

# Center for Nuclear Science and Technology Information Speakers Bureau Workshop

**American Nuclear Society**

November 10, 2015





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## **Today's Presenters**

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

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

**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
- ❖ Communication Best Practices: How to present your message to various groups
- ❖ ANS Tools
- ❖ Overview of the ANS PPT template and new Radiation Presentation
- ❖ Small 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.



[Calculate now >](#)



[nuclearconnect.org](http://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? -  
high school 11<sup>th</sup> grade student

Is there such a thing as  
radiation withdrawal?



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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 meeting.
- Updates on ANS key messages and news.
- Tools and resources
  - ✓ Power Point presentations
  - ✓ Print materials
  - ✓ Online information - [nuclearconnect.org](http://nuclearconnect.org)
- Staff support- Tracy Marc, [tmarc@ans.org](mailto: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
- Use ANS key messages whenever possible
- Be available to answer public questions via email or phone
- Give public presentations (upon request from the public)
- 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**    **#COP21**



**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 assist our speakers

 |

### Speakers Bureau Presentation Report

Please print clearly or type

Please email to Tracy Marc, Communications Manager, [tmarc@ans.org](mailto:tmarc@ans.org)

Speaker Name \_\_\_\_\_  
Presentation Date \_\_\_\_\_  
Email \_\_\_\_\_  
Cell Phone \_\_\_\_\_ Other Phone (home/office) \_\_\_\_\_  
Presentation location, city and state \_\_\_\_\_  
Topic Presented \_\_\_\_\_  
Audience Size \_\_\_\_\_

**Feedback:** Did the audience understand the material, were any additional tools needed that would have helped with your presentation?

\_\_\_\_\_  
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# Communication Best 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
- Address the issue
- State your position

## The Right Messages

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



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## Create a structure for your story

- Powerful...each can stand alone
- Complement other messages -no dissonance
- Communicate the essence of your position.



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## Framing Your Stories

- People understand the world through unconscious conceptual categories.
- The frames are ideas that help us classify and sort information.





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# ANS Tools





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## ANS Tools

ANS resources are listed in the  
Member Center under **Speakers Bureau**

The screenshot shows the American Nuclear Society website. The header includes the logo and navigation links: Home, Public Information, About ANS, Membership, Meetings, Publications, Standards, Public Information, Constituent Units, Honors & Awards, Career Center, Advertising, Join ANS, Member Center, ANS Store, and Contact Us. The main content area is titled "Welcom to the ANS Speakers Bureau" and contains the following text:

The Speakers Bureau is a public outreach effort that will have ANS communicators to serve as a corps of Society spokespeople to the general public.

Upon completion of the Speakers Bureau Workshop, please complete the [Speaker Profile](#) and the [Application](#) for final consideration. You will be notified within 2 weeks after submitting all necessary documents. Upon your acceptance, you will be sent an ANS Speakers Bureau pin to wear as you make presentation in your community on behalf of ANS.

**June 9, 2015 Speakers Bureau Workshop**

Part 1 - [What is the ANS Speakers Bureau?](#)  
Part 2 - [Messaging for ANS](#)

ANS has tools you can use to present information on nuclear to various audiences. The "[Top 10 Myths](#)" handout and power point presentations done on "[The Basics of Radiation](#)" are posted here to use as a guide for your presentation. Additional resources will be posted and announced to the Speakers Bureau as they become available.

A [Report Sheet](#) is also provided here to send in to ANS after each presentation. This will help ANS in determining the need for tools and resources to provide in the future.

If you have any questions regarding the Speakers Bureau, please contact Tracy Marc, Communications Manager [via e-mