

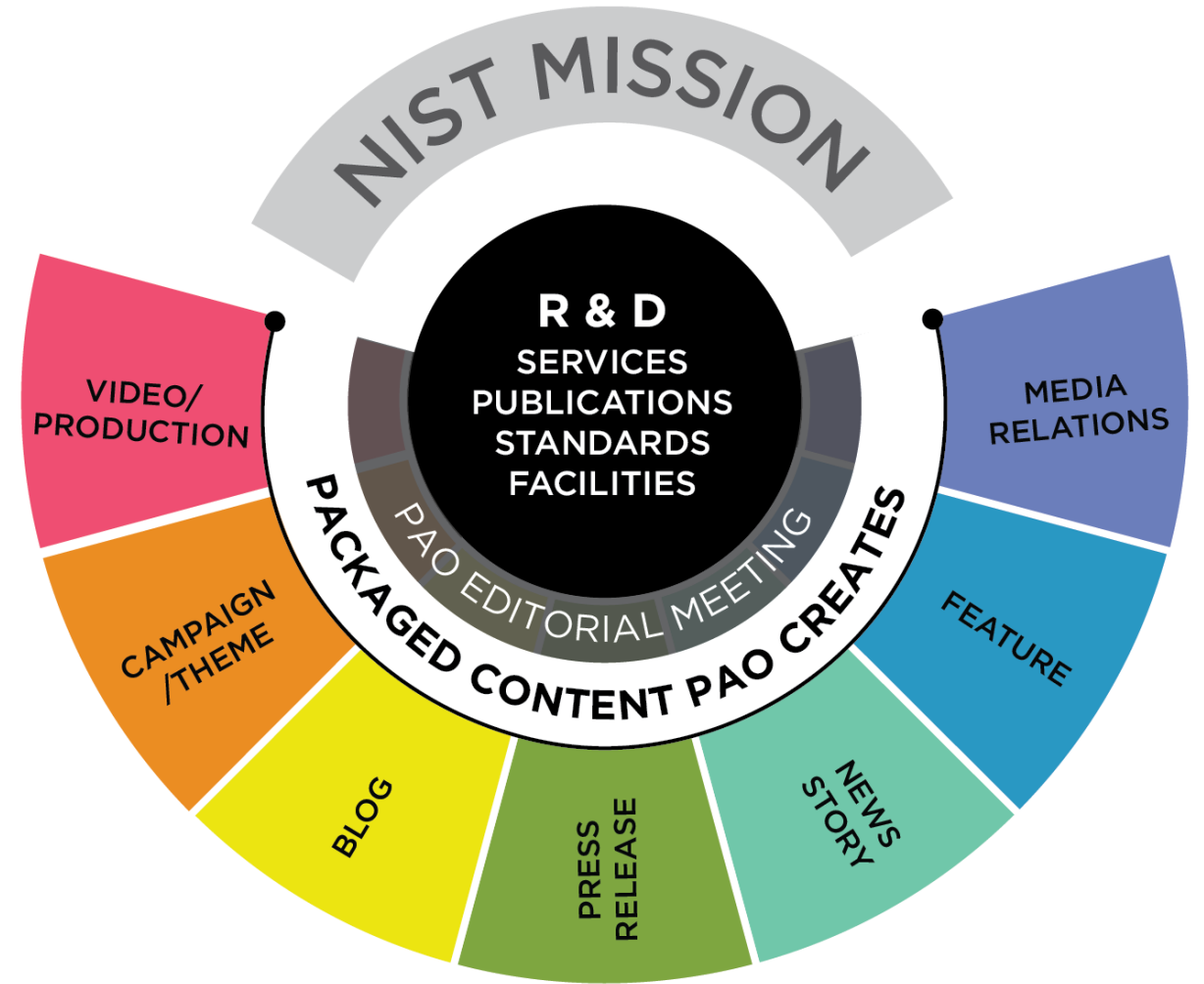
Communications Working Group

Public Outreach

NIST uses many dissemination methods to reach large public audiences.








Original content created for the methods at right include:

- Lay language text describing NIST news, videos, blogs, illustrations, infographics, graphics, photos, and animations



* PAO = Public Affairs Office

Broadcast Channels

						
YOUTUBE/ KALTURA	LINKEDIN	TWITTER	FACEBOOK	EMAIL COMM.	WEBSITE	MAJOR NEWS MEDIA
55k	174k	330k	345k	475k	1000k	>2M

NIST reaches the broad public with news of research results and activities through 7 major “channels.”

The numbers above show average **monthly reach** for each channel. Reach is the potential audience based on subscriptions or other data. Actual audience size varies with each topic.

