

# Communicating The Value of Research

One Perspective

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# The Value to Communicate...

Research Results

The Research Community

Yourself

What is the benefit to the  
customer?

# Who is the Audience?

Department Staff

Mid Level Managers

Executive Management

Politicians

The Public

Remember - it is  
always changing

What message do you want them  
to remember?

Don't tell them what they need, ask  
what can you do for them.

# Content of the Message

Past

Present

Future

Sometimes what you have done is not as important as what you will do

Focus on research outcomes – not the research

Be current, be prepared, be receptive to their wants and needs

# Communication Channels

Phone

Be proactive

E-mail

Try different venues

WWW.Com

News outlets

Research is more than a report

Face to Face

Go outside your comfort zone

Not just when you need money

# Communication Style

Who is the Audience?

Content of the message

Communication Channels

Be yourself

Be conversational

Research Summaries

Try different things

Be brief

# In Conclusion.....

The Human Factor.....