

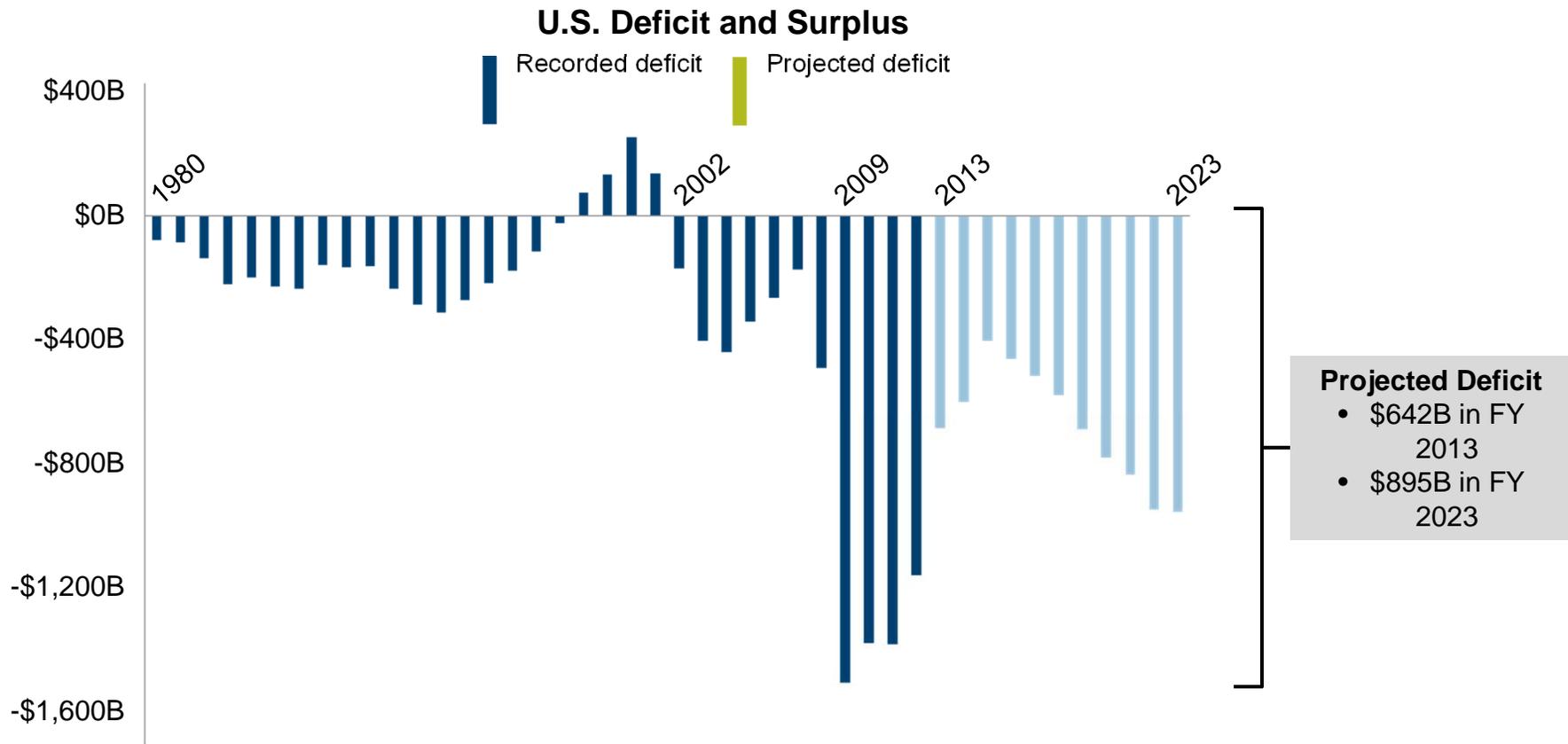
Communicating Science to Congress

**2013 NSLS/CFN Joint Users' Meeting
Brookhaven National Laboratory**

Paul Doucette
Director of Government Relations
Battelle

May 21, 2013

Why We Are in This Mess...

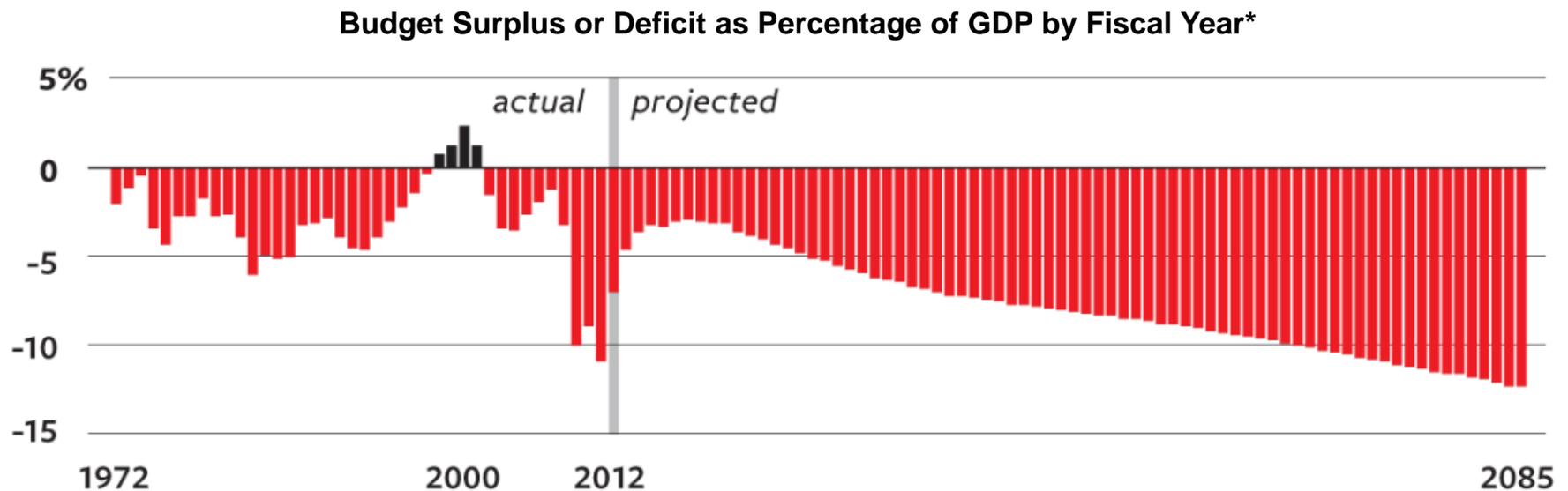


Analysis

- Budget deficit has hit record highs in past five years
- Deficit expected to decrease from FY 2012 to FY 2015 but remain at historically high levels through next decade
- Deficit will increase steadily from FY 2015 to FY 2023 due to rising health care costs and entitlement spending as well as interest payments on federal debt

Source: Congressional Budget Office, May 2013.