News items

NIST releases about 130-150 news articles each year

3/1 /2016 to 3/1/2017:
About **400,000 website page views** for news articles

Examples of popular news topics at right

NIST NEWS
Four U.S. Organizations Receive Nation's Highest Honor for Performance Excellence
2016 Baldrige
November 17, 2016

NIST NEWS
NIST Releases Update to Cybersecurity Framework
January 10, 2017

NIST NEWS
'Security Fatigue' Can Cause Computer Users to Feel Hopeless and Act Recklessly, New Study Suggests
October 04, 2016

NIST NEWS
NIST Releases Baldrige-Based Tool for Cybersecurity Excellence
Comments Sought on Draft Guide to Enhance Cybersecurity Framework
September 15, 2016

NIST NEWS
Move Over, Lasers: Scientists Can Now Create Holograms from Neutrons, Too
October 20, 2016

NIST NEWS
Cybersecurity Fatigue
WASHINGTON, D.C.—The U.S. Commerce Department (NIST) released today the assessment tool to help organizations manage their cybersecurity efforts.

NIST is requesting public comments on the draft guide to enhance cybersecurity framework. The guide is recognized and widely used NIST research from the Baldrige Performance Excellence Award.

Deputy Secretary of Commerce Bruce C. Vawter made remarks at the Internet Security Summit in Washington, D.C.

"The Baldrige Cybersecurity Excellence Award provides a way for them to measure how effective their cybersecurity program is. The Builder will strengthen the already strong cybersecurity program and help them better manage their cybersecurity risk."

Using the Builder, organizations of all sizes can:

- determine cybersecurity-related risks and the delivery of critical services;
- prioritize investments in managing those risks;
- assess the effectiveness and efficiency of their cybersecurity program.

Interference pattern created by neutron holography. Credit: NIST

For the first time, a team including scientists from the National Institute of Standards and Technology (NIST) have used neutron beams to create holograms of large solid objects, revealing details about their interiors in ways that ordinary laser light-based visual holograms cannot.

Holograms—flat images that change depending on the viewer's perspective, giving the sense that they are three-dimensional objects—owe their striking capability to what's called an interference pattern. All matter, such as neutrons and photons of light, has the ability to act like rippling waves with peaks and valleys. Like a water wave hitting a gap between the two rocks, a wave can split up and then recombine to create information-rich [interference patterns](#).

An optical hologram is made by shining a laser at an object. Instead of merely photographing the light reflected from the object, a hologram is formed by recording how the reflected laser light waves interfere with each other. The resulting patterns, based on the waves' [phase differences](#), or relative positions of their peaks and valleys, contain far more information about an object's appearance than a simple photo does, though they don't generally tell us much about its hidden interior.

Hidden interiors, however, are just what neutron scientists explore. Neutrons are great at penetrating metals and many other solid things, making neutron beams useful for scientists who create a new

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ORGANIZATIONS
Physical Measurement Laboratory
Quantum Measurement Division
Quantum Measurement - HQ
Radiation Physics Division
Neutron Physics Group

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Videos

Videos substantially increase the reach of NIST news items.

March 2016 – March 2017

- 29 fully produced videos
- 16 social media videos

Recent NIST videos re-published by: *Washington Post*, *Smithsonian*, *National Geographic*, other major news media

The image shows a screenshot of the NIST website and its YouTube channel. The website header includes the NIST logo, a search bar, and a menu. A news article titled "Sniffing Like a Dog Can Improve Trace Detection of Explosives" is displayed, dated December 01, 2016. The article text states: "By mimicking how dogs get their whiffs, government and university researchers have demonstrated that 'active sniffing' can improve by more than 10 times the performance of current technologies that rely on continuous suction to detect trace amounts of explosives and other contraband." A video player is embedded in the article, showing a man (Matthew Staymates) and a dog. The video title is "3D-Printed Dog Nose Improves Detection of Explosives". Below the video player, there is a "MEDIA CONTACT" section for Rich Press (richard.press@nist.gov) and an "ORGANIZATIONS" section for the National Institute of Standards and Technology. The YouTube channel page is also visible, showing the channel name "National Institute of Standards and Technology" and a video titled "HOW DOES A MEASUREMENT AGENCY...". The "Favorites" section includes videos such as "Putting the Science in Forensic Science", "The CNST NanoFab: Through the Users' Eyes", "Helping Quantum Computers Study the Physics of the Universe", "Striving for Excellence", and "3D Printed Dog Nose Improves Detection of Explosives Source". The "Uploads" section includes videos like "Built to House an Inferno The NIST National Fire Research", "Get What You Pay For: Seaford", "CNST 360 Walking Tour", "Get What You Pay For: Tare", and "Get What You Pay For: Fuel".

