

Center for Nuclear Science and Technology Information Speakers Bureau Workshop



American Nuclear Society

June 14, 2016



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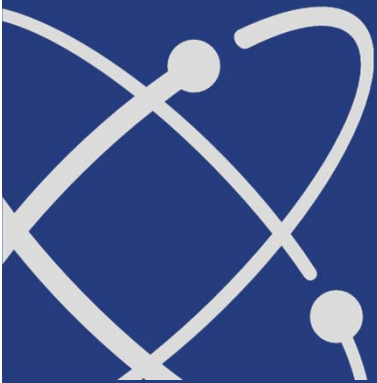


Today's Presenters

Laura Hermann, Chair of ANS Communications Committee, Partner at Potomac Communications, Washington, D.C.

Tari Marshall, ANS Director of Communications and Outreach

Tracy Marc, ANS Communications Manager





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Today's Agenda

- ❖ Welcome and Introductions
- ❖ Why the ANS Speakers Bureau
- ❖ Roles and responsibilities of members
- ❖ ANS messages for various audiences
- ❖ ANS Tools
- ❖ Group Exercise

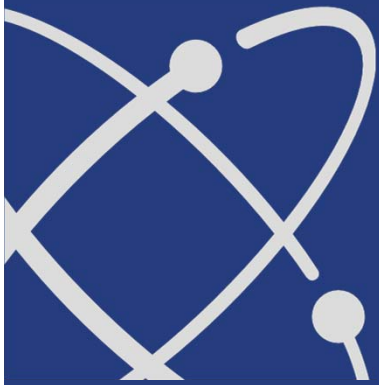




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Why the ANS Speakers Bureau?





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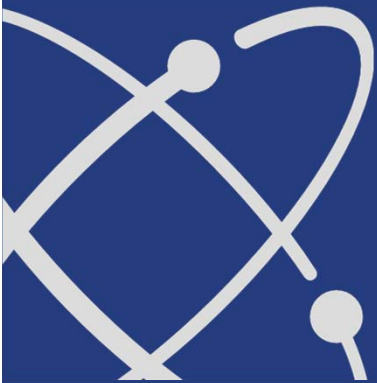
Speakers Bureau

**The result of an ANS Task Force created
to build the Strategic Communications Plan**

Conclusions

Public support for nuclear technology is broad but shallow; support erodes quickly when a crisis raises questions about the technology.

ANS is uniquely well positioned to influence public discussion of nuclear science and technology.



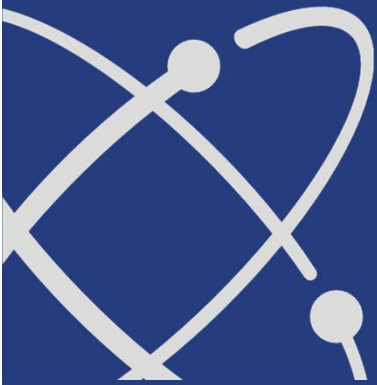


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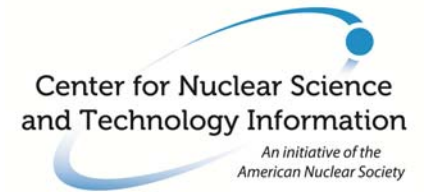
Primary Goals of the Communications Strategic Plan

- **Outreach:** Build awareness of ANS as a credible, trustworthy source of information
- **Resources:** Provide ANS Tools
- **Leverage:** Engage sections, divisions and committees



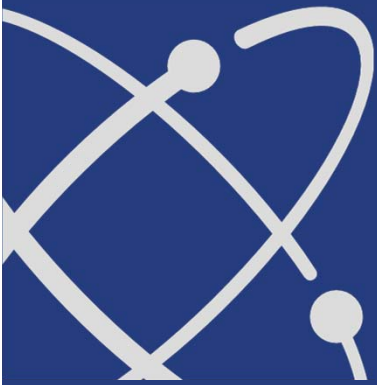


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Three Primary Messages contained in the ANS Strategic Communications Plan

1. Radiation and radioactivity are a natural part of our world.
2. Nuclear technology works.
3. Nuclear technology enhances our quality of life.





