



American Nuclear Society  
Center for Nuclear Science  
and Technology Information  
Speakers Bureau Workshop  
June 9, 2015



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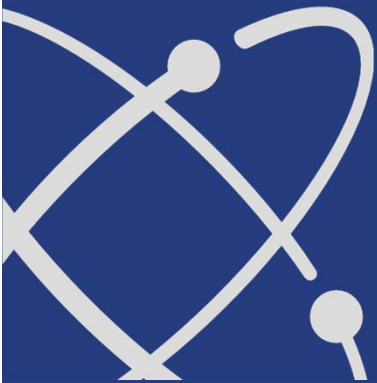
## **Today's Presenters**

**Mary Lou Dunzik-Gougar**, Chair of the ANS Communications Committee and Chair of Nuclear Engineering at Idaho State University with joint appointment at Idaho National Laboratory

**Laura Hermann**, Co-Chair of ANS Communications Committee, Partner at Potomac Communications

**Tari Marshall**, ANS Director of Communications and Outreach

**Tracy Marc**, ANS Communications Manager





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## **Today's Agenda**

Welcome and Introductions

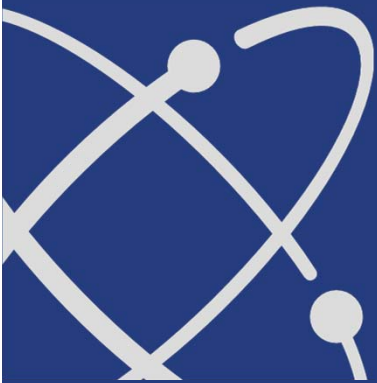
ANS Strategic Communications Plan

The ANS Speakers Bureau

ANS Communications Initiatives

ANS Tools

Small Group Exercise





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## ANS Strategic Communications Plan

- Approved by the Board of Directors June 2013
- Developed to prioritize communications that maximize ANS resources
- Based on research performed by a Task Force
- Findings

*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.*



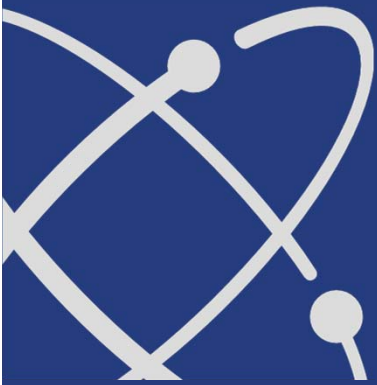
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## **ANS Strategic Communications Plan**

### ***Three Primary Messages***

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





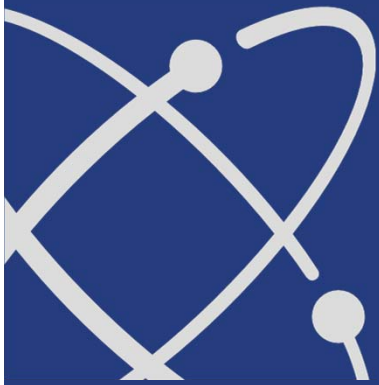
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## ANS Strategic Communications Plan

### *Primary goals*

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



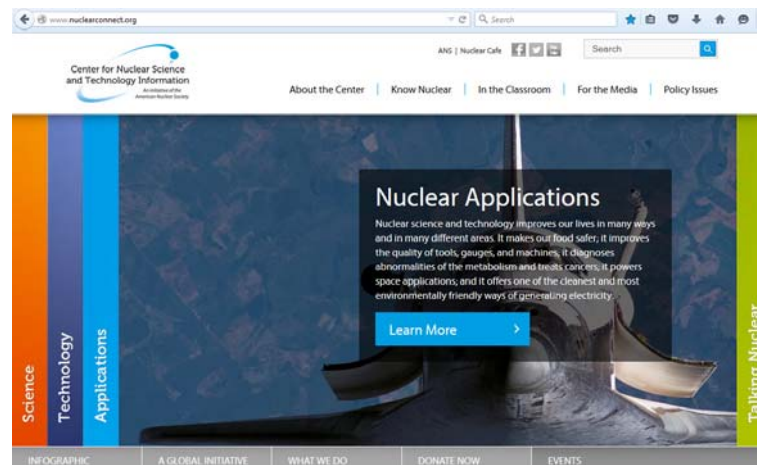


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## What is the Center for Nuclear Science and Technology Information?

