



## Communications Committee Minutes for June 15, 2014 Meeting

### Members Present:

Harsh Desai  
Mary Lou Dunzik-Gougar, chair  
Margaret Harding  
Laura Hermann, vice-chair  
Lisa Marshall  
Dave Pointer

### Staff:

Toni Bishop  
Paul Bowersox  
Diane Cianflone  
Tracy Coyle  
Robert Fine  
Ashley Jiminian  
Erik Rancatore  
Mary Vitas

### Guests:

Rita Baranwal  
Megan O'Birne  
Maryann Stasko  
Brian Cozen  
Craig Piercy  
Jeremy Pearson  
Donald Hoffman  
Paul Dickman  
Lenka Kollar  
Tinh Tran (for Bob Penn)

### Members Absent:

Ted Bessman\*  
Sam Brinton  
Will Davis  
Uli Decher\*  
Teri Ehresman\*  
Matthew Gidden\*  
Gene Grecheck\*  
Hans Gougar  
Eric Helin  
Jim Hopf  
Angie Howard\*  
Lynnmarie Kinney  
CJ Milmoe\*  
Jessica Netter Ducharme\*  
Joshua Peterson  
Bob Penn\*  
Steve Skutnik  
Abdel Soliman

*\*Proxies received*

The meeting was called to order at 4:02 pm. Dunzik-Gougar welcomed participants and had each attendee introduce themselves. There was not a quorum at the start of the meeting.

### June Minutes

The November 15, 2013 minutes were not approved at this time since there was not a quorum.

### Communication Work Plan Update

#### *Strategy #1: Crisis Communications Plan*

Harding notified the committee that she would have to pull back from this project, due to her newly appointed position as Treasurer to the ANS Board. She is currently meeting with potential volunteers to replace her as member lead.



### *Strategy #3: Media Relations Program*

Herman reported that ANS has been responding well to media requests for interviews. The next steps are to build capacity, and develop a strategy to allow ANS to take a proactive role rather than just being responsive. Herman briefly highlighted the Media Calendar (Attachment A in the agenda packet), and discussed the work groups plans to develop a media plan to have when ANS needs it. The work group will also seek input from the Social Media workgroup before finalizing the Media Calendar.

Pointer suggested that we expand our current communications on media placement beyond ANS senior management and Executive Committee, and let members know about the successful media stories. Dunzik-Gougar agreed to use her platform in *ANS News* to develop an article highlighting recent success stories and the backstory behind them.

### *#4: Social Media Strategy*

Bowersox reported that the work group developed a social media strategy for the committee to endorse, however the most current version was not available for the agenda packet. The most significant change to the final version was the addition of quantitative metrics. Bowersox will forward the most current version onto the committee for review and Dunzik-Gougar agree to add the action to the agenda on the next conference call.

Herman noted that the work group is in need of champions for each platform (blog, Facebook, Google+, LinkedIn, Twitter, Youtube, etc.), and invited the non-committee members present to get involved if they can. It was mentioned that the Young Member's Group (YMG) may be recruiting for a social media chair. If they are this person would be ideal to work with. Bishop will reach out to the YMG to inquire if they have a social media chair in place.

### *#5: Congressional Seminar Series*

Piercy provided the committee with a brief update on the 5-part series, which is now in its third (3<sup>rd</sup>) year. This year they repeated the addition one day "makeup" seminar for staffers who missed part of the series. The series is currently reaching mid-level staffers, and plans are in place to broaden the audience. Discussions have been made with NEI to utilize the studio space to capture the series on video with a staged audience. These videos would then be shared with a wider audience.

### *#6: K-12*

Dunzik-Gougar reported that progress has been made with the K-12 resources, which includes aligning the current materials with the Next Generation Science Standards (NGSS). The final materials are going through a technical review, which will be followed by a teacher's review.

### *#7: Grassroots Program*

Rancatore reported that the work group held their first meeting a couple of weeks ago, and are currently identifying priorities and tools needed.



### *#9: ANS Spokesperson*

Herman reported that the work group is identifying subject matter experts from the various ANS divisions. The goal is to develop an “a la carte” menu of how to get involved as an ANS spokesperson for those who have varying time commitments. The work group is currently developing a business case as a professional development opportunity for the Board to consider at the Winter Meeting. Fine reminded the group that business cases should be submitted by August, so they have time to be reviewed by the Finance Committee before going to the Board.

