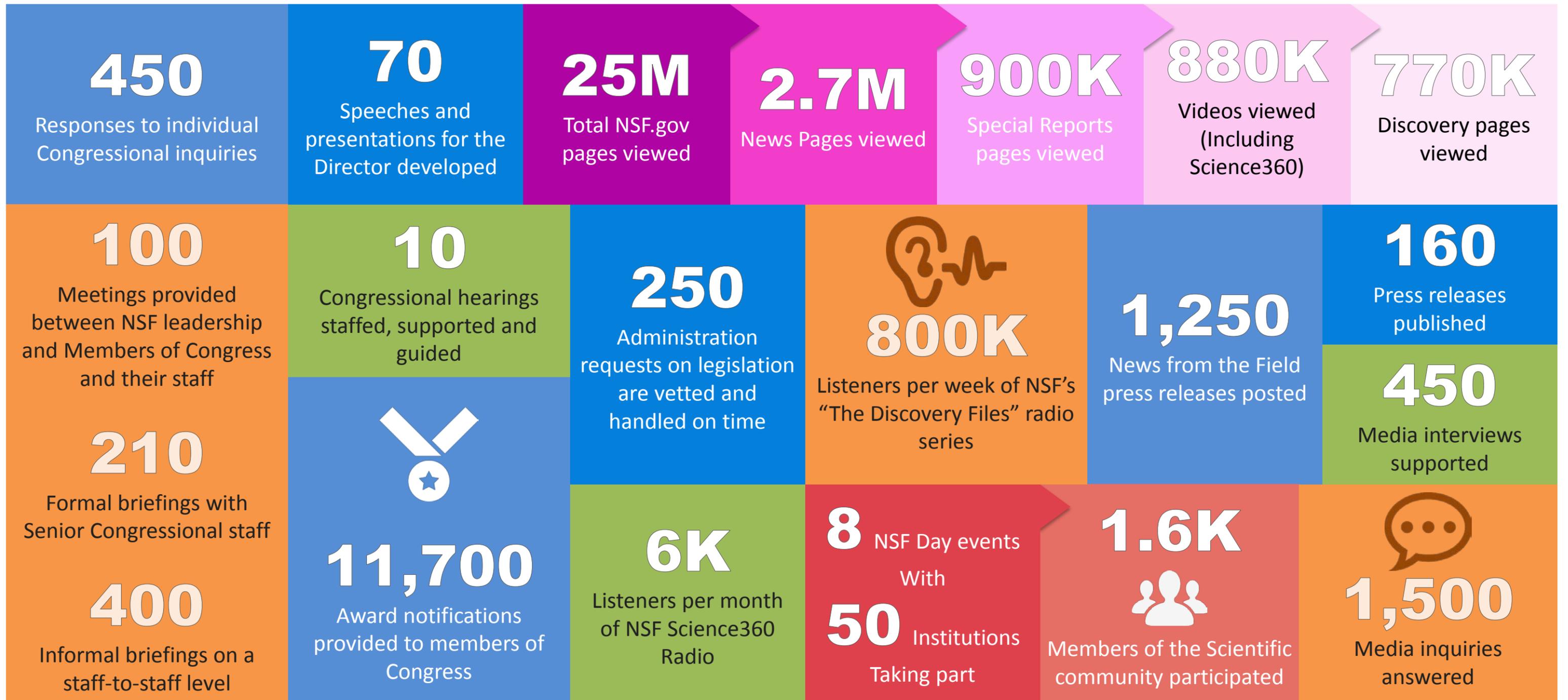


Understanding our Agency

- NSF has the advantage of distributing 93% of our budget through the merit review process, setting us apart from most government agencies.
- We fund fundamental science across all disciplines and thus are faced with a longer lead time for seeing the results of NSF-funded research.
- NSF is not only different from other agencies in culture, but in our mission. We have advantages that may not be shared by a regulatory agency.