- **Public Resource:** Information presented in lay terms that the public can understand and relate to
- **Tools:** For educators, ANS members and others to use in their public education and outreach
- **Active Outreach:** Pro-actively changing the nuclear conversation from concern to support





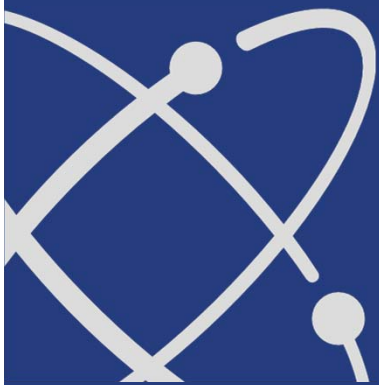
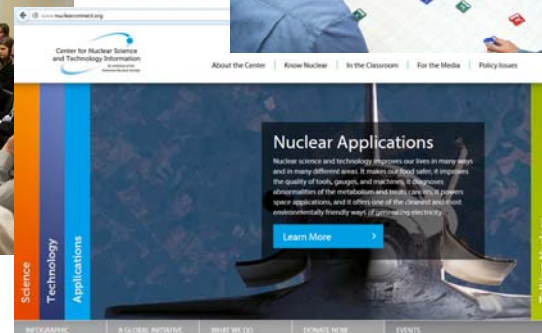


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## What is the Center for Nuclear Science and Technology Information?

- K-12 Resources, Workshops
- Congressional Seminar Series
- NuclearConnect.org
- Speakers Bureau



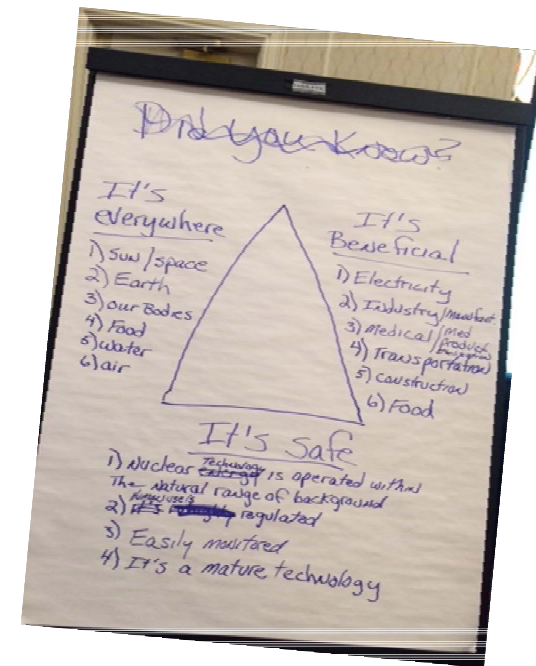
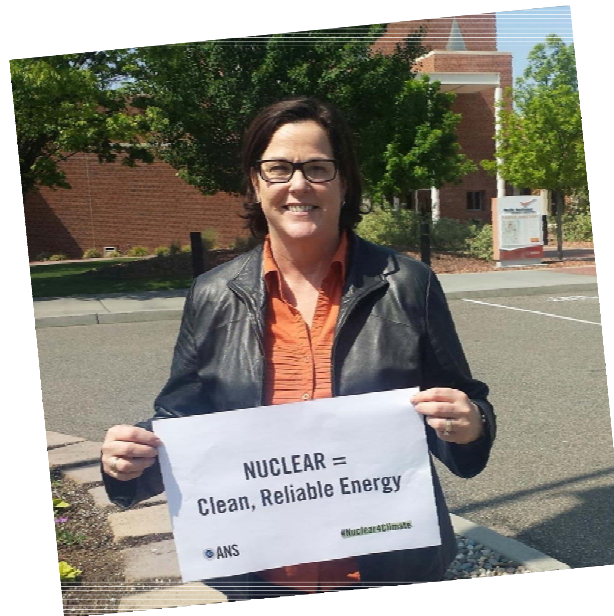




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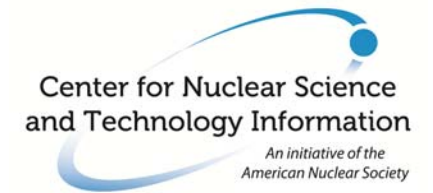
## What is the Center for Nuclear Science and Technology Information?

