

ARPA-E Communications and Interacting with the Media

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What we're going to cover:

- ▶ ARPA-E Awardee “Do’s and Don’ts”
- ▶ General Interactions with Media
- ▶ Fusion-Specific Guidance – How To “Stay Out Of Trouble”
- ▶ Discussion/Questions

ARPA-E Awardee “Do’s and Don’ts”

▶ It is ok to...

- Talk about your award
- Promote your work
- Talk about your relationship with DOE and ARPA-E
- Engage with ARPA-E’s Communications team
- Reach out for guidance and questions!

▶ It is not ok to...

- Speak on behalf of the U.S. Government – that includes DOE, ARPA-E, and other federal research agencies
- Speak on behalf of the BETHE program
- Keep us out of the loop

General Interactions with Media

- ▶ Tell your story!
- ▶ Know the “rules” and parameters of your interview
 - Level of attribution is crucial i.e., “On the record” vs. “On Background”
- ▶ Keep in mind the audience AND the interviewer’s technical understanding of the topic
- ▶ Stick to what you’ve accomplished so far, and emphasize the importance of THAT work
 - Focus on concrete-wins, measurable successes and achievements

Fusion Specific Guidance – How To “Stay Out of Trouble”

- ▶ Try not to set firm deadlines where they're not needed
 - Don't make yourself “move the goalposts”
- ▶ Focus on YOUR achievements and on speaking on behalf of YOUR organization – not the entire fusion industry
- ▶ Don't blame the funding for disappointment or lack of progress
 - You will find a lack of sympathy
- ▶ Commercialization – it's STILL far off
 - ...and so are demonstrations
- ▶ Embellishing is sometimes OK – but find the comfortable in-between of promotion and caution
- ▶ Acknowledge risks and that success is NOT guaranteed
 - This is OK – try not to speak in “absolutes”

Discussion/questions?

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