

File: 15115 Communications forum pt 1.mp3

Duration: 01:02:06

[Starts at 00:02:40]

P1: My name is Peter Phillips, I guess I'm the provocateur on this meeting. I believe in being opportunistic. Two of my colleagues who are sort of unindicted co-conspirators in how one designs, manages, and communicates around integrated social sciences and natural sciences, happen to be in town today. So I invited them and they generously agreed to join us and I thought this is a perfect opportunity for the Saskatoon community to think about the problem. We're not necessarily looking for solutions today, there may be some that emerge, but what I'd like is a meeting of the minds and unpacking of the problem of the new world of networked research. And the world where controversies erupt, because of the closeness between the scholarly community and the industrial and public and NGO community. And in this room, we'll go around the table in a moment, I deliberately invited three types of people. I invited people who are funding research. And most of you, directly or indirectly, are complicit in the idea that we leverage your money, that we put together pots of money to do things. The second group in this room are people who are part of the management structure. They could be at the university level they could be in a special operating agencies, but your job is to make sure that this integration between science and social science actually happens. And then the third group are people who communicate around this, both the positive messages that come out of those collaborations, but also have to deal with the controversies that emerge when these are characterized in the media, online or elsewhere, as somehow tainted by their fundamental construction. So today we have a mix of people. Most of the invitees are on the list we have a few substitutes we still expect one or two of these people who haven't turned up that might turn up yet. So, if you have to drop in and out don't panic don't worry. We'll try and write something but, probably best thing to say right now there are mic's here. My primary intention is not – well, my commitment is that we're not going to put this en masse as a digital file. This is just a [inaudible, 00:04:59, main] memoir for me. I will write something on Chatham House Rule. There is only one rule of Chatham House, there's no rules it's one rule. What's said in the room is never attributed. So you can say something we might talk about what the message was, but it's not – if it can be attributed back to an individual we don't say it in that way. So the idea is to get us to unpack what we know and what we think about a problem space, without having to carry the baggage of that outside of the room. So we'll try and design something in terms of a policy brief about this problem space. So, I think the first thing to do is have a quick round table.

Peter Phillips, I'm at the Johnson Shoyama Graduate School you'll see some of our buzz around. If you want to know more about us, we're on the web but we can also – any of us who are here can talk about it. 28(1), over to you.

P2: Oh. [28(1) – unsure of spelling], I work at 28(1). I'm very weary that I have no idea which of the three groups I'm in, or maybe I'm in all three, I don't know. So I do business development, project development, and help research teams get funding in province.

P1: And let's go back one. 28(1), who are you?

P3: Oh, sorry.

[Laughter]

P1: It's a trick question.

P3: Yeah exactly. 28(1) I'm the executive director with 28(1).

P1: And I think it's worth mentioning that 28(1) has been in an industrial association but she's also been a senior civil servant so she's spanned multiple perspectives.

P4: I'm [inaudible, 00:06:19, 28(1)], I'm a Policy Strategist with 28(1) 28(1). And before that I was working with Peter, so I've sort of come from both of those perspectives.

P5: 28(1), I'm a communications manager at the 28(1) 28(1). So, we do bit of funding we do management, resources and then of course I'm dealing with the communications of all those things.

P6: Hi I'm 28(1) I'm the Innovation Manager for 28(1) in Saskatchewan. And we are a funder and I guess a convener and pathfinder.

P6: I'm Mike Stevens I'm a Contract Specialist with the Research Services Office at the U of S.

P7: I'm Kevin Rogers I'm the Associate Director at the Research Services and Ethics Office.

P8: 28(1), Social Sciences Lead with 28(1) but soon to be 28(1).

P9: 28(1), a founder of the 28(1) and a fellow at the 28(1) 28(1), if you can swallow all that, at the 28(1) 28(1).

P10: Michael Robin I'm a Research Communications Specialist with the University of Saskatchewan and my job is to find out what our scientists are doing, translate it into English, push it out to the world where everybody else can get excited about it.