- Radiation Dose Communications
- Nuclear for Climate

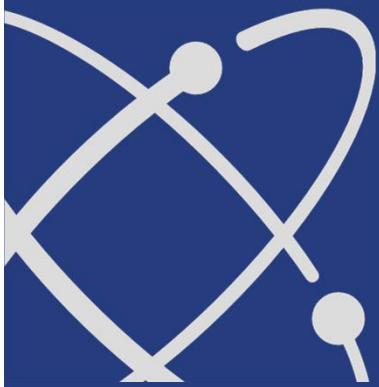




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# Why the ANS Speakers Bureau?





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[nuclearconnect.org](http://nuclearconnect.org)

**We get 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.

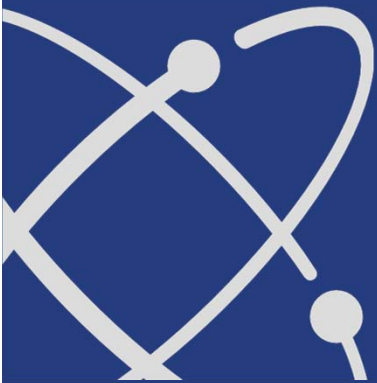


### What's your experience with radiation?

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.

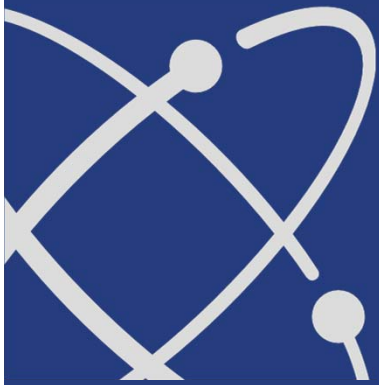


Calculate now >





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What is the  
future for  
**nuclear power**  
generation in  
the USA?

... we had X-ray equipment to X-ray compressed samples of air-floated clay...part of the machine came apart, and I put it back together using the index and middle fingers of both hands. I forgot to turn the machine off...About a week later, blisters came up on these four fingers...I am retired now. **Am I still in any danger?**

I am a 10th grader . . . I was assigned the project of having an interview with a **nuclear engineer.**

What is half life  
exactly?



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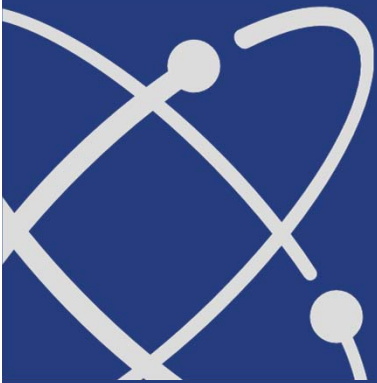


I'm in a **student organization**... my team is conducting a study on the U.S. nuclear utility market, especially concerning digital upgrades and **Fukushima** modifications. It would be great if we could get opinions from ANS to help understand our study more.

Could you tell me the capabilities of **Thermoluminescent Detectors**?

What advances in **uranium enrichment** could change the market forever?

**About how much money does it take to create a nuclear facility?**



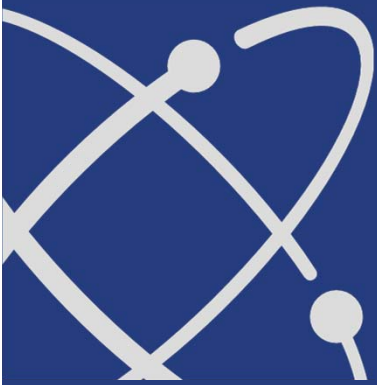


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## **Our members are speaking to schools, community organizations, media and others**

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





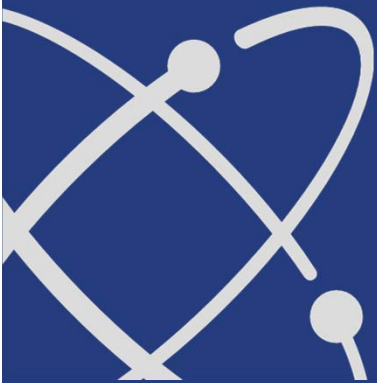


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## ANS headquarters receives requests for speakers and media interviews