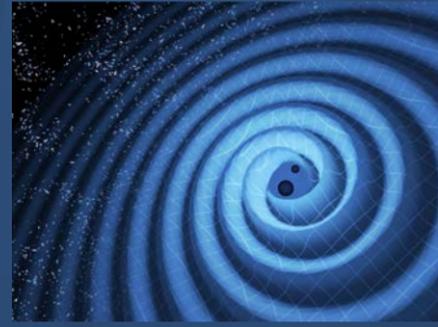


OLPA: Snapshot of the Past Year



Objectives By Team

- Public Affairs and Media Relations Team
- Congressional Affairs Team
- External Affairs Team
- Multimedia Team
- Web Team
- VIS Team



Public Affairs and Media Relations Team

OLPA engages in a robust distribution of news and information through press releases, social media, and more



NSF National Science Foundation
WHERE DISCOVERIES BEGIN

LIGO

#einsteinwasright

A century ago, Albert Einstein predicted gravitational waves – ripples in the fabric of space-time that result from the universe's most violent phenomena. NSF-funded researchers, using one of the most precise instruments ever made – the Laser Interferometer Gravitational-wave Observatory (LIGO) – have detected gravitational waves that emanate from 1.3 billion years ago.



NSF's Social Media Presence

Facebook



+410K likes

Twitter



+837K
followers

Instagram



New
+667 followers

YouTube



+6.6M views

Vine



+3.7M loops
+12.6K followers

Pinterest



+30K views

LinkedIn



+39K
followers

Flickr



+467K views

Tumblr



+14K
followers

Medium



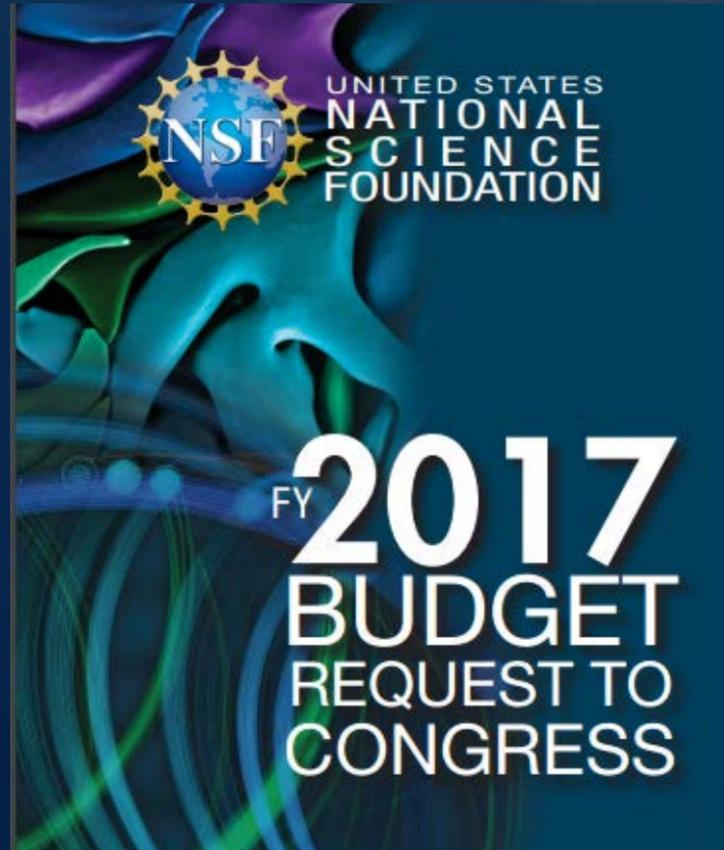
17K views
17.5K followers

Usage metrics since inception,
current as of July 2016

www.nsf.gov/social



Congressional Affairs Team



2017 Budget Rollout

The first of its kind at NSF, we hosted Senate side and House side briefings to present our Budget directly to Congress on the Hill