### *#8: Member Communications*

Pointer reported that the subcommittee is reevaluating their approach after the results of the preliminary member communications survey. Pointer is working with Cianflone to determine how much intersection with ANS marketing there is.

### *#10: Engaging Visuals*

Marshall provided an update on the recently developed materials, such as the Energy Action Game. Pointer volunteered to organize a member’s Energy Acton tournament at a future meeting. Samples of the updated materials were distributed to the committee, and Coyle displayed one of the new pop-up exhibits that will replace the table tops.

### *#11: Branded Policy Papers*

Dunzik-Gougar informed the committee that a branded template was created and the existing policy papers have been re-designed. Bishop is in the process of uploading the new designs to the ANS website. Dickman identified the need to drive divisions to develop key fact sheets and clean-up the existing policy papers.

### *#12: Outreach*

Coyle provided an update on the progress of the workgroup. Steve Skutnik has begun recruiting a workgroup which includes Suzy Hobbs Baker and various students at the University of Tennessee. A draft program outline is being reviewed, which includes developing toolkits for an Adopt a School program and adult centered education.

### *#13: Decision Making*

Dunzik-Gougar reported that Bonnifer Ballard left a working document clarifying the decision making progress for external communications. The strategy will be evaluated and brought to committee on a future call.

### *#14 Web Strategy*

Desai presented an update on the ANS web strategy which was distributed hard-copy to the committee. Results from the membership usage survey show a split between ANS leadership and general rank and file members, however both categories agree that the website is an important membership benefit. Members identified the top three desired functionality requirements as: navigation, valuable content, and content delivery. They also want the website to focus on public information and outreach, which indicates a low awareness of NuclearConnect by the general membership. The committee discussed the importance of increasing the awareness of NuclearConnect through all ANS communication channels, before trying to move content back to ANS.org. Desai reported that a business case is not likely in 2015 and will work with ANS’s IT department to



understand the site's current capabilities, before moving forward on any changes. Dunzik-Gougar, Desai, and Herman will discuss offline what to present to the Board on Thursday. Hoffman suggested to Desai that he recruit a Board member to the subcommittee, to get the board's perspective prior to presenting the final case.

Hoffman further discussed a potential partnership with NEI and Nuclear Matters, who is in need of resources for their grassroots efforts. Preliminary discussions with Exelon/Chris Crane suggests that ANS could fill the grassroots need.

Hoffman also reported working with the president of the Health Physics Society (HPS) on a new radiation measurement tool, similar to how earthquakes are measured, that would give the public a relatable scale.

### *#15: ANS Brand*

Money has been requested in the ANS Outreach operational budget for development of a business case for creating an ANS brand. Meanwhile the Graphic Standards Guide is available to all ANS sections and ANS national entities. Several sections have begun to make the switch successfully, however many are still "married" to sub brands they have created on their own. It was suggested to invite the chair of one of the successful sections (i.e Oak Ridge) to discuss the transition on a local section conference call.

Coyle reported the local sections have expressed the need for branded promo materials to use in their outreach efforts. Since headquarters cannot manage a large inventory of items, the need for a one-up store (CafePress) is necessary. Coyle and Desai will develop a list of potential items, which can include local section merchandise. Coyle will also initiate a member contest to develop a new design that will be featured on merchandise.

### *#16: Publication Review*

Dunzik-Gougar reported the workgroup has a project plan, and the next step is to develop the criteria for evaluating publications. Volunteers will be needed to perform the evaluation.

### **Other business:**

Rancatore reported that a Director of Communications has been hired to replace Bonnifer Ballard. Tari Marshall will start at ANS headquarters on July 1.

Herman reminded those present of the two *Focus on Communications* panels sponsored by ETWDD at this meeting. *Communicating with Communities and Building Policy Maker Support for Nuclear Facilities* will be held in Carson 1 on Monday, from 1-4 pm.

Dunzik-Gougar will schedule the next conference call, to discuss the open issues.

Meeting was adjourned at 5:57 pm.