And Why We Won't Get out of it Soon

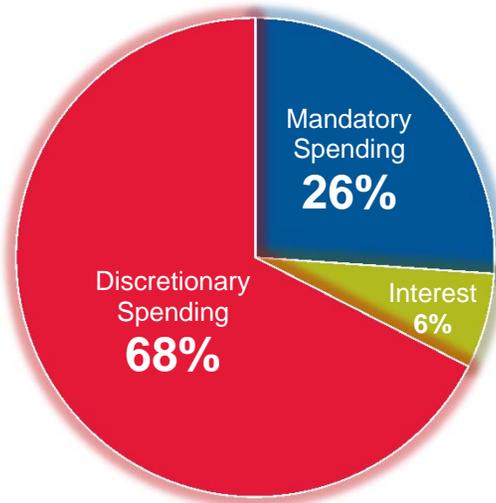


*Projection includes expiration of Bush tax cuts

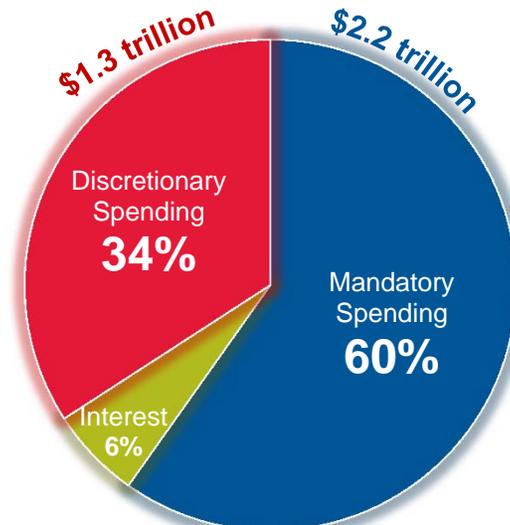
Federal Spending: Now and Then

Mandatory Spending Is Consuming More and More of the Budget

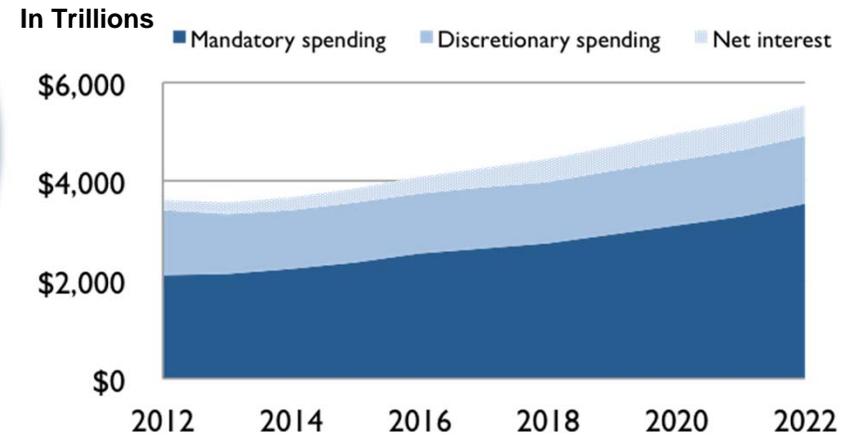
1962 Actual



2013 Estimate



Projected Spending 2012-2022



DISCRETIONARY PROGRAMS

- Defense
- Nondefense, including DOE's Office of Science*

MANDATORY PROGRAMS

- Social Security
- Medicare
- Medicaid
- Other**

*Consists of spending on programs related to health, income security, education, veterans' benefits, transportation and other activities.

**Consists of spending on unemployment compensation, federal civilian and military retirement, veterans' benefits, the earned income tax credit, food stamps and more.

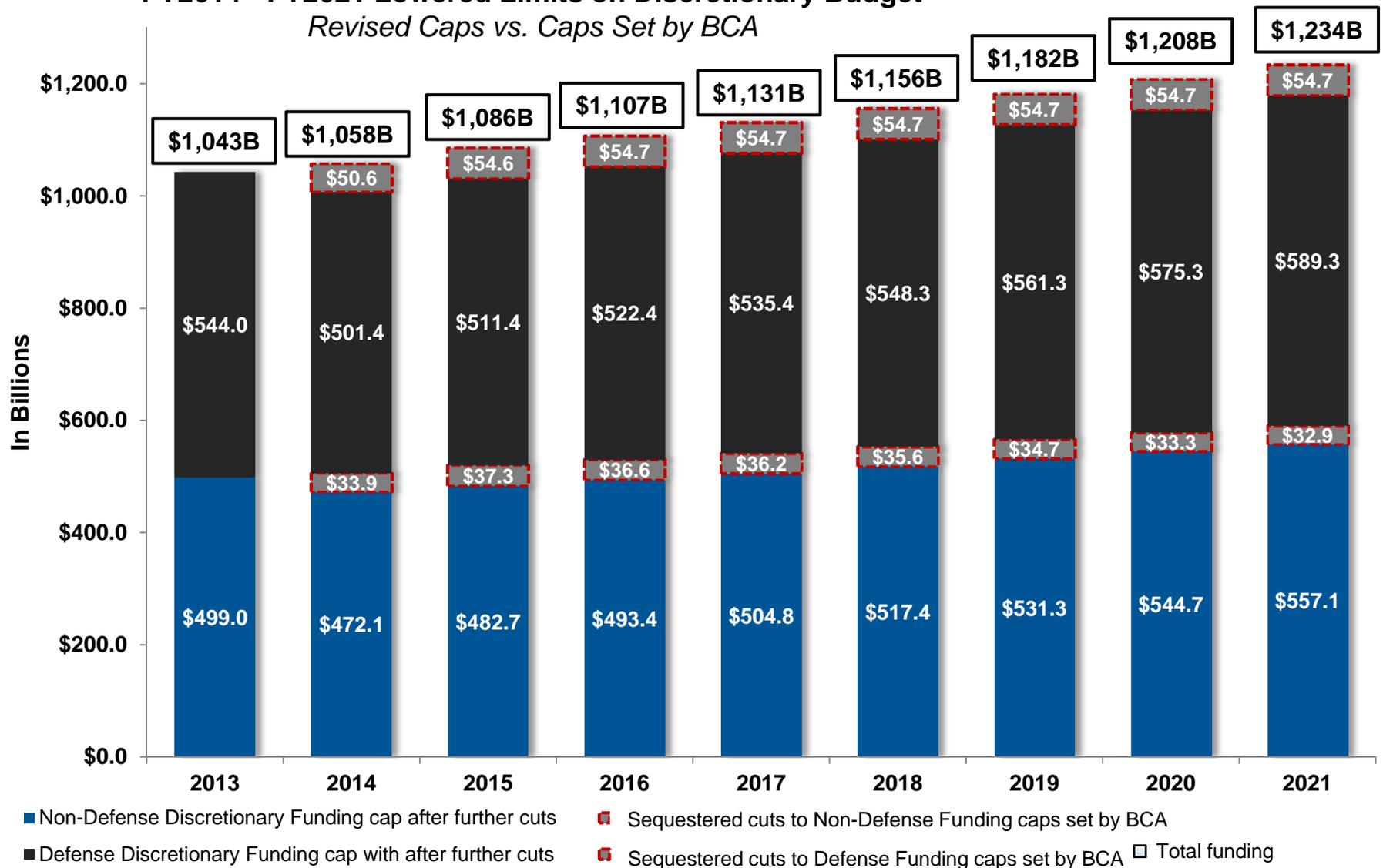
Sources: Office of Management and Budget Historical Tables, 2013;
Financial Management Service Bureau of the United States Department of Treasury

