



Communications Committee

Minutes for November 10, 2013 Meeting

Members Present:

Will Davis
Harsh Desai
Mary Lou Dunzik-Gougar, chair
Teri Ehresman
Matthew Gidden
Gene Grecheck
Margaret Harding
Laura Hermann
Angie Howard
Lisa Marshall
CJ Milmoie
Steve Skutnik
Tinh Tran (for Bob Penn)

Staff:

Bonnifer Ballard
Toni Bishop
Paul Bowersox
Diane Cianflone
Tracy Coyle
Joe Koblich
Chuck Vincent

Members Absent:

Sam Brinton
Uli Decher
Hans Gougar
Eric Helin
Jim Hopf
Lynnmarie Kinney
Jessica Netter Ducharme
Joshua Peterson
Dave Pointer
Abdel Soliman

Guests:

Rita Baranwal
Paul Dickman
Lenka Kollar
Mimi Limbach
Howard Shaffer
Peter Shaw
Jeff Terry

The meeting was called to order at 4:01 pm. Dunzik-Gougar welcomed participants, verified quorum, and had each person introduce themselves.

June Minutes

Motion to approve the June meeting minutes was made by Howard, 2nd by Marshall. Motion passed.

Center for Nuclear Science and Technology Information Update

Marshall provided an update on activities and reported that she was pleased with the increase in volunteers participating in content review. Dunzik-Gougar requested that staff put together a before and after visual to help illustrate the progress that has been made. A member mentioned that some of the powerpoint presentations in the presentation library had dated references and requested that those be updated. Marshall and Coyle reported that the PI section of the ANS website is being looked at and will be worked into the schedule of updates for 2014.

Ballard gave a brief summary of the K12 Assessment Report that was completed. Dunzik-Gougar is the member lead on retooling K12 materials. Ballard reminded people



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that the educator newsletter, ReActions, is now an e-newsletter and announced the creation of the Isotope Discovery Kit (IDK). The IDK will be available through the ANS store to educators. A pricing strategy still needs to be worked out to make the kit available to members for as little as is reasonable. Discussion ensued about publicizing the report to sections and faculty advisors, and how best to encourage adoption of new materials.

Dunzik-Gougar reported on the congressional seminar series. The series of five seminars was complete and an all-day session that included all five seminars was videotaped prior to the Winter Meeting. More than 150 people have attended at least one seminar and the series is now known and highly regarded among Hill staffers. Howard suggested that a simple event evaluation would be a good tool to get feedback on sessions.

Communications Plan Update

Dunzik-Gougar took the committee through the entire workplan, giving each member lead the opportunity to report on status. She emphasized during the discussion that the implementation plan is aggressive but that many projects are interrelated and so keeping things moving forward will be critical to the plan's success. She encouraged member leads to work with staff to update their timelines and to continue making progress as reports will be going to the Board's Executive Committee monthly.

Crisis Communications Plan – Harding gave background on developing a crisis communications plan. She pointed out that the spokesperson training project, benchmarking against other industry plans and working with utilities will all be key parts to its creation. She explained that the plan is tied to risk communications and she already has several volunteers for the work group.

Message map – Ballard briefly explained the development process. Hermann reminded everyone of the key messages from the communications plan and emphasized that these will be overarching messages for the map.

Media Relations – Hermann reported that she and staff have developed an outline of the plan and that the spokesperson training is a priority to really get the program off and running.

Expanding the Congressional Seminar Series – this was deferred since Piercy and Hopf were not present.

Modified K12 Program – Dunzik-Gougar had already given the updated when reporting on the Center's activities earlier in the meeting.

Grassroots and Outreach Programs – Skutnik has combined these two projects since they are so interrelated. He is working with staff on a project outline and will be adding to his work group.

Member Communications – Member lead Dave Pointer was not present but Shaw asked to be added to the work group.

Spokesperson – Hermann will lead but still needs others for the work group. Grecheck let everyone know about the ANS-Utility Engagement Program idea



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and that staff is going to be talking with utility communications executives about ANS's role in providing spokespeople and with outreach.

Website – Harsh gave a brief overview of his planned approach. He is still assembling his work group but the project will include an assessment of the current site based on audience and purpose. He wants to make sure that members have access to relevant ANS information and public resources. He is anxious to help evolve the site into a responsive design that is mobile ready. He anticipates having a phased approach with phase one being audience and purpose and phase two focusing on the visual aspects.

Develop engaging information and visuals – Marshall reported on this project earlier in the Center update. Coyle added that she and Marshall will be setting priorities for 2014 in the coming several weeks.

Branded policy statements – Ballard reported that the design was done and that conversion of existing statements is underway. She suggested that members take a look at position statement #44, which is the first one to be in the new format.

Decision making – Ballard explained that this project is merely to codify how decisions are currently being made since it seems to be working well in its current state. The confusion that existed before no longer exists.

Brand project – Ballard reported that there has been progress on the business case for the branding project. For now, staff and members are doing what they can to implement the Graphic Standards Guide. Other projects such as the web strategy project will move us down the road. Howard explained that this approach may actually get the answers to some of our questions about brand. Dunzik-Gougar reiterated that brand doesn't mean anything to an engineer and so the committee will need to help members understand why we're doing this.

Publications review – Dunzik-Gougar reported that the work group is still being assembled.

Social Media Strategy

Bowersox gave a presentation that provided a current snap shot of ANS's existing social media presence. There was discussion about possible approaches and considerations as the work group moved into strategy development. Skutnik suggested a colonizing strategy based on strengths and "culture" of the platform. Shaw reiterated to the group that there was currently no strategy behind any of the platforms and asked to be on the work group. Bowersox reported on the focus group planned for during the Winter Meeting. There was some concern about a self-selected group being used as a focus group. Hermann suggested using guided questions so that the discussion can be replicated. She also posed two important questions to be answered as the work group develops its strategy: to what degree do we activate members and to what degree do we inform the public? Shaw plans to raise the issue of ANS social media at the YMG Executive Committee meeting. The group agreed that other platforms should be discussed as it relates to our stated communications goals.



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Exhibit Loan to Local Sections

Ballard reviewed the long standing practice of exhibits being loaned to local sections and of national's exhibit program. She reported that the exhibits were old and dated and asked for committee guidance on their disposition. All agreed that we should be using the new graphics whenever possible. After some discussion, it was agreed that a better use of resources would be to make other resources available instead of covering the cost of shipping exhibits. The committee approved of disposing of or donating the old exhibits as staff deemed appropriate. Staff was also asked to initiate a display story board so that sections can order display graphics easily. The messages should be broad enough to work across the country.

Fukushima Talking Points Working Group

This discussion was deferred since Helin was not present to lead the discussion.

Meeting was adjourned at 6:05pm