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ANS receives hundreds of questions from the public on a wide range of nuclear topics


Ask an Expert

Have a Question for Our Experts?

Submit your question about nuclear energy here and one of our experts will respond with an answer.

What's your experience with radiation?

Radiation occurs naturally and is all around us as we go about our daily lives. Calculate how much radiation you might see in a typical year.



nuclearconnect.org



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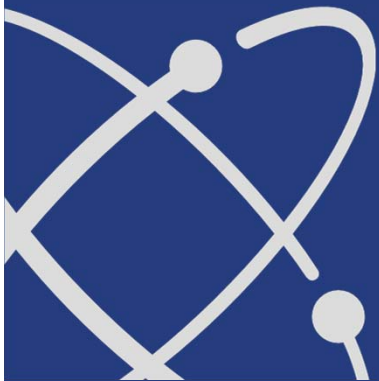


Can you tell me how much radiation I get from a smart watch such as an iPhone?

Is nuclear science and technology safe? What are the positive and negative impacts of nuclear science and technology?

Can I interview a **nuclear engineer** for my class?- A high school 11th grade student

Will I get radiation if I hug my friend who lives near Fukushima?



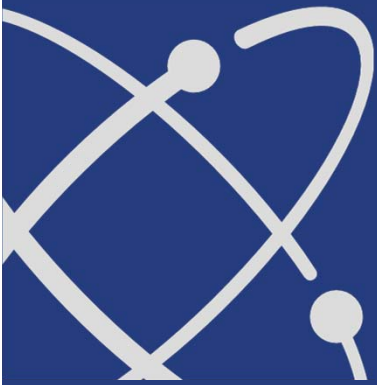


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Our members are presenting ANS messages to schools, community organizations, media, and others

- We need a common voice, common message.
- Speakers need common presentation materials.
- Speakers need training in delivering common messages.



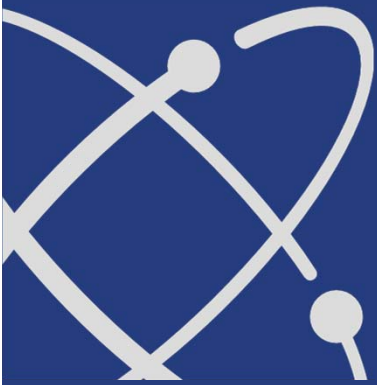


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ANS headquarters receives requests for media interviews

- We need trained spokespeople who know the key ANS messages.
- Speakers who can deliver them clear and consistently.
- We need to know who has expertise in the various nuclear areas to speak on behalf of ANS.





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What is the ANS Speakers Bureau?

- A public outreach program through the Center for Nuclear Science and Technology Information
- ANS members serve as a corps of Society public spokespeople
- A network of trained spokespeople who are able to respond in a timely manner to the concerns of the public, the media and other information requests



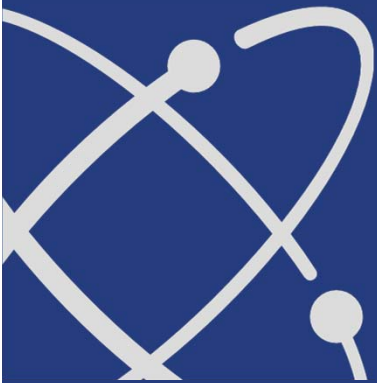


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What is the ANS Speakers Bureau?

- ANS is a reliable source of spokespeople on nuclear topics.
- ANS represents the general interest of the men and women in the American nuclear community.
- The Society brings together scientists, educators, engineers, technicians, and other professionals from all facets of the nuclear science and technology industry.





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What does the Speakers Bureau provide for you?

- Professional development opportunity-workshops hosted at ANS meetings.
- Updates on ANS key messages and news.
- Tools and resources
 - ✓ Power Point presentations
 - ✓ Print materials
 - ✓ Online information - nuclearconnect.org
- Staff support- Tracy Marc, tmarc@ans.org



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What is expected of Speakers Bureau members?