Budget Control Act of 2011

- **What It Did:**
 - Cut discretionary spending by \$900 billion over 10 years through statutory caps
 - Increased debt ceiling between \$2.1 - 2.4 trillion over 10 years
 - Expect to reach the revised cap in October/November of 2013
 - Joint Select Committee on Deficit Reduction (Super Committee) tasked with issuing recommendations
- **Super Committee:**
 - Failed to agree on recommendations, triggering sequestration
- **Sequestration:**
 - \$1.2 trillion in additional spending cuts over 10 years.
 - \$500 billion defense, \$700 billion non-defense
 - Across-the-board spending reductions for FY13 went into effect March 1, 2013
- **Unbalanced Approach to Address our Fiscal Challenges**
 - Total cuts to discretionary: \$2.1 trillion over 10 years
 - Added revenue from tax increases: \$620 billion
 - Savings from entitlement reform: \$0

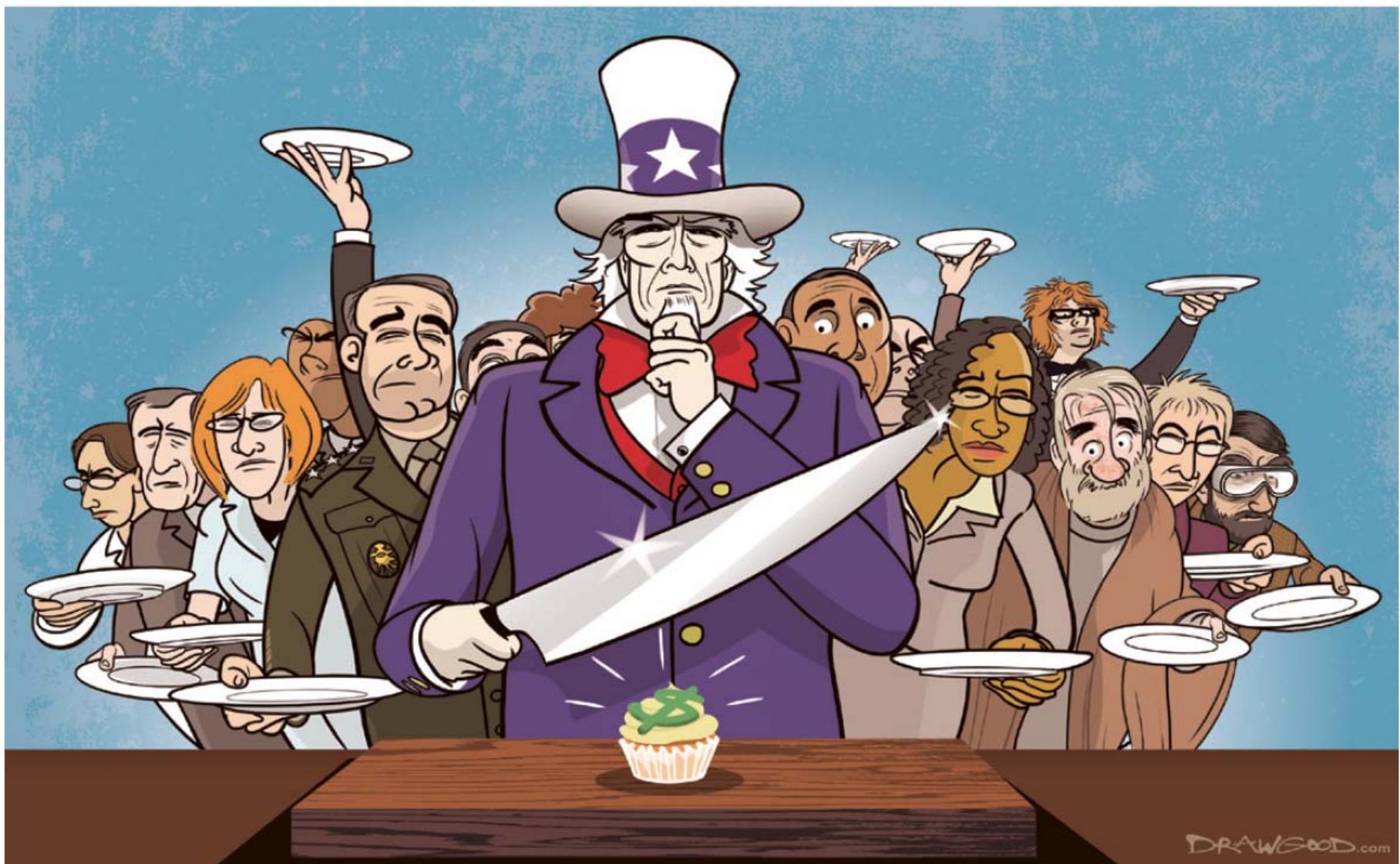
The Budget Control Act (2011)

FY2014 - FY2021 Lowered Limits on Discretionary Budget
Revised Caps vs. Caps Set by BCA



Source: "Final Sequestration Report for Fiscal Year 2012" Congressional Budget Office; House Budget Committee, Democrats "Sequestration: An Update for 2013"