External Affairs Team

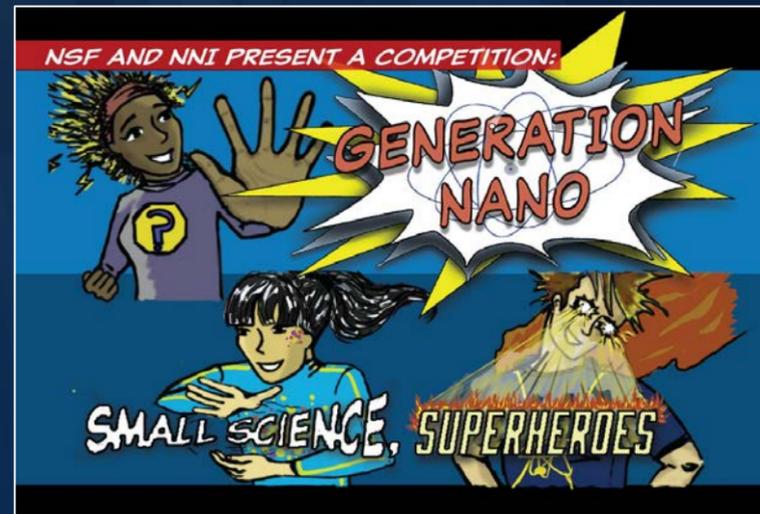
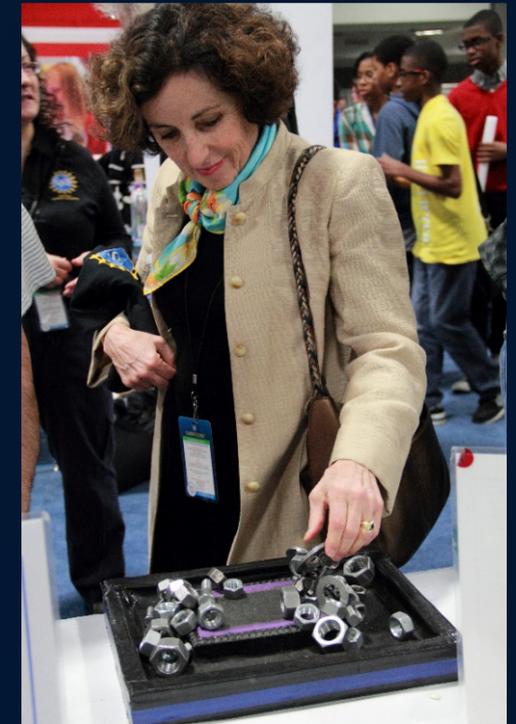
THE **VIZZIES** VISUALIZATION CHALLENGE



Do you love animating data, creating science apps, or taking macrophotographs? Your handiwork can receive its due glory and win you cash prizes.

POPULAR SCIENCE 

OPEN NOW



Generation Nano
115 submissions from across the country, 281 online voters, featuring videos from Stan Lee and Wil Wheaton as MC



Multimedia Team

Original audio and video products distributed via YouTube, OLPA's Science360.gov, commercial radio, social media, an NSF-operated Roku channel, and national broadcasters

PBS NEWSHOUR SUBSCRIBE FOLLOW US

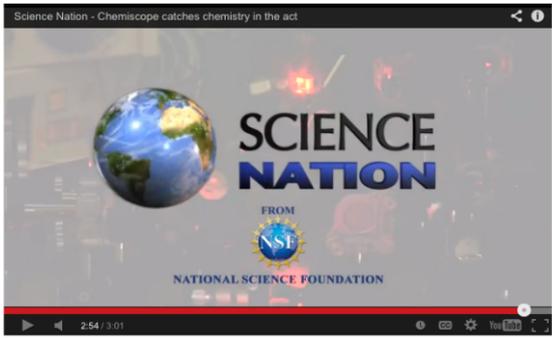
TOPICS > SCIENCE

Watch atoms as they 'hula hoop' inside a molecule

BY REBECCA JACOBSON March 18, 2014 at 6:46 PM EDT

646 45 +1 EMAIL

Science Nation - Chemiscope catches chemistry in the act



Have you ever seen molecules bond, break or hula hoop? Chemist Ara Apkarian has. He and his team at the University of California Irvine are developing the chemiscope, a laser-powered device that allows scientists to watch molecules like the hula-hooper, he says. Each molecule is a tiny ball of atoms that can be observed how it moves.