P11: My name is Brittany Safinuk and I'm the Operations Manager at the Industry Liaison Office here at the U of S.

P12: I'm Amit Shukla, I'm the Business Development Specialist with the Industry Liaison Office and the most important part of my job is to create partnerships for researchers with industry so this is very important for us to be getting involved in industry.

P13: Jim Basinger the Associate Vice President of Research at the University.

P14: 28(1) Executive Director of Research with 28(1).

P15: I'm 28(1) I'm the Executive Director of the 28(1).

P16: I'm Savannah Klein I'm a Research Assistant at the BPBE which is the Bioresource Business Policy Economics Branch, or Ag Business or Ag Econ formerly. And I work with Stewart Smythe on SafeFood.ca.

P1: Who has an industrial research chair partly funded by industry, partly funded by the university so it's right at the cutting edge of this.

P17: I'm 28(1) I'm Communications Director with 28(1).

P18: Hi I'm [inaudible, 00:08:41 – 28(1) Director of the 28(1). I'm focusing on wheat research and management.

P19: And I'm 28(1) I'm a Professor and Chairmen of the 28(1) 28(1) at the 28(1), in 28(1)

P1: Now let me make a couple of quick comments and then I'm going to invite 28(1) and 28(1) to talk a bit about how this world has played out a little bit in the headlines of national and

international media. First point is that, because this was an opportunistic event we're actually conflicting with a major national agri-food event and so a lot of the people in the commodity groups and in government and industry are in Calgary at the GrowCanada conference. So, a lot of them apologized and so this room would've been bigger but this is almost the perfect size. So, the second point I think I want to make, and it's in the background and I just want to sort of amplify it before we jump into this. This even is initially framed around this triggering set of controversies around the US right to know effort to understand and frame the relationship between a number of academics and I'm one of those. And the debate about the role of bio-tech in society, and how whether that should or shouldn't have been done the way we did it. That's a good framing event but I just wanted to remind people it's not the only place where this question of the engagement between scholars, who are independent and doing discovery research and the practical community is creating controversy. In Canada we had a controversy about a month and a half ago where Enbridge, one of our major pipeline companies had tried to invest in a business school. And no matter how they did it they seemed to annoy everyone. And it all came out in the wash through an FOI request for emails. We just saw on the news last night the discussion about – what was the headline news story last on CBC? It was the NHL and brain concussions, how does it come out? How does it get portrayed? It's all about released information in emails through these conversational channels rather than the formal communications channels we normally use. So, we've opened up a can of worms that isn't just in the space that we're all particularly interested in but it's a general problem I think all academic institutions are going to face in the next while. But it's useful I think to frame it around an actual event and understand sort of that what happened in the very stages it happened. For sake of argument I'd sort of like to – once we've heard a little bit from **28(1)** and **28(1)** I'd like to open it up and really discuss it in the context of a round table discussion because you have more ideas than – you have ideas as well that are important to this. In the context that it's about designing, managing, and communicating around these collaborations. That it's not just risk communications once and if and when these things become public, that we can design better ones we can manage them in a more effective way to lead to a better sense of collaboration rather than just a hidden sense of collaboration in the research space. So I don't know which one of you wants to start the conversation.

P9: Maybe be better for me to start because I do it from the journalist point of view and then with the overview of it. **28(1), 16(1)(b)**

28(1), 16(1)(b)

[Redacted text block]

28(1), 16(1)(b) [Redacted]

P1: So as it transitions to 28(1) could you maybe unpack the 28(1) and that event that went around those six or seven or eight briefing notes that we constructed –

P9: Oh yeah I mean there's two things. 28(1), 16(1)(b) [Redacted]

PX: No it was – trying to remember what it's called... Centre for Food Integrity.