ILLUSTRATIONS BY PETE ELLIS/DRAWGOOD.COM



Sequestration Impact on R&D

Estimated R&D Cuts Under Sequestration

(budget authority in millions of dollars)

	2013	2014	2015	2016	2017	Total Cut	5-Year Percent
Dept of Defense	-6,928	-6,818	-6,696	-6,585	-6,495	-33,524	-9.1%
NIH	-2,439	-2,439	-2,251	-2,162	-2,079	-11,274	-8.2%
Dept of Energy	-972	-944	-916	-889	-865	-4,585	-7.6%
<i>Office of Science</i>	-362	-348	-334	-321	-309	-1,675	-7.6%
<i>Energy Programs¹</i>	-185	-177	-170	-164	-157	-854	-7.6%
<i>Atomic Defense²</i>	-425	-418	-411	-404	-398	-2,057	-7.6%
NSF	-456	-438	-421	-404	-388	-2,106	-8.2%
NASA	-763	-733	-704	-676	-650	-3,527	-7.6%
Dept of Agriculture	-189	-182	-175	-168	-161	-875	-7.6%
Dept of Commerce	-103	-98	-95	-91	-87	-474	-7.6%
Dept of the Interior	-65	-62	-60	-57	-55	-299	-7.6%
EPA	-46	-44	-43	-41	-39	-213	-7.6%
Homeland Security	<u>-50</u>	<u>-48</u>	<u>-46</u>	<u>-44</u>	<u>-43</u>	-232	-7.6%
Total R&D Cut	-12,099	-11,796	-11,488	-11,196	-10,939	-57,519	-8.4%

¹Includes fossil, nuclear, renewables, efficiency, ARPA-E, and other research; ²Includes National Nuclear Security Administration

Source: AAAS Analysis: Federal R&D Spending and Sequestration, March 2013.

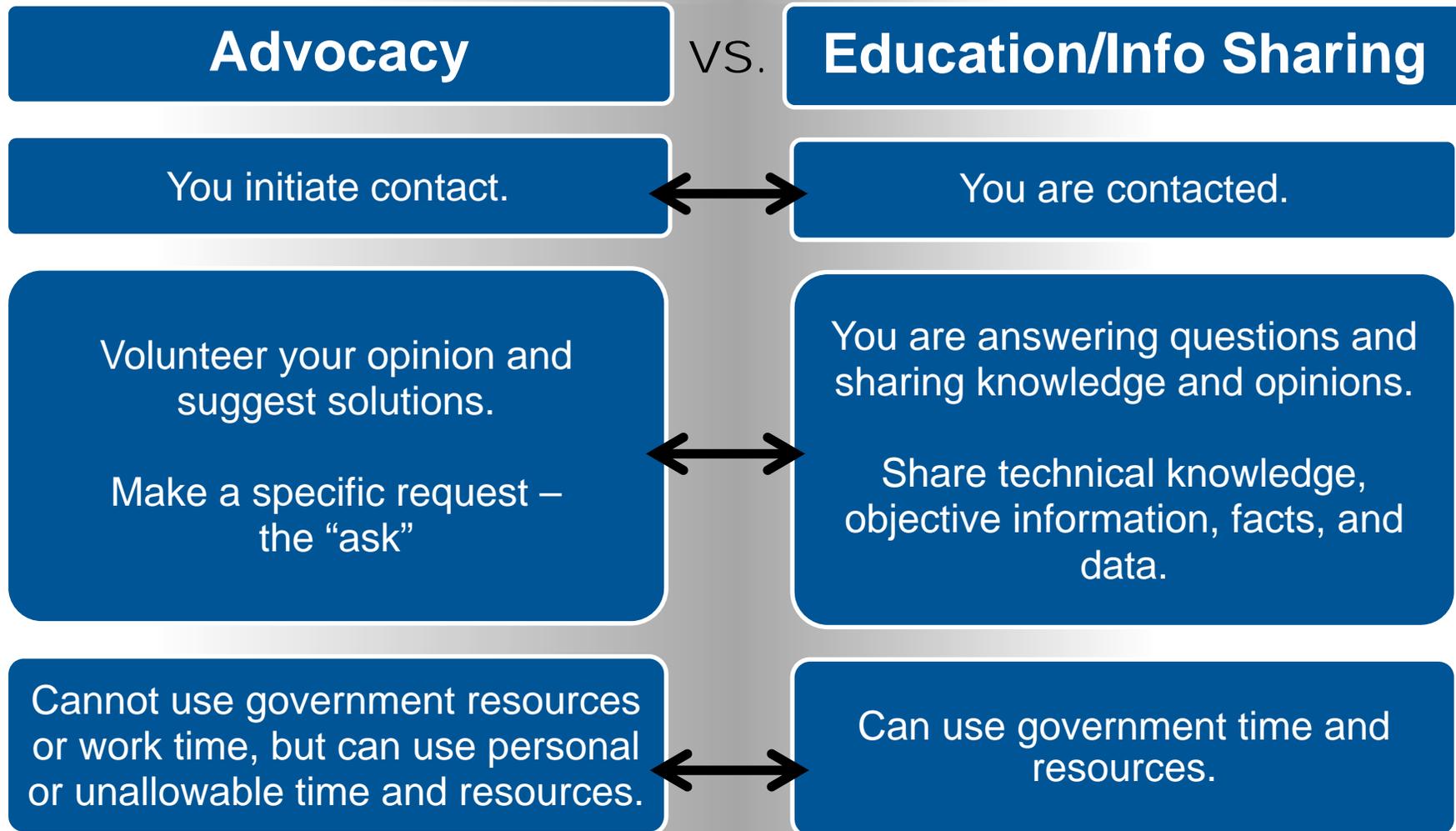
BUSINESS SENSITIVE

Your 1st Amendment Right

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or **abridging** the freedom of speech, or of the press; or **the right of the people peaceably to assemble, and to petition the Government for a redress of grievances.**

- *Bill of Rights, United States Constitution*

Rules of Thumb: Advocacy vs. Education



There are distinctions, but they are not black and white.