SUPPORT FOR PBS NEWSHOUR PROVIDED BY



NO CHALLENGE TOO BIG. NO PROBLEM TOO COMPLEX. THIS IS WHAT INSPIRES US.

THE RUNDOWN



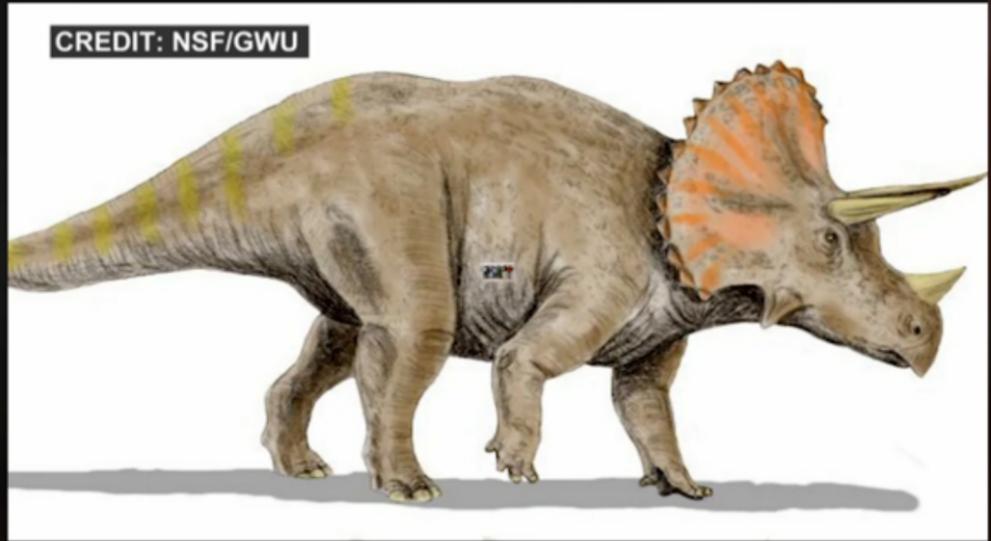
NASA halts engagement with Russia in response to 'violation of Ukraine's sovereignty'

FDA approves at-home heroin overdose test

NBC NEWS ONGOING: BOWE BERGDAHL RELEASED ISIS TERROR

U.S. WORLD LOCAL POLITICS HEALTH TECH SCIENCE POP CULTURE BUSINESS INVESTIGATIONS SPORTS MORE NIGHTLY FOLLOW NBC

CREDIT: NSF/GWU



Gobi Desert has discovered a new species of plant-eating dinosaur, which was about the size of a spaniel.