- **Participate in Bureau workshops (June/November)**
- **Familiarize yourself with ANS tools and messages**
- **Participate in ANS social media - Facebook and Twitter**
- **Use ANS key messages whenever possible**
- **Be available to answer public questions via email or phone**
- **Give public presentations-upon request from the public or seek out opportunities in your community**
- **Have employer permission to speak on behalf of ANS**



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Be actively involved in ANS social media discussions about nuclear!

Sign up, follow, and ask your colleagues and peers to join in the nuclear discussion and post positive nuclear messages.

Twitter - @ans_org

Facebook – American Nuclear Society

LinkedIn - American Nuclear Society

ANS Nuclear Cafe – Be an author, comment, share

#ANSMeeting

#Nuclear4Climate



LinkedIn



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We need your feedback!



- Provide brief feedback to headquarters on presentations to help ANS track results
- Suggest future resources to develop for ANS speakers
- Take and send photos!

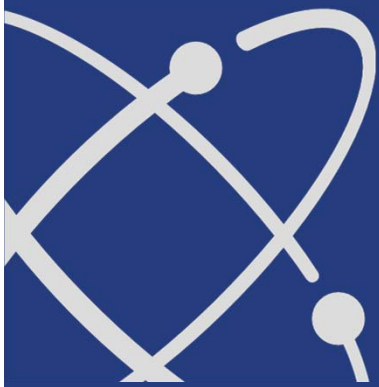
A form titled 'Speakers Bureau Presentation Report' with the instruction 'Please print clearly or type'. It includes fields for 'Speaker Name', 'Presentation Date', 'Event', 'Cell Phone', 'Proprietor (Name, Co., and City)', 'Sign In/Out', and 'Audience Size'. There is also a section for 'Feedback' with a question 'Did the audience understand the material, were any additional words needed that could have helped with your presentation?' followed by several blank lines for notes.



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Communication Proven Practices





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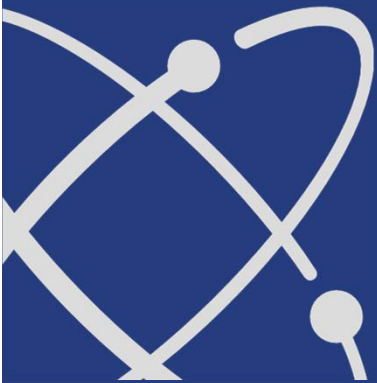
Say things in simple terms

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.”





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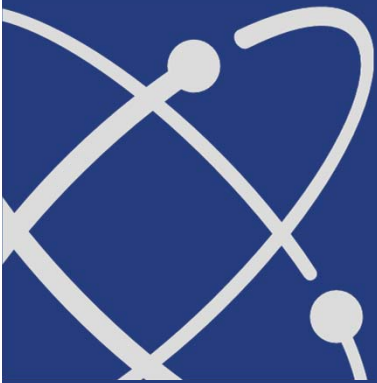


Messaging

- Make your story easy to remember and for your audience to relate to-use an analogy or visual
- State the issue in a clear concise way
- State your position

The Right Messages

- Tell your story
- Make your case
- Connect with your audience-stories are a great way to do this





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Cognition Research

- People understand the world through conceptual categories.
- Framing a story are helps an audience classify and sort information.

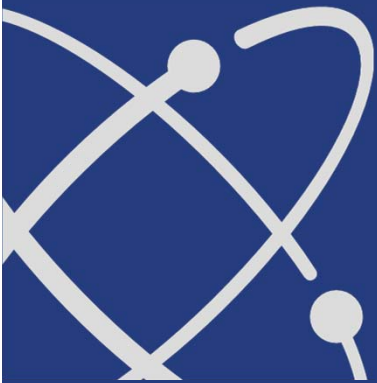




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ANS Tools





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ANS Tools

ANS resources will be listed on the Member Center under **Speakers Bureau**



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[ANS](#) > [Members](#) > [ANS News](#)

Speakers Bureau



Issues of ANS News are available in [Adobe Acrobat](#) (PDF) format. Click on an issue below to view it.