“I know it when I see it” – Supreme Court Justice Potter Stewart

Rules Governing Advocacy

SBMS Subject Area – Lobbying and Political Activity:

https://sbms.bnl.gov/sbmsearch/subjarea/199/199_SA.cfm

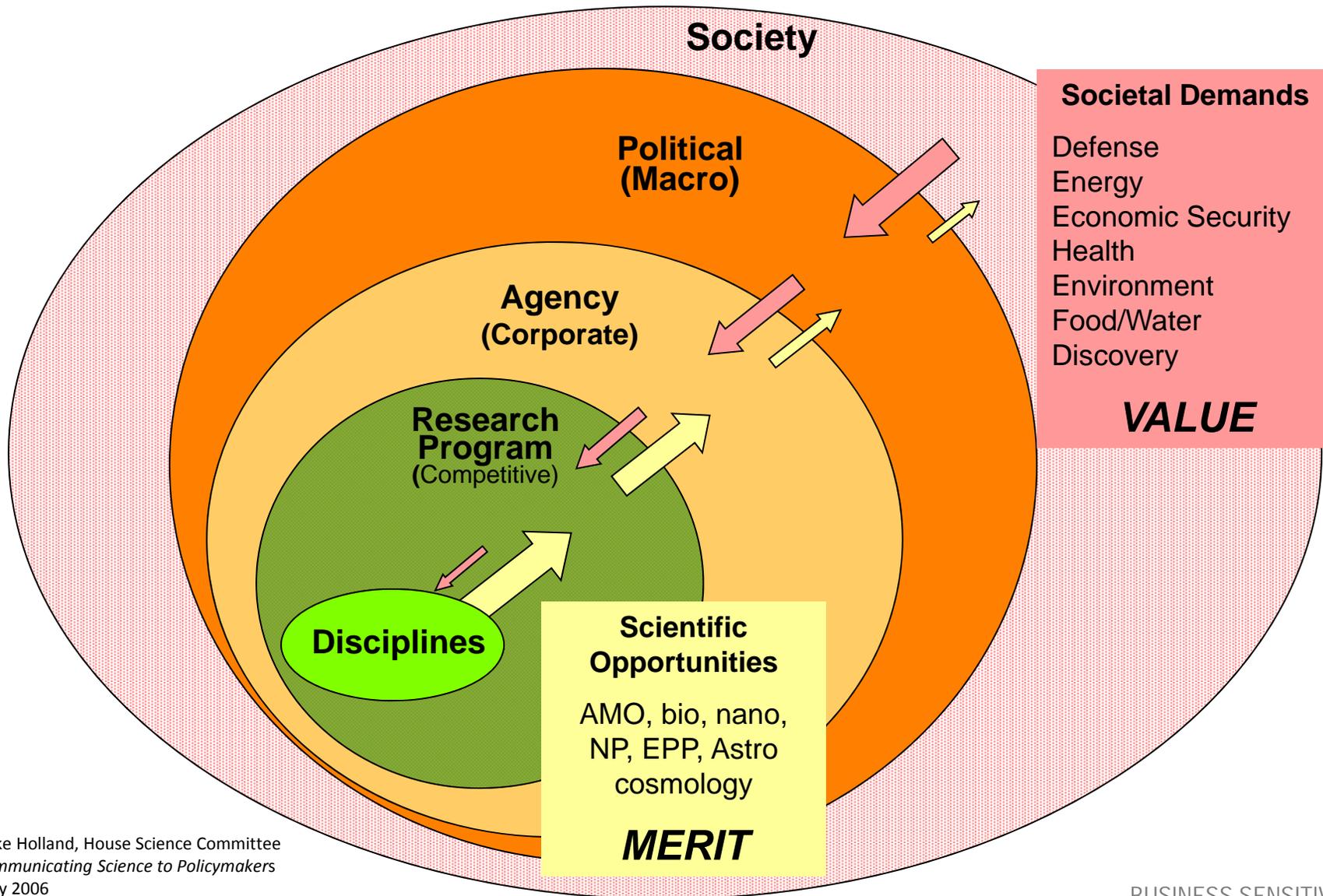
Frequently Asked Questions:

https://sbms.bnl.gov/sbmsearch/subjarea/199/199_Exh1.cfm?ExhibitID=7390

The Ten Commandments of Advocacy

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Knowing Your Audience



Knowing Your Audience

Defining the Cultural Divide

Scientists

Numbers

Objective/Facts

Hate to make promises

Quantitative

Technical

Problem seekers

Ask why

Money = research

Think long term

Publicity avoiders

Science page

Specialists

Politicians/Polycymakers

Words

Subjective/Public Opinion

Love to make promises

Qualitative

Political

Issue seekers

Ask why they should care

Money = getting re-elected (& deficits)

Think short term

Publicity hounds

Front page

Generalists

Knowing Your Audience

APPROPRIATORS

- Power of the purse
 - Decide **HOW MUCH** money Congress spends
- Deal with numerous, diverse, competing priorities

AUTHORIZERS

- Power of oversight
 - Decide **WHAT** Congress spends money on
- Establish, continue, or modify programs or policies, often including ceilings on programs or funding levels

BOTH

- Always concerned about duplicative programs, waste, fraud, and abuse.
- Highly critical of department/agency stovepipes, but take their own stovepipes very seriously (defense vs. non-defense spending; jurisdiction of 12 appropriations subcommittees; legacy costs).
- Keen interest in program management, efficiency, and effectiveness.