Social Media

NIST engages the public in its work through daily social media posts and its “Taking Measure” Blog

TAKING MEASURE
JUST A STANDARD BLOG

NIST National Institute of Standards and Technology
U.S. Department of Commerce

HOME ABOUT NIST COMMENT POLICY

ENGINEERING
Carbon Nanotubular: SURFing into the Sciences
BY ANDREW GAYLE - MAY 5, 2017
I'm a bit of a romantic when it comes to science. When anyone asks what inspires me to be a scientist, I tell them that it's amazing to add to...
[READ MORE](#)

MATHEMATICS AND STATISTICS
Plotting a Path from NASA Grids to NIST Graphics
BY BONITA SAUNDERS - APRIL 27, 2017
Before "Hidden Figures" was a movie, it was a book. Actually, two books—the regular book and a young readers' edition. I liked the movie, but I loved the books. For...
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POPULAR POSTS
Ideas Whose Time Has Come (and Gone), v. 2017
Rethinking Cybersecurity from the Inside Out
Calling College STEM Students: Why You Should

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@usnistgov
Welcome to NIST's Facebook page. Please see our comment policy. For official information, go to www.nist.gov.

Twitter
@usnistgov
NIST promotes U.S. innovation by advancing measurement science, standards and technology in ways that enhance our economic quality of life.
Gaithersburg, MD
nist.gov
Joined June 2009
1,796 Photos
Tweets
NIST @usnistgov · 2m
#AAPIHeritageMonth: Physicist Wayne Itano (far left) researched atomic manipulation & the quantum Zeno effect [t/nist.gov/general/pdf/85...](#)

LinkedIn
National Institute of Standards and Technology
Research
1001-5000 employees
23,141 followers
Home
The National Institute of Standards and Technology (NIST) is a non-regulatory federal agency within the U.S. Department of Commerce. NIST's mission is to promote U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology in ways that enhance economic security and improve our quality of life.
NIST carries out its mission via three cooperative programs:
* the NIST Laboratories conduct research that advances the nation's technology infrastructure needed by U.S. industry to improve their products and services.
* the Baldrige Performance Excellence Program promotes performance excellence among U.S. manufacturers, service companies, educational institutions, health care providers, and nonprofit organizations, conducts outreach programs, and manages the annual Malcolm Baldrige National Quality Award, which recognizes performance excellence and quality achievement; and
* the Hollings Manufacturing Extension Partnership, a nationwide network of local centers, offers technical and business assistance to smaller manufacturers.
Specialties
Promoting U.S. innovation and industrial competitiveness, advancing manufacturing, improving measurement science and technology, enhancing public safety and security, developing equitable standards, and facilitating fair trade and commerce.
Website
<http://www.nist.gov>
Industry
Research
Type
Government Agency
Headquarters
100 Bureau Drive Gaithersburg, MD 20899
Company Size
1001-5000 employees
Founded
1901

National Institute of Standards and Technology employees
Samuel Colvard
Reactor Operations Supervisor
See how you're connected

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Research
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416 followers
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New Web Features

Industry Impacts

As industry's national laboratory, NIST is dedicated to supporting U.S. competitiveness in areas of national importance from communications technology and cybersecurity to advanced manufacturing and disaster resilience. Below is a sampling of ways NIST's work in the areas of measurement science, standards and technology is helping to enhance economic security and improve quality of life.



NEW

NIST Impacts: Chemical Manufacturing

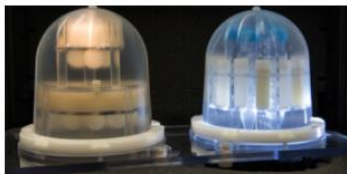
Chemical plants need access to consistent, reliable data to design their products and assess the safety, quality and efficiency of their manufacturing processes. NIST's ThermoData Engine Standard Reference Database provides the data that enables chemical companies to save valuable time and expense by using simulations rather than running full-scale experiments.



NEW

NIST Impacts: Community Resilience

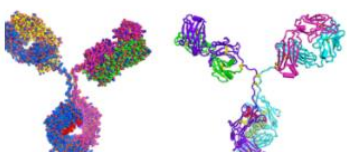
Hurricanes, earthquakes and wildfires can't be prevented, but informed community planning could reduce the impact of these hazards. NIST brought together state and local governments, first responders and businesses across the country to develop tools that will improve planning and help communities recover more quickly from disasters.



NEW

NIST Impacts: Improving Medical Imaging

When a patient goes to a doctor's office, hospital or clinic to get an MRI scan, he or she trusts that the medical imaging technologies are working properly. NIST and its partners developed tools to benchmark those tests, to support medical decisions and ensure patient trust.



NIST and the Nobel

This microsite celebrates the scientists who received the Nobel Prize for work they did at the National Institute of Standards and Technology (NIST). Click on the images of the NIST laureates to learn more about their lives, work, and legacies.



NIST NOBEL WINNERS



Dave Wineland

2012 Nobel Prize in Physics
Experimental Quantum Mechanics

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Dan Shechtman

2011 Nobel Prize in Chemistry
Quasicrystals

[Read More](#)



Jan Hall

2005 Nobel Prize in Physics
Frequency Combs

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