P9: 28(1), 16(1)(b) [Redacted]

28(1), 16(1)(b)

P1: 28(1) at the centre of the apex of that whole story I think more than most of us.

P19: 28(1), 16(1)(b)

28(1), 16(1)(b)

[Redacted text block]

P9: Can I just add, 28(1), 16(1)(b)

[Redacted text block]

28(1), 16(1)(b)

P19: And that's really the major point here and the funny part about this is what – just a couple of other quick last points – is that you know what has changed since this for me? 28(1), 16(1)(b)

P1: And maybe I can sort of back that up into the bigger crowd that's here. I think there's two things that are happening that may not be as obvious, because I build networks. That's what my job has been at this university for the last 15 years. I've never done a project where I'm the only investigator I've always had multiple investigators. 16(1)(b)

16(1)(b)

So, let's open it up. I mean I think there's three issues here. 16(1)(b)

So, what do

you think? Some of you are funders, are you concerned? Some of you are negotiating with me right now about money. [Laughs] Which is partly why I invited the diverse people in the room. There's a money man.

[Laughter]

P14: Certainly I would be happy to speak.

P1: Yes, 28(1) runs the 28(1) –

P14: At 28(1) the research and funding program and we have \$26.7 billion dollars, which we allocate annually to the research - agriculture research. 28(1), 16(1)(b)

[REDACTED]

28(1), 16(1)(b) [Redacted]

P1: 16(1)(b) [Redacted]

P8: 28(1), 16(1)(b) [Redacted]

P15: And that was where – the comment I wanted to make. 28(1), 16(1)(b) [Redacted]

28(1), 16(1)(b)

P1: So what I'm hearing is 16(1)(b)

P15: 28(1), 16(1)(b)

P14: But then how do you do it? Who does it? 28(1), 16(1)(b)

P1: 16(1)(b)

P14: 28(1), 16(1)(b)

P1: 16(1)(b)

P14: No, no. 28(1), 16(1)(b)

P10: 16(1)(b)

16(1)(b)

[Redacted text block]

[Redacted] The other point that I wanted to make too –

P1: Just before you leave that one, can I play it back just to make sure I'm getting it? 16(1)(b)

[Redacted]

P10: Oh that needs to be there, definitely.

P1: 16(1)(b)

[Redacted]

P10: 16(1)(b)

[Redacted]

16(1)(b) [Redacted text block]

P1: 28(1)

P3: 28(1), 16(1)(b) [Redacted text block]

28(1), 16(1)(b)

P10: 16(1)(b)

[Laughter]

P10: 16(1)(b)

P1: 16(1)(b)

P10: 16(1)(b)

[Laughter]

P1: He's looking right at me.

[Laughter]

P10: I'm just addressing you as the chair.

[Laughter]

P10: 16(1)(b)

[REDACTED]

[inaudible, 00:53:53] –

P1: It was the top story in the news two days ago.

P10: Exactly.

P1: They didn't use the words.

P10: 16(1)(b)

[REDACTED]

P9: Could I suggest something else to think about?

P1: Yes, 28(1)

P9: 28(1), 16(1)(b)

[REDACTED]

28(1), 16(1)(b)

[Redacted text block]

P1: 16(1)(b)

[Redacted text block]

P14: It does. 28(1), 16(1)(b)

P1: Yeah that's right, that's going to 28(1) problem.

P14: Yeah it's going to – 28(1), 16(1)(b)

[Redacted text block]

P15: 28(1), 16(1)(b) [inaudible, 00:57:18].

[Laughter]

P1: I think 28(1) knows about that one. It all came around [inaudible, 00:57:26]?

P15: [Inaudible, 00:57:27] 28(1), 16(1)(b)

P1: 16(1)(b)

P15: - [inaudible, 00:57:31] 28(1), 16(1)(b)

[Redacted]

P1: 16(1)(b)

[Redacted]

P3: But can I respond to that? 28(1), 16(1)(b)

[Redacted]

P1: Let me add a little council to that. There's 130,000 scholars, so –

P19: Well if I could throw something on that. What's the URL that you mentioned?