Members who currently receive ANS News via postal mail can choose to [receive ANS News via e-mail](#) instead.

2015





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ANS Tools

ANS Collaborate is a virtual networking site to engage with ANS colleagues and exchange ideas and files.

A screenshot of the ANS Collaborate website interface. The page title is "ANS Collaborate". The navigation bar includes "Home", "Groups", "Network", "Events", "Browse", "Participate", and "ANS Mentor Match", along with a search box. The main content area is titled "Speakers Bureau" and includes a "Settings" button. Below this, there are tabs for "Group Home", "Discussion (6)", "Library (8)", "Events (1)", and "Members (45)". The "Latest Discussion Posts" section features a post titled "RE: Reminder:Speakers Bureau Workshop" by William Wharton, 3 days ago, with a snippet of text: "See you then, Tracy! ----- W. A. 'Art' Wharton III Manager R&D External Funding & Contracts, Westinghouse Electric Co. Monroeville PA (512)627-8244". The "Announcements" section features a post titled "ANS Media Webinar" by Tracy Marc, 2 months ago, with a snippet of text: "Last week ANS hosted its first webinar created exclusively for the media prese Mary Lou Dunzik-Gougar. The webinar was titled, Radiation and Radioactivity: A Natural Part of our Worl covered the following: - The difference between man-made vs. natural radiation. - What are the everyday uses of radiation."/>


ANS Collaborate

Home Groups Network Events Browse Participate ANS Mentor Match search

Speakers Bureau [Settings](#)


Group Home Discussion **6** Library **8** Events **1** Members **45**

Latest Discussion Posts [Add](#)

 **RE: Reminder:Speakers Bureau Workshop**
By: [William Wharton](#), 3 days ago
See you then, Tracy! ----- W. A. "Art" Wharton III Manager R&D External Funding & Contracts, Westinghouse Electric Co. Monroeville PA (512)627-8244

Announcements [Add](#)

ANS Media Webinar
By: [Tracy Marc](#), 2 months ago
Last week ANS hosted its first webinar created exclusively for the media prese Mary Lou Dunzik-Gougar. The webinar was titled, Radiation and Radioactivity: A Natural Part of our Worl covered the following:
- The difference between man-made vs. natural radiation.
- What are the everyday uses of radiation.

 [Reminder:Speakers Bureau Workshop](#)



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ANS Tools

You will be added to this group to exchange communications with other speakers and access ANS Tools stored in the Library.

The screenshot shows the 'ANS Collaborate' website interface. At the top, there are navigation links for 'Contact Us', 'User Rules and Guidelines', and 'www.ans.org'. Below the navigation bar, the page title is 'Speakers Bureau' with a 'Settings' button. The main content area is divided into 'Folders' and 'Folder Contents'. The 'Folders' section shows a folder named 'Speakers Bureau' with a 'New Item' button. The 'Folder Contents' section lists several files, including 'ANS PPT Templates', 'Event Report Form', 'March Update', 'Materials Request Form', 'Outreach Materials Request Form', 'Radiation and Radioactivity: A Natural Part of Our World (PowerPoint Presentation)', 'SB Training Workshop - November 2015', and 'Speakers Bureau Tools'. A 'Create New Library Entry' button is visible in the top right of the content area. The footer of the page reads 'American Nuclear Society (c) 2016'.



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The Center for Nuclear Science and Technology Information Nuclearconnect.org

- **Public Resource:** Information presented in everyday terminology that the public can understand.
- **Tools:** For educators, ANS members and others to use in their public education and outreach.





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Resources on nuclearconnect.org



- Under **In the Classroom**, there are resources, classroom activities, a teacher newsletter, and nuclear lingo for you to use and access in the making a presentation.

