

Update on FNLCR Awareness Campaign

Frederick National Laboratory Advisory Committee

Nancy Siebert Murphy

Richard Folkers

NCI Office of Communications and Public Liaison

FNLCR Awareness Campaign

Increase awareness and use of FNLCR services and resources among extramural scientists

Improve messaging so all stakeholders appreciate and understand the FNLCR's value

FNLCR Awareness Campaign

Early accomplishments

- Worked with FNLCR staff on website revamp
- Produced FNLCR promo video
- Migrated NCI Frederick federal website to cancer.gov
- Tied in to NCA 50 activities
- Created media guidelines

FNLCR Awareness Campaign

Increase awareness

- Analysis of 9 FNLCR resources
- Survey of extramural researchers

Improve messaging

- 16 one-on-one interviews

Analysis Findings

- Limited promotion occurs
- Most labs do not regularly promote beyond cancer.gov or FNLCR website
- Conference presentations and journal publications are favored communications tools
- Labs vary in how they see value of promotion

Potential Initial Targets

- Reagents and services
- National Cryo-Electron Microscopy Facility
- Nanotechnology Characterization Laboratory
- NCI Experimental Therapeutics (NExT) Program
- Serology
- Genomic Data Commons

Campaign Phases

Phase 1 – February – September 2022

- Conference presence
- Short video and fact sheets
- Slide deck
- NIH leadership presentations
- Social media
- “10 years as a National Lab”

Interviews

Agreement on:

- Boost awareness among many constituencies
- Complexities make succinct summaries difficult

Differing views on:

- National Lab vs. FFRDC
- “Cancer” in its name

Misperceptions

- FNLCR is an extension of the NCI intramural program
- FNLCR only does task-oriented science
- FNLCR funding detrimental to extramural program
- Too much red tape
- Intellectual property is at risk
- A competitor, not a collaborator
- FNLCR is part of Ft. Detrick

Communications Next Steps

- Targeted promotion
- Consistent language
- Digital presence
- Increased outreach

Input from FNLAC

- Where to go from here
- Opportunities for collaboration
- Engagement beyond NCI



**NATIONAL
CANCER
INSTITUTE**

www.cancer.gov

www.cancer.gov/espanol