P3: 28(1), 16(1)(b)

P19: 28(1), 16(1)(b)

[Redacted]

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Duration: 00:55:38

P3: Yeah, well that's what this is about, that – you know.

P1: Now, I saw – I think it was 28(1) I saw flinch at that point earlier before you [inaudible, 00:00:10].

[Laughter]

P14: No it must be something else.

P1: [Laughs]

P14: If there was anything –

P1: It's gone. 28(1) then.

P8: 28(1), 16(1)(b) [Redacted]

[Laughter]

P8: 28(1), 16(1)(b) [Redacted]

28(1), 16(1)(b)

P6: 28(1), 16(1)(b)

[inaudible,

00:03:12].

P14: Yes, 28(1), 16(1)(b)

[Multiple]: It's very important.

[Inaudible, 00:03:18]

P14: 28(1), 16(1)(b)

P6: 28(1), 16(1)(b)

28(1), 16(1)(b)

P1: Let me challenge – because I think I'm hearing differing ways sort of two models that might be out there. 16(1)(b)

P6: 28(1), 16(1)(b)

P1: I guess the question is – 16(1)(b)

P6: Well that's only one side of the equation too. 28(1), 16(1)(b)

28(1), 16(1)(b)

P1: Okay. [Inaudible, 00:08:03 – P4's name, still can't make it out].

P4: Yeah building off of what you just mentioned, 28(1), 16(1)(b)

P2: Absolutely. Peter?

P1: 28(1)

P2: So I'm going to be the Debbie downer because I feel like we've –

[Laughter]

P2: I feel like 28(1), 16(1)(b)

28(1), 16(1)(b)

[Redacted text block]

P3: 28(1), 16(1)(b)

P19: [Inaudible, 00:11:50 – sounds like “And if I can tie into that”] Debbie.

[Laughter]

P19: 28(1), 16(1)(b)

28(1), 16(1)(b)

[inaudible,

00:13:02] 28(1), 16(1)(b)

[Laughter]

P19: 28(1), 16(1)(b)

P1: I think we've gone into this space and I think the point's been made really nicely. I was wondering, could I just shift the conversation slightly? We have, ethics, OVPR, science communications, number of people from all three of those spaces where you have processes that help us to design, manage, and communicate our research partnerships. And I'm trying to think about the projects I've put through in the last while. There's a lot about financial property, there's a lot about the leveraging. I'm not sure any project I've ever been part of at this university has actually asked me to think about, 'How do I proactively communicate not the results', which everybody asks about, 'but the process of getting to the results?' 16(1)(b)

[inaudible, 00:15:32]. 16(1)(b)

16(1)(b) [redacted]
[redacted]
[redacted]

P5: 28(1), 16(1)(b) [redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]
[redacted]

P1: 16(1)(b) [redacted]
[redacted]

P5: That I couldn't speak to. 28(1), 16(1)(b) [redacted]
[redacted]
[redacted]
[redacted]

P1: Maybe I'll – before we go to the other groups 16(1)(b) [redacted]
[redacted]
[redacted]
[redacted]

P2: Yeah.

P1: My recollection – 16(1)(b) [redacted]
[redacted]

P2: 28(1), 16(1)(b) [redacted]
[redacted]
[redacted]
[redacted]
[redacted]

28(1), 16(1)(b)

P1: So maybe I'll swing to Jim. [Inaudible, 00:18:51]'s ducked out so I would've got him next but, Jim, in the OVPR space you help us get money. Y

16(1)(b)

P13: First of all, I can't speak very well

28(1)

[Laughter]

P13: They're picking on me.

P1: [Laughs] Sorry, Jim.