The screenshot shows the website's navigation menu with 'In the Classroom' selected. The main content area is titled 'In the Classroom' and includes a sub-section 'For Educators'. This section contains several links: 'Educational Resources', 'Educational Activities', 'ReActions', and 'Archived ReActions'. There is also a 'Sign Up for ReActions' button. A sidebar on the left provides more details about 'Teacher Workshops', 'Classroom Activities', 'Education Resources', and 'ReActions'. At the bottom, there is a featured article titled 'Growing Irradiated Bean Seeds' with a description: 'Description: What happens to seeds that are exposed to very high levels...'



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Resources on nuclearconnect.org

Order bookmarks, handouts, information sheets, and more by scrolling through resources and ordering through ANS headquarters.

Contact tmarc@ans.org two weeks prior to the event.

Center for Nuclear Science and Technology Information
An initiative of the American Nuclear Society

ANS | Nuclear Care | Facebook | Twitter | YouTube | Search

About the Center | Know Nuclear | **In the Classroom** | For the Media | Policy Issues

In the Classroom Home / In the Classroom / For Educators / Educational Resources

Educational Resources

Did You Know? Bookmarks
Grade Level: 5 - 8 These 2 1/4 x 8 inch bookmarks with Did You Know? messages make a perfect give-away for your students. Each pack includes 25...

[See More >](#)

Teacher Resource Guide: Detecting Radiation in Our Radioactive World
Grade Level: 5-12 The ANS Center for Nuclear Science and Technology Information is pleased to introduce its new teacher resource guide, Detecting Radiation in Our Radioactive World. This...

[See More >](#)

Isotope Discovery Kit
Grade Level: 9-12 Shelve the dry textbooks and one-dimensional charts. You will energize your classroom and make science come alive using the Isotope Discovery Kit Developed by nuclear...

[See More >](#)

Top 10 Things You Love (But Didn't Know) About Nuclear Technology
Grade Level: 5-12 Nuclear science and technology improves our lives in many ways. From reliable energy, to improved health care and national

For Educators

[Educational Resources](#)

[Radiation Sources for Teachers](#)

[Web Resources](#)

[Educational Activities](#)

[ReActions](#)

[Archived ReActions](#)

Sign Up for ReActions

Sign up for ReActions™, the e-newsletter for educators that offers teaching ideas about nuclear science and technology. It is published by the Center for Nuclear Science and Technology Information, an initiative of the American Nuclear Society, between September and May.

[Sign Up >](#)