tKN the Knowledge Network

Brought to you by the National Science Foundation



France A. Córdoba
Director, National Science Foundation



EXPLORERS OF THE BRAIN

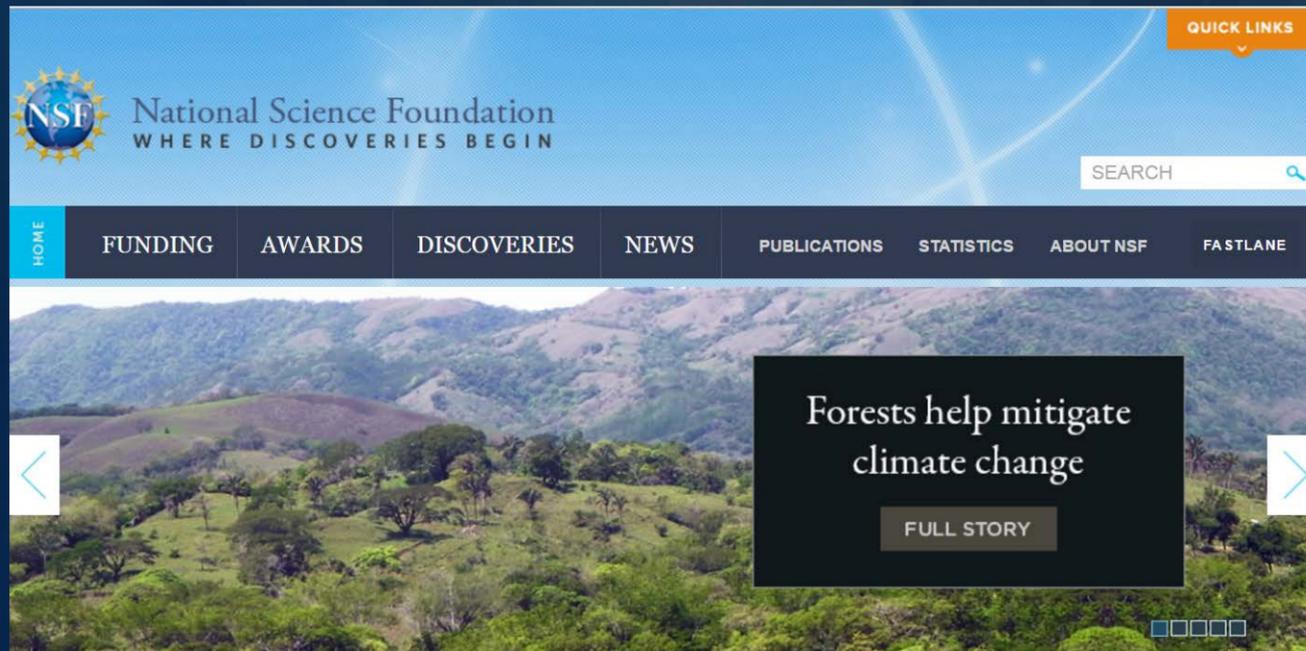
Research from the frontiers of neuroscience

	A	B	C	D	E	F
1	Explorers of the Brain 10/8/15					
2	City	State	Station	Date	Day	Time
3	Chicago	IL	WBEZ 91.5 FM	8.2.15	Sunday	8pm
4	San Francisco	CA	KQED 88.5 FM	7.30.15	Thursday	8pm
5	Houston	TX	KUHF 88.7 FM	TBA		
6	Washington	DC	WAMU 88.5 FM	7.12.15	Sunday	6pm
7	Atlanta	GA	WABE 90.1 FM	7.19.15	Sunday	9pm
8	Boston	MA	WGBH 89.7 FM	6.21.15	Sunday	8pm
9	Charlotte	NC	WFAE 90.7 FM	7.26.15	Sunday	7pm
10	Hickory	NC	WFHE 90.3 FM	7.26.15	Sunday	7pm
11	Tallahassee	FL	WFSU 88.9 FM	7.17.15	Friday	7pm
12	Sacramento	CA	KQEI 89.3 FM	7.30.15	Thursday	8pm
13	Austin	TX	KUT 90.5 FM	7.3.15	Friday	9pm
		OH	WCPN 90.3 FM	8.17.15	Monday	9pm
		UT	KCPW 88.3 FM	7.24.15	Friday	10am
		MO	KCUR 89.3 FM	8.9.15	Sunday	7pm
		OK	KWGS 89.5 FM	7.2.15	Thursday	12pm
		VA	WCVE 88.9 FM	8.9.15	Sunday	6pm
		FL	WUFT 89.1 FM	8.28.15	Friday	1pm
		WI	WHA 970 AM	7.27.15	Monday	6pm
		ID	KBSX 91.5 FM	8.16.15	Sunday	8pm
		LA	KDAQ 89.9 FM	6.21.15	Sunday	6pm
		VA	WYAU 89.5 FM	7.12.15	Sunday	6pm
		WV	WVEP 88.9 FM	7.21.15	Tuesday	8pm
		WI	WHID 88.1 FM	7.27.15	Monday	6pm
		WV	WVPB 88.5 FM	7.21.15	Tuesday	8pm
		FL	WFSW 89.1 FM	7.17.15	Friday	7pm
28	Wheeling	WV	WVNP 89.9 FM	7.21.15	Tuesday	8pm
29	Ocean City	MD	WRAU 88.3 FM	7.12.15	Sunday	6pm
30	University Park	PA	WPSU 91.5 FM	10.4.15	Sunday	8pm
31	Beckley	WV	WVBY 91.7 FM	7.21.15	Tuesday	8pm

