

Welcome & introductions – Mary Lou Dunzik-Gougar

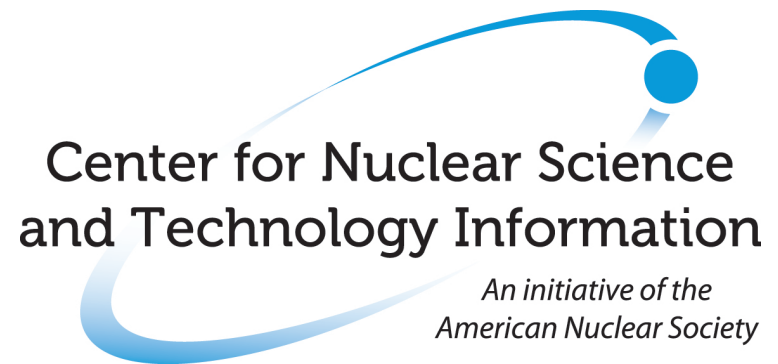
The new ANS Speakers Bureau

Radiation and Climate initiatives – Tari Marshall

ANS tools – Tari Marshall and Tracy Marc

Messaging workshop – Laura Hermann

Next Steps and conclusion

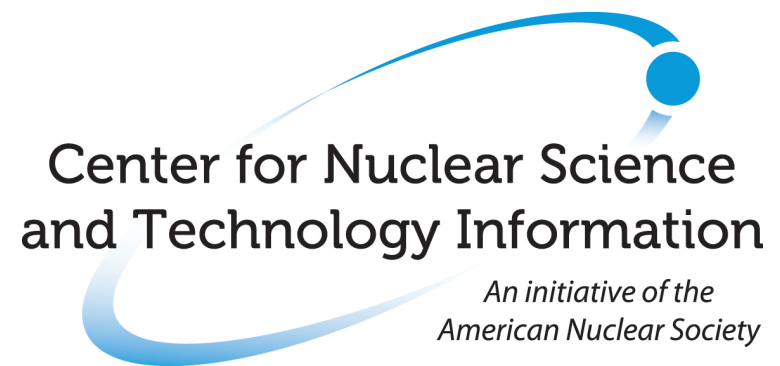


Messaging for ANS

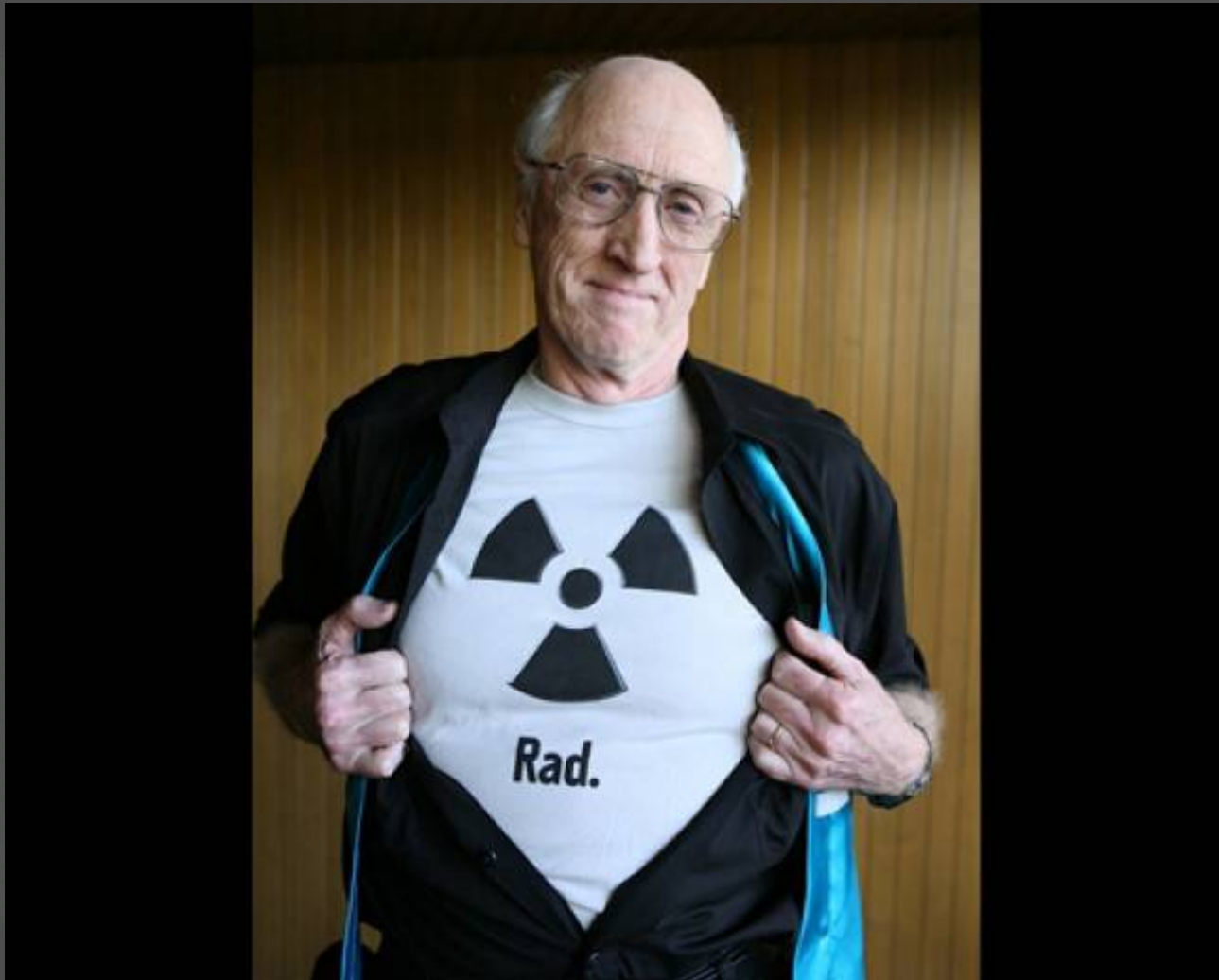
Speakers Bureau Workshop

San Antonio, June 2015

Prepared by Potomac Communications Group



**Say great things
in simple terms.**



Not:

“The safety basis of the new design is well below ten-to-the-minus six. Rather than redundancy, diversity and defense-in-depth, passive safety systems achieve the design’s safety goals.”

But:

“The new design uses natural forces, such as gravity, to achieve even higher levels of safety than today’s plants.”

Audiences Differ

Level of Knowledge

Vocabulary

Experience

Preconceptions and Points of View

Trust and Roles

Why Bother with Messaging?

- Make your story easy to remember ...
and relate to
- Address or define the issue
- Stake out your position
- Look to the future

The Right Messages

Communicate Advantages and Benefits

- Tell your story
- Make your case
- Connect with stakeholders

Help you be heard, believed and trusted by many diverse audiences and stakeholders

Create a structure for your story

Powerful ... each can
stand alone

Complement other
messages – no
dissonance

Communicate the