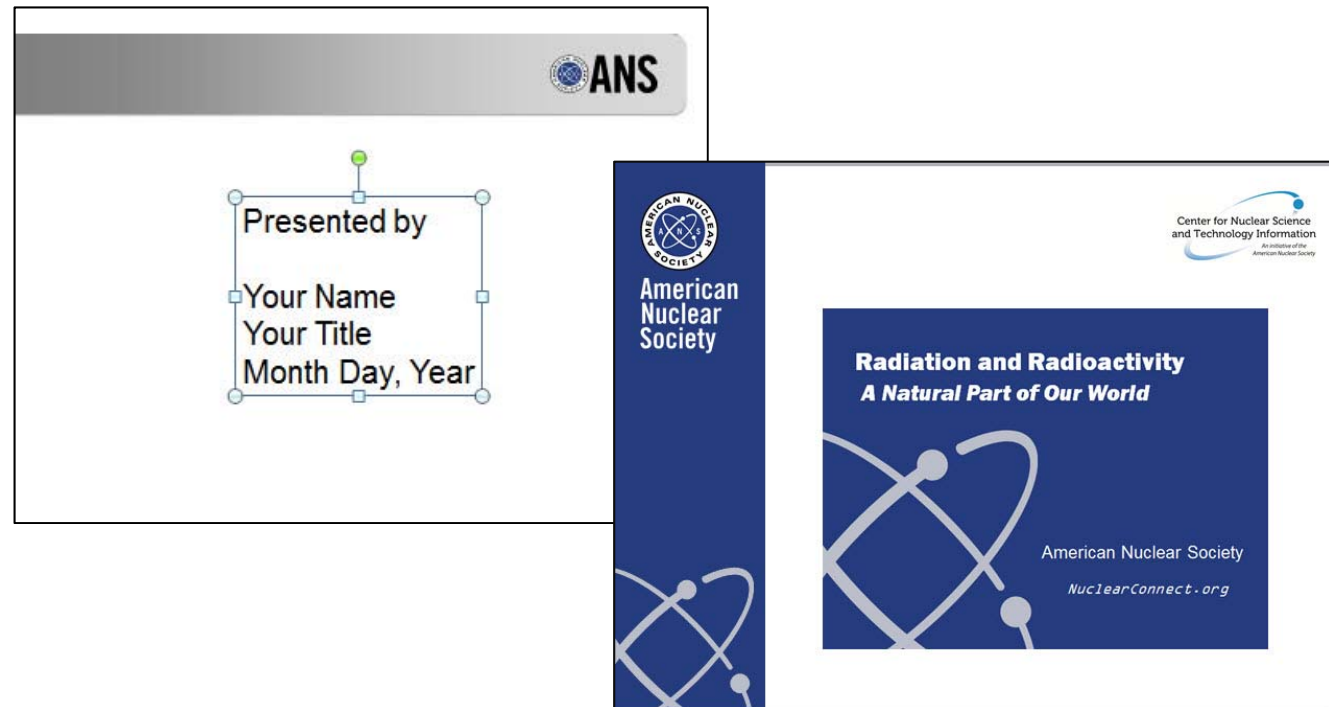


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ANS Tools

Other resources include two ANS presentation templates to use.



Horizontal and vertical ANS branded formats



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Radiation and Radioactivity

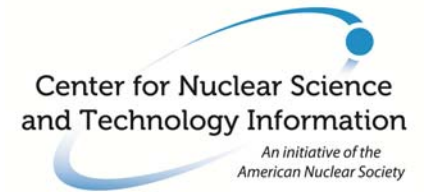
A Natural Part of Our World

American Nuclear Society

NuclearConnect.org

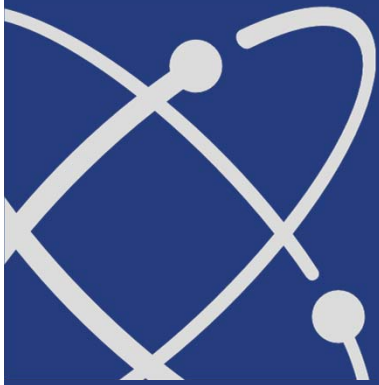


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Radiation and Radioactivity *A Natural Part of our World*

- ANS branded
- All slide information is provided
- Notes are included in each slide
- Ability to customize with your name and event

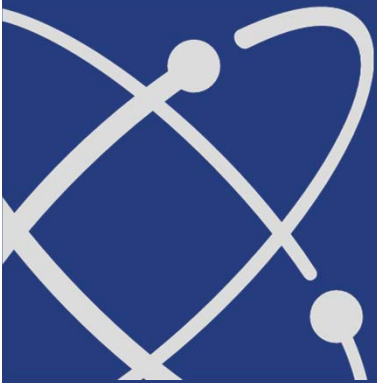




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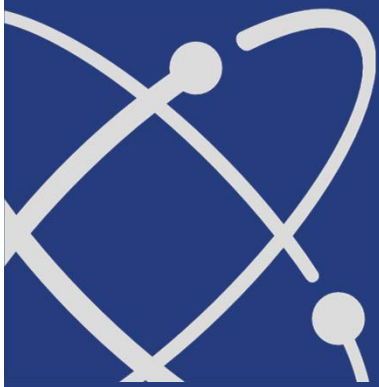


Small Group Brainstorming Activity Planning a Presentation





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Next Steps

Complete the application

Receive your welcome letter and pin

View the Members Center-Speakers Bureau page

Receive your welcome message to the SB
Collaborate Group

Review nuclearconnect.org for tools

Make presentations in your community

Report back to ANS and take photos!