Sheet1 Sheet2 Sheet3

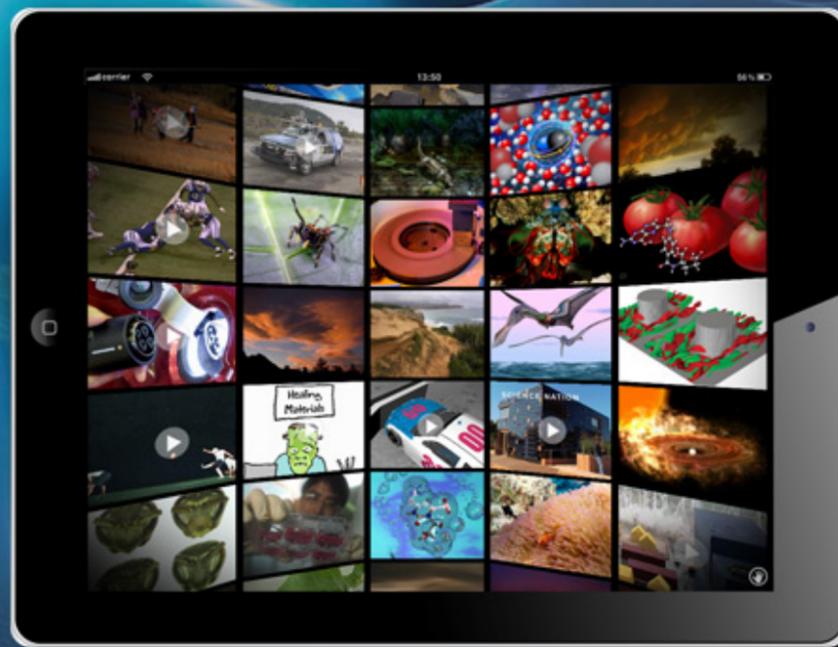
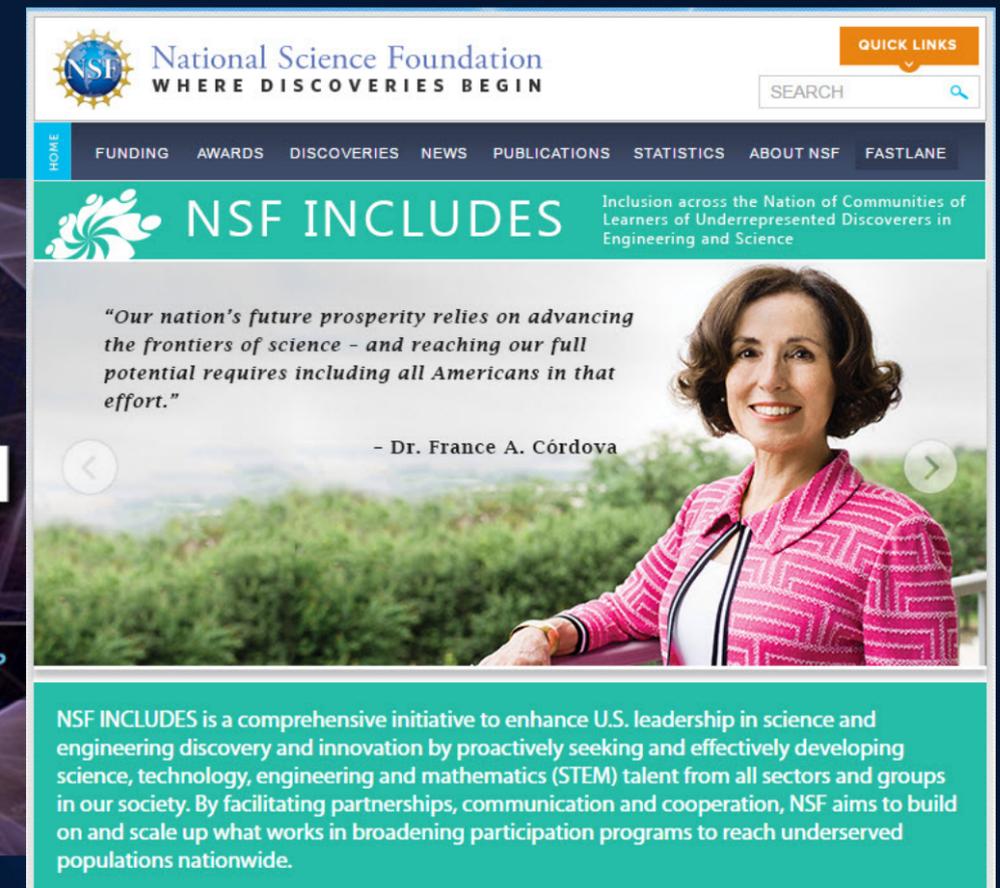