essence of your position

From the Summit

**Radiation is
everywhere.**

**Radiation has
beneficial
uses.**



**We know a lot about radiation
and how to control it.**

ANS Messages

**Nuclear
technology works.**

**Radiation and
radioactivity are
a natural part of
our world.**

**Nuclear technology enhances
our quality of life.**

Using Cognition Research

People understand the world through unconscious conceptual categories.

These “frames” are ideas that help us classify and sort information.

- **Health = life**
- **Clean air = health**
- **Nuclear energy = clean air**



ANS Strategic Plan – Message Map

Overarching Messages

Radiation and radioactivity are a natural part of our world.

Nuclear technology works.

Nuclear technology enhances our quality of life.

Supporting Fact 1-1

Supporting Fact 2-1

Supporting Fact 3-1

Supporting Fact 1-2

Give Yourself a Test

A close-up photograph of a hand holding a yellow pencil, poised to write on a test paper. The test paper features multiple-choice questions with options A, B, C, and D. The background is slightly blurred, focusing attention on the hand and the pencil.

- Clear
- Short and Simple
- Significant
- Credible
- Compelling
- Salient

Effective Messages

3 Principles that lead to Winning Actions

**Facts won't trump
emotion**

**Negative
responses
reinforce
negative ideas**

**Context
matters**

**Tell a
positive story**

**Deliver
messages in
the story**

**Show,
Don't Tell**