Knowing Your Audience: Staff Information Saturation

Information Load Builds Steadily Throughout the Day

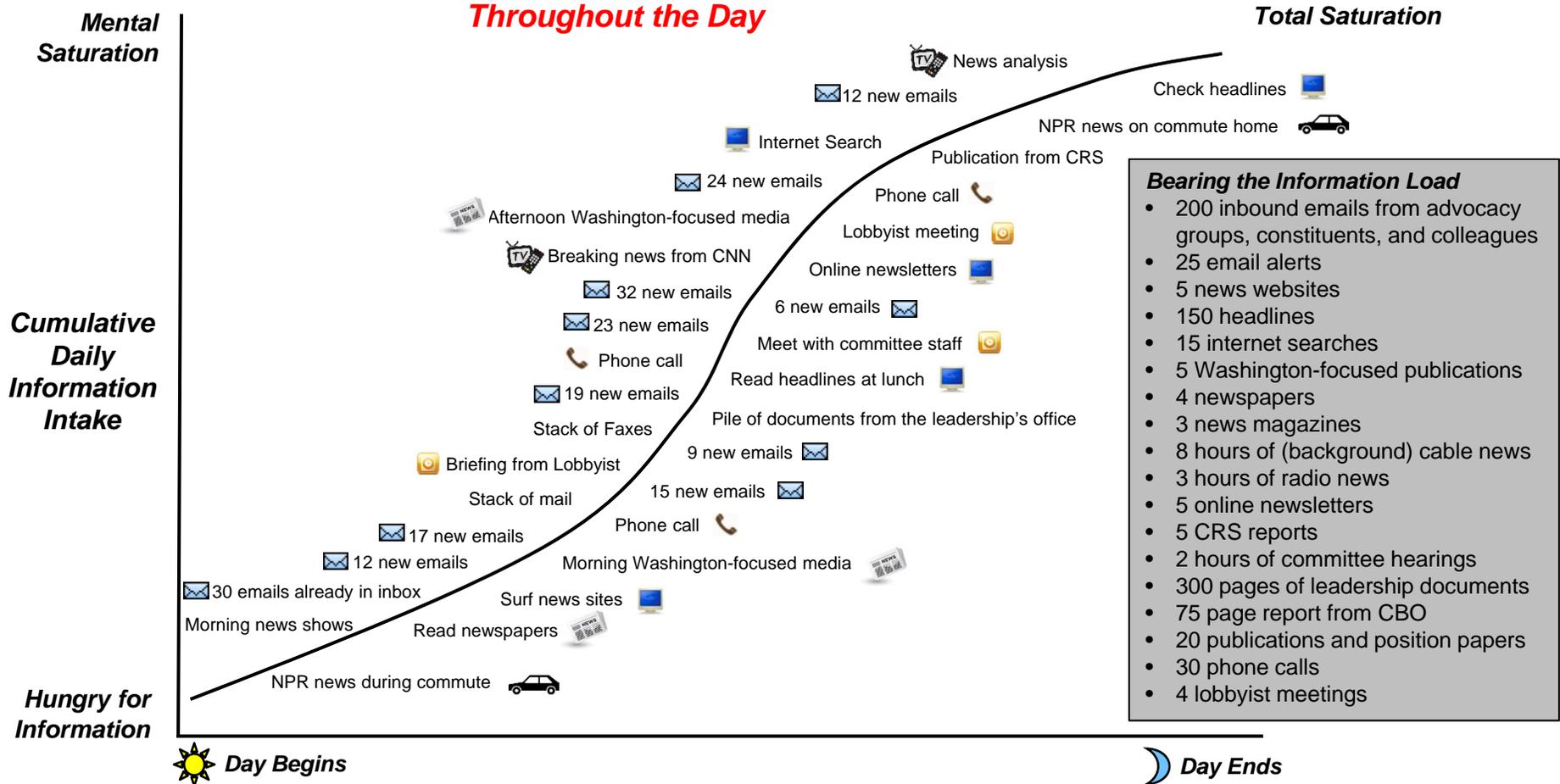


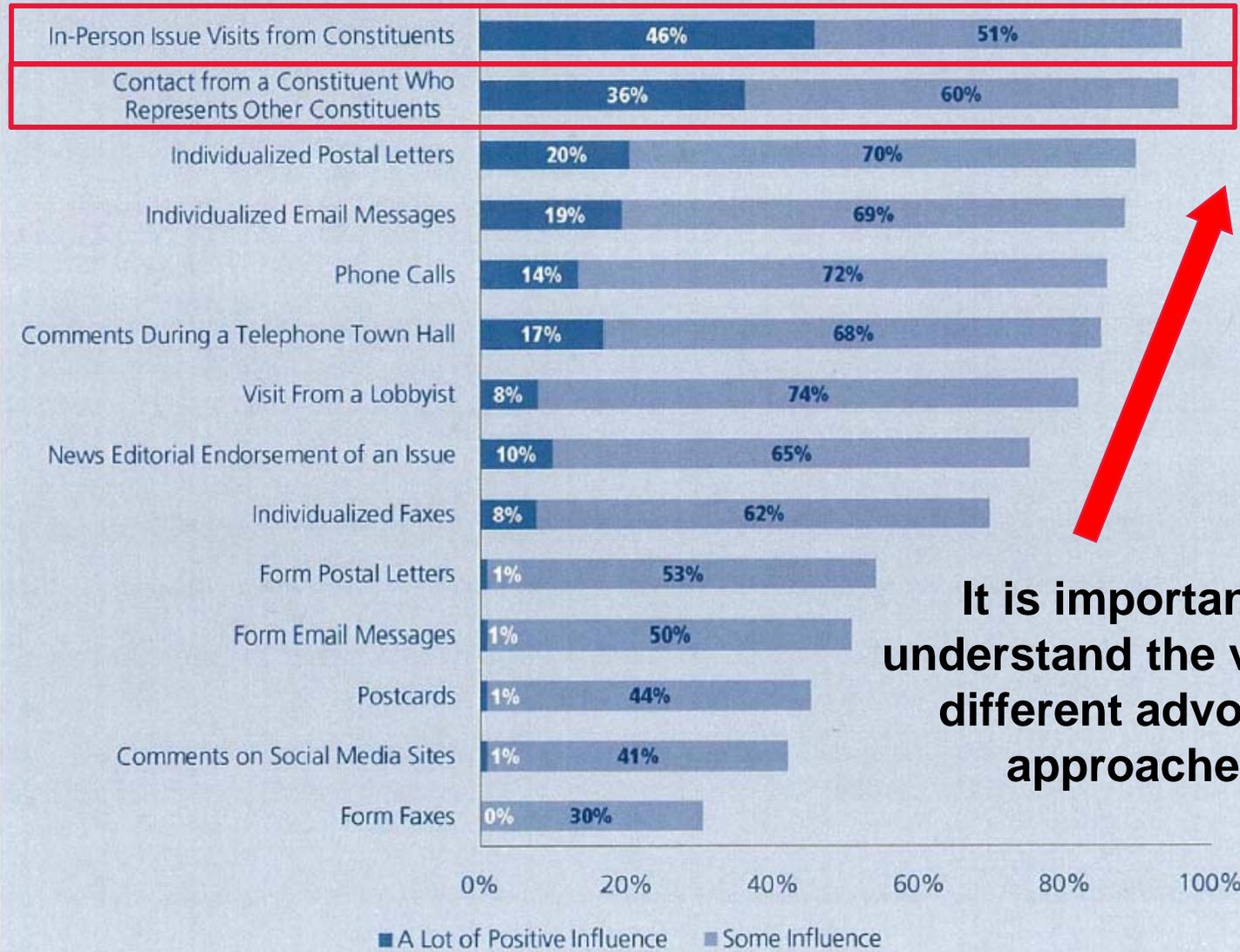
Image adapted from AAAS and Atlantic Research, 2003

Knowing Your Audience: Staff

The Challenge:

How would you explain what a “light source” or “user facility” is, the research it enables, and its value to society and the economy in 15 minutes to a 24-year-old with a political science degree and a short attention span?