Web Team



NSF.gov Website Overhaul

An ongoing initiative to align our content with what key audience demographics want and expect as determined by surveys, focus groups, and other feedback mechanisms



Science360 for iPad

Fingertip access and sharing for breaking science news in video and spectacular high-resolution images.

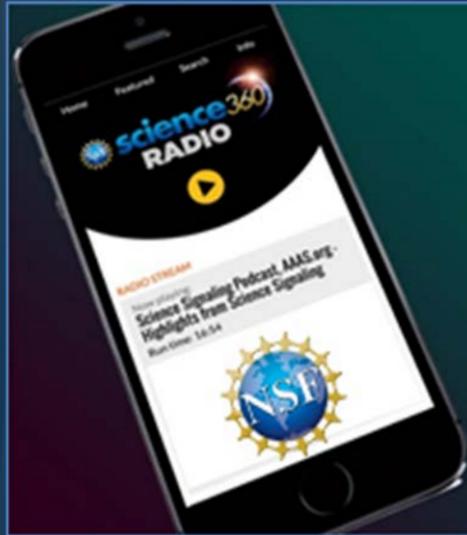


VIS Team

The VIS team supports OLPA, as well as the entire agency, by creating products such as PowerPoints, factsheets, newsletters, posters, press releases and social media



Director's Newsletter



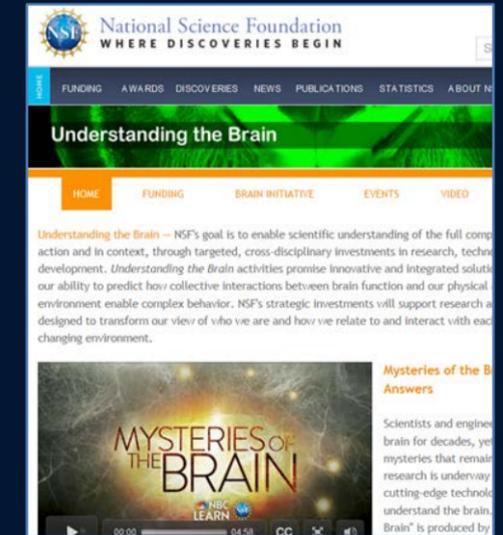
Mobile Apps



Brochures & Printed Products



Exhibits



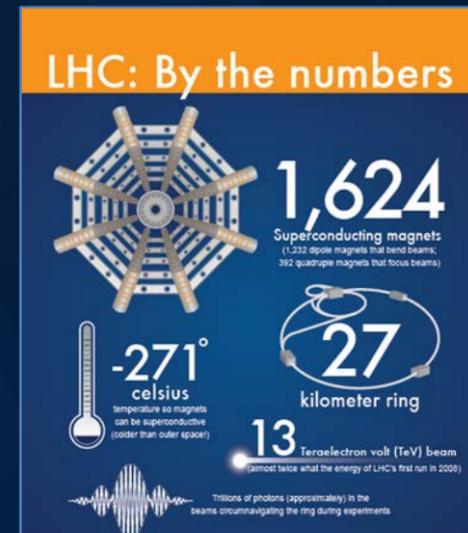
Websites



Copyright



Speeches



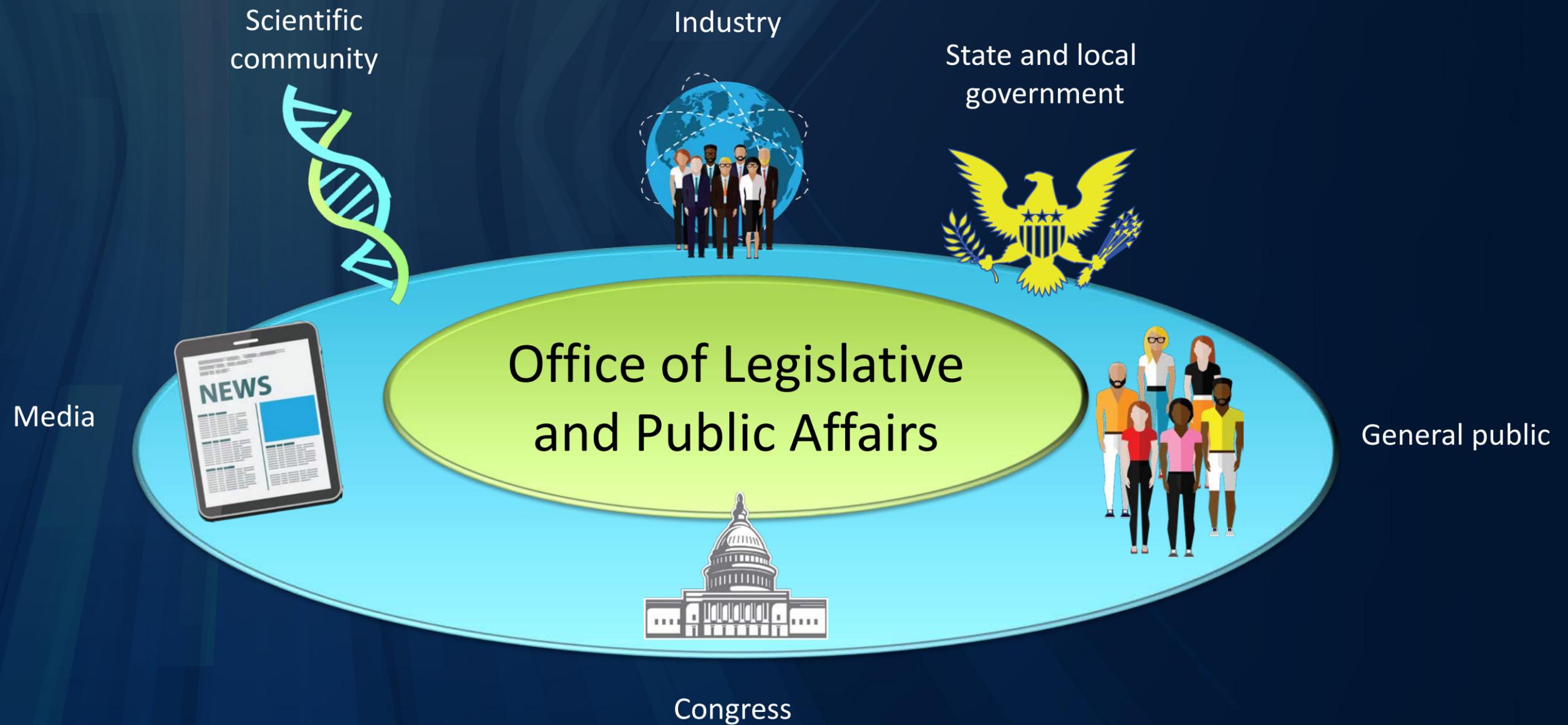
Infographics



Science360 Suite



Stakeholders





Questions?

Amanda Hallberg Greenwell
OLPA Office: (703) 292-8070