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



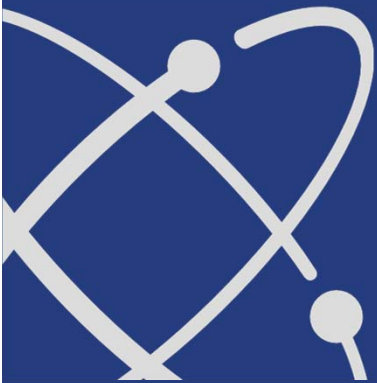


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## What is the ANS Speakers Bureau?

- 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 media and other information requests



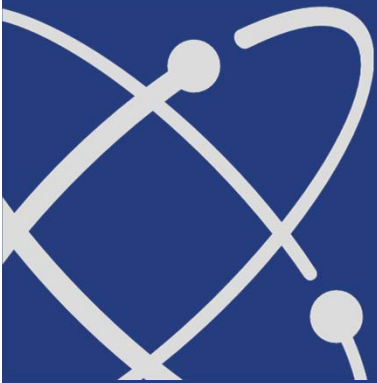


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## What is the ANS Speakers Bureau?

- 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, engineers, technicians, and other professionals from all facets of nuclear science and technology.



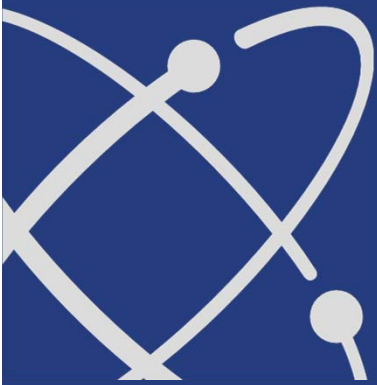


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## What does the Speakers Bureau provide for you?

- Professional development opportunity
- Training on ANS key messages
- Tools and resources
  - ✓ Power Point presentations (to come)
  - ✓ Handouts
  - ✓ Online information
- Staff support



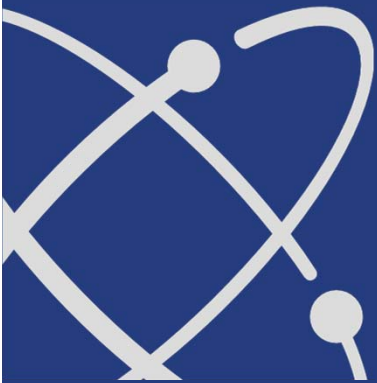


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## What is expected of Speakers Bureau members?

- Participate in Bureau workshops (June/November)
- Familiarize yourself with ANS tools
- Use ANS key messages whenever possible
- Be available to answer public questions via email or phone
- Give public presentations (as available)
- 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.

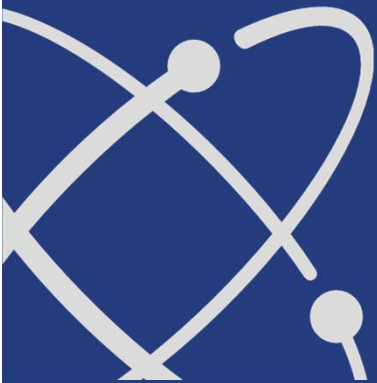
**Twitter** - @ans\_org

**Facebook** – American Nuclear Society

**LinkedIn** - American Nuclear Society

**ANS Nuclear Cafe** – Be an author, comment, share

#ANSMeeting #Nuclear4Climate #Pronuclear





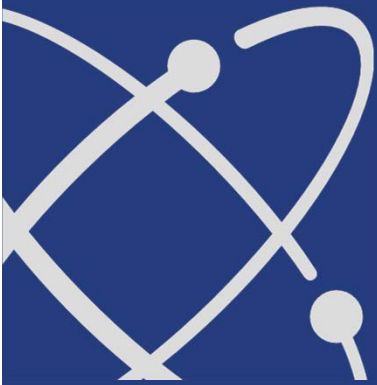


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## We need your feedback!