If your Member/Senator has not already arrived at a firm decision on an issue, how much influence might the following advocacy strategies directed to the *Washington office* have on his/her decision?*



97%
96%
had some or a lot of influence on an undecided Member.

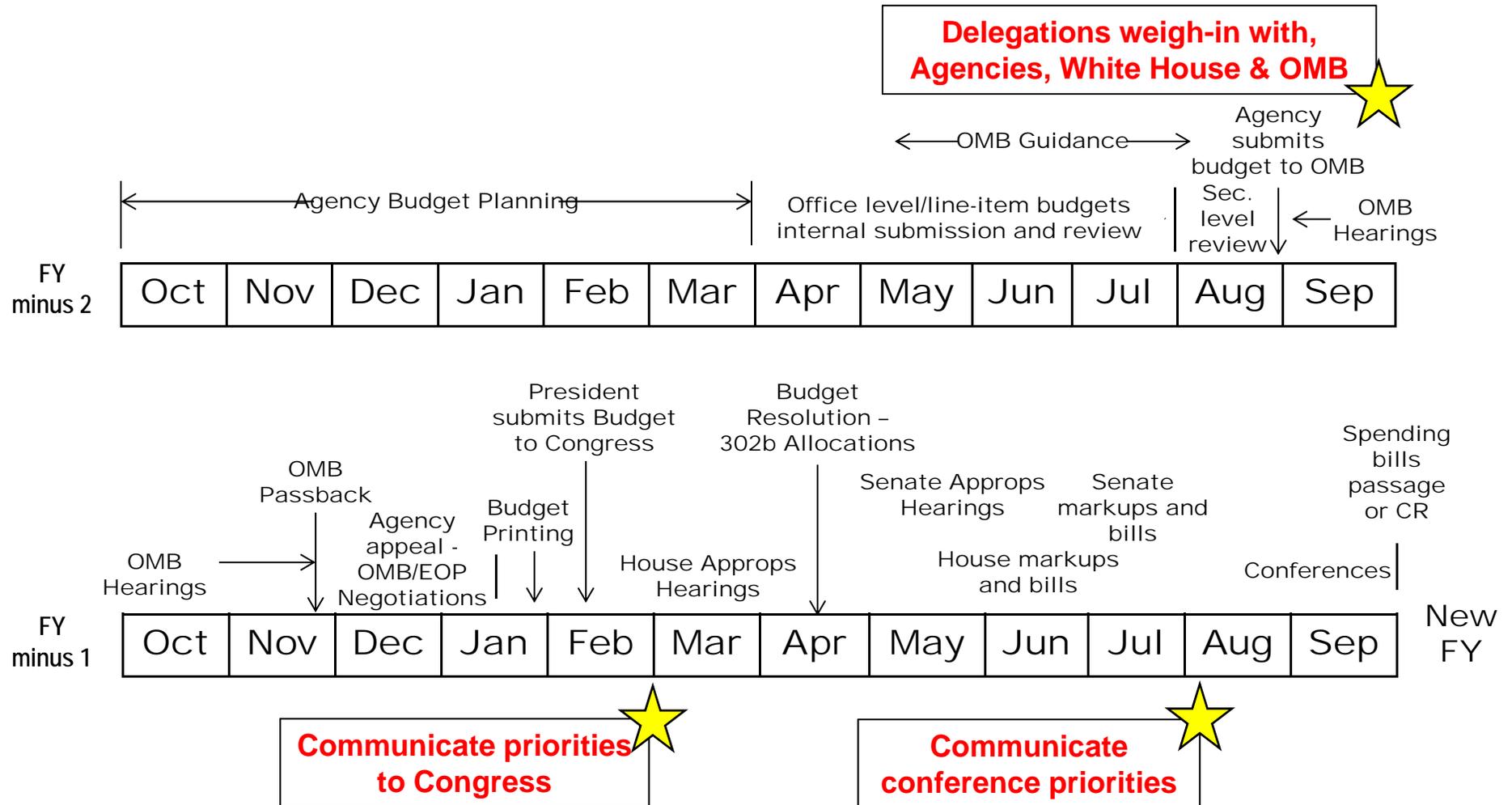
It is important to understand the value of different advocacy approaches.

*Question was asked only of senior managers and mail staffers. Their responses are aggregated (n=194).

Competition for Access and Influence

- Special Interest Groups
 - Basically inform and/or influence policy and legislative initiatives
 - Include NGOs, professional/trade associations, foundations, think tanks, et al.
 - Work through news/social media to inform public opinion and membership to inform voters
- Lobbyists
 - Some interest groups hire lobbyists to both inform themselves on legislative developments and influence key lawmakers through the lobbyist's contacts
 - Lobbyists often work through formation of political action committees (PACs) and with political parties to serve special interests, the distinguishing factor being political contributions
- Congress
 - Members are both the target and beneficiary of such activities
- Constituents
 - "All politics is local." *Former House Speaker Tip O'Neill (D-MA)*
 - Vote! And can easily talk to other voters!
 - The link between an abstract federal program and its local impact
 - Compelling, personal story

Budget/Appropriations Process



The annual budget and appropriations process is a 2-year rolling activity to get to a spending bill for the new fiscal year.