P13: 16(1)(b)

P1: Yeah I think so yeah I think you – [inaudible, 00:21:13] I was sort of going around –

16(1)(b)

16(1)(b) [Redacted]

P12: Right so as part of my job I interact with the leaders of the industry, and then they are coming to interact with the university researchers. 16(1)(b) [Redacted]

[Redacted]

P1: So let me try and parse that out about, 16(1)(b) [Redacted]

P12: [Inaudible, 00:24:45 – sounds like “28(1) but 28(1) talks next] you want to comment on that?

P1: [Laughs]

P5: Again, it's much like the prior conversation. 28(1), 16(1)(b)

P1: Yup.

P5: In general 28(1), 16(1)(b)

P1: I was just trying to think of our six strategic priority areas. 16(1)(b)

P5: 28(1), 16(1)(b)

P1: 16(1)(b)

P3: Peter can I –

P1: 28(1)

P3: I was going to say, 28(1), 16(1)(b)

28(1), 16(1)(b)

[Redacted]

But, I think that's what we need to do.

P1: 16(1)(b)

[Redacted]

P3: Mhmm.

P2: Can I make a quick point?

P1: Yeah. 28(1)

P2: 28(1), 16(1)(b)

[Redacted]

P19: Yeah. 28(1), 16(1)(b)

P2: 28(1), 16(1)(b)

[Redacted]

P1: We probably aren't going to go to five I can see sense of flagging in the room and I don't like to extend things to the very end. But there's two people that haven't said anything and they both are sitting in important seats in this community. 16(1)(b)

[inaudible, 00:30:40]. 16(1)(b)

P18: From my perspective 28(1), 16(1)(b)

P1: So I'm interested 16(1)(b)

P18: No we haven't. 28(1), 16(1)(b) [inaudible, 00:32:23] and –

P1: 16(1)(b)

P18: - 28(1), 16(1)(b)

[inaudible,

00:32:58] –

28(1), 16(1)(b)

[Laughter]

P1: 16(1)(b)

P3: 28(1), 16(1)(b)

[Inaudible overlapping speech, 00:38:14]

P15: 28(1), 16(1)(b)

Multiple Ps: What is it?

P15: 28(1), 16(1)(b)

[Laughter]

P15: 28(1), 16(1)(b) [Redacted]

P1: 28(1) [Redacted]

P15: 28(1) [Redacted]

[Laughter]

P15: 28(1) [Redacted]

[Laughter]

P1: Yeah no. 28(1) [Redacted]

P14: 28(1), 16(1)(b) [Redacted]

[Inaudible, 00:40:49]

I think P9?: 28(1), 16(1)(b)

[Inaudible, 00:40:58] try.

P14: 28(1), 16(1)(b)

P1: Kathryn has come in a little bit late. Kathryn Ward.

P20: More than a little late.

P1: Well no you were early enough to get some of the message so you can add something here.

P20: And I'm really sorry I wasn't here earlier because I can see this is fascinating and very important to me to have [inaudible, 00:42:45]. Just a couple of quick comments. 16(1)(b)

16(1)(b)

[Redacted text block]

. Jim?

P13: 16(1)(b)

[Redacted text block]

16(1)(b)
[Redacted text block]

P1: I actually like that notion 16(1)(b)
[Redacted text block]

Any final thoughts?

P20: Just this –

P1: Short snappers.

P20: 16(1)(b)
[Redacted text block]

[Laughter]

P20: 16(1)(b)
[Redacted text block]

16(1)(b)
[Redacted]

P1: 16(1)(b)

P20: 16(1)(b)
[Redacted]

P10: This actually kind of leads into what I wanted to share as one closing thought that I had.

P1: You'll be the last thought.

P10: I get the last one? Okay I better make it quick.

P1: [Laughs] And good.

[Laughter]

P1: No pressure.

P2: Pressure's on.

P10: [Laughs] 16(1)(b)
[Redacted]

P1: Now that's an excellent place to stop. Build bridges. And today was part of the first – putting a few girders across the river.

[goodbyes]