- Provide brief feedback to headquarters on presentations to help ANS track results
- Suggest future resources to assist our speakers

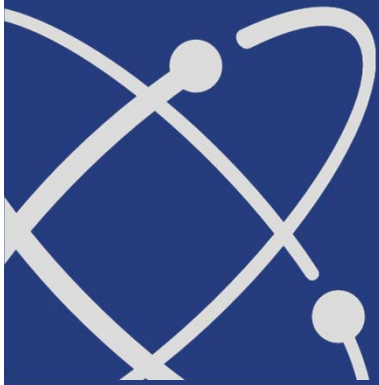




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# **ANS Communications Initiatives**





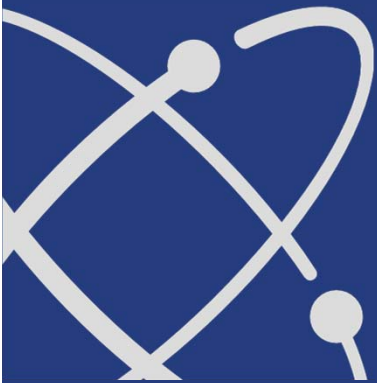
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## Radiation Dose Communications Summit

- ANS co-hosted with Health Physics Society (HPS)
- 16 organizations

**Summit Goal:** Establish a coalition of organizations to provide leadership in determining a collaborative approach to communicating with the public about radiation.



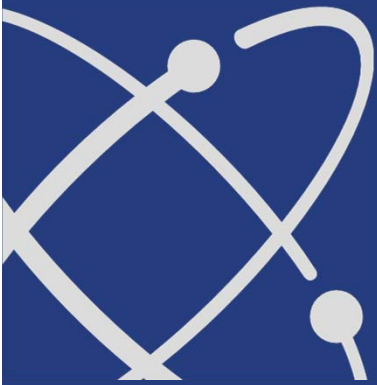


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## **Radiation Dose Communications Summit Identified Messages**

- Radiation is everywhere, and it can be used safely.
- Radiation is beneficial, is essential to our quality of life and is essential to many industries.
- We have the responsibility to share the facts about radiation.



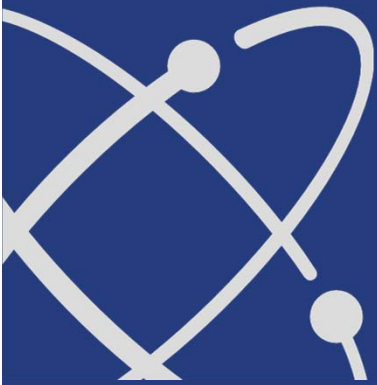


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## **Radiation Dose Communications Summit determined three most effective channels to use when communicating about radiation**

- Media
- Community Outreach
- Social Media





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## Nuclear for Climate

- A global collaboration of 39 nuclear societies, 50,000 scientists from 36 countries advocating for the necessity of including nuclear energy in the mix of carbon-free solutions to fight climate change.
- Raise awareness of the proven benefits of nuclear among decision-makers and the general public.



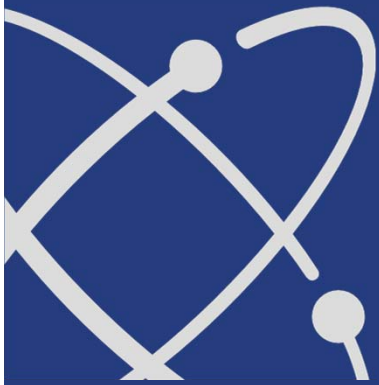




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# ANS Tools





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## ANS Tools

ANS resources will be posted in the Member Center under **Speakers Bureau**



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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.

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## ANS Tools

- Resources will include presentation templates
  - ✓ Radiation Basics
  - ✓ Nuclear Energy
  - ✓ Fuel Cycle
  - ✓ Nuclear Nonproliferation
  - ✓ Medical/Industrial uses of Nuclear Technology
- *Top 10 Myths* and other brochures/flyers





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## Next Steps

- Complete Profile and Application (Deadline June 19, 2015)
- Notification – August 2015
- Access to Member Center **Speakers Bureau** resources
- Receive ANS Speakers Bureau pin



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# Small Group Workshop