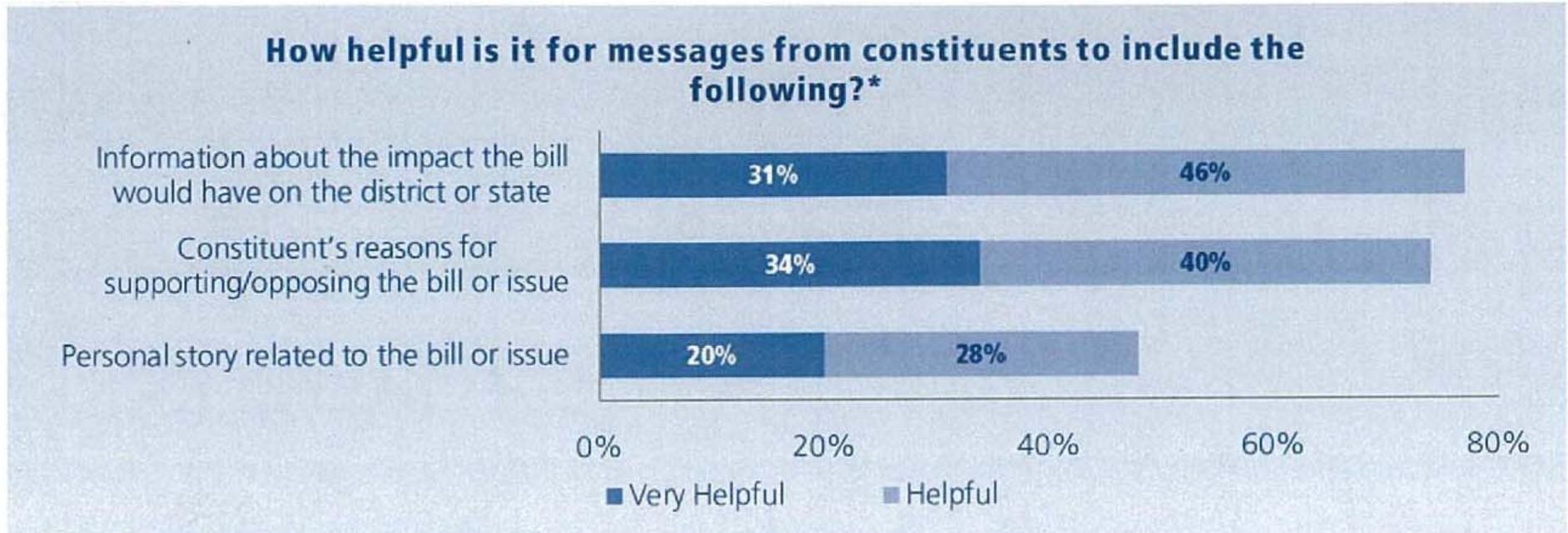
Public Perceptions of Science

- Choice cuts to reduce the federal deficit
 - Top two targets? National defense (21%) and scientific research (19%)
 - Followed by entitlement programs, unemployment benefits, education, infrastructure, veterans' benefits, and medical research
- Yet 93% believe it is important for the U.S. to be a global leader in scientific research and technology
- Medical research and new energy technology viewed as the two most important contributions of science
- The type of language used when referring to research can have an impact on how voters react
 - “Scientific Research” vs. “Basic Research” vs. “Fundamental Research”

Public Perceptions of Science (cont.)

- Most compelling messages for voters who oppose funding scientific research are:
 - Acknowledging taxpayer money should be spent more wisely and tie scientific research to improving the economy
 - Science research empowers America's spirit of innovation and then provide specific past successes
 - Prioritizing vs. Investing
- Different messages resonate with different audiences:
 - **Republican Primary Voters:** Link research with jobs and America's competitiveness as a global leader
 - **Tea Party Voters:** Link research with national security and defense and use specific examples
 - **Swing and Democratic Primary Voters:** Link research to out-innovating, out-educating, and out-building the rest of the world
- Across all political ideologies, a message supporting cuts to federal funding generates much more intensity than any message opposing cuts

Messaging: Fundamentals



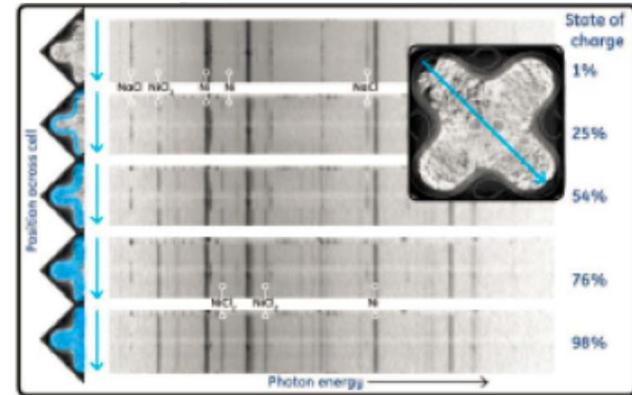
*Question was asked only of mail staffers (n=87).

- The personal touch from a constituent goes a long way toward differentiating a message.

Real-world Impact: GE Durathon™

“Our collaborations with the National Synchrotron Light Source have helped to improve our fundamental knowledge and in turn have allowed us to realize significant gains in battery performance. These advancements are foundational to our new business and our ability to bring leadership technology to market.”

Glen Merfeld
Energy Storage Leader, GE Global Research



Charging reaction mapping within NaMx cell



\$170M investment, 450 jobs

Messaging: In General

- Explain who you are, where you are from, and what institution you are affiliated with
- Tell your story
 - Explain *what* you do – your scientific research – and keep it simple
 - Highlight the *value* of your research, emphasizing any known or potential benefits to industry or society
 - Explain the importance of DOE research facilities like NSLS and CFN to your work
- Be prepared with a specific “ask”

Example: NSLS and CFN Messaging

- Your background and where you are from
- Among other things, federal investment in scientific research has saved lives, created jobs, and kept us secure
- Critical to my research and U.S. competitiveness are facilities like NSLS and CFN
 - Include a diversity of examples, like the GE Durathon battery, that highlight the contributions of the NSLS and CFN to economic growth, energy, human health, and national security
- I am one of over 2400 university, industry, and government scientists from across the U.S. and around the world who rely on the NSLS and CFN.
- I could not do my research without the NSLS or CFN
 - Emphasize the link between other scientists or research at your home institution and the major research facilities at BNL in New York
- Without NSLS or CFN, the only other place I could do this research is...
 - An especially important point if the answer is “overseas...”
- **EXAMPLE ASK:** Make funding for the DOE Office of Science, the Basic Energy Sciences program, and the operation of its user facilities a priority in FY14

DOs of Advocacy

- Address your Senator or Representative properly.
- Identify yourself immediately at each contact.
- Know the status of legislation. Refer to a bill by number whenever possible.
- Use your own words.
- Be brief and explicit, courteous and reasonable.
- Establish your own credentials or expertise on the subject of legislation under consideration
- Give legislators succinct, easy to read literature; highlight important facts and arguments. Their time is limited.
- Get to know legislative staff and treat them courteously. Their cooperation can make or break your chances to reach the legislators themselves.
- Always keep off-the-record comments confidential.
- Write to say your approve, not just to criticize or oppose.
- Keep the door open for further discussion in spite of any apparently negative attitudes.

DON'Ts of Advocacy

- Don't begin, "As a citizen and tax payer" (your elected representative knows we all pay taxes).
- Don't apologize for taking his or her time. If you are brief and to the point he or she will be glad to hear from you.
- Don't be arrogant, condescending or threatening toward legislators or their staff.
- Don't argue or back recalcitrant legislators in to a corner where they take a definite position against you.
- Don't make notes of a conversation while talking to a legislator.
- Don't send copies or form letters unless you have taken the time to include a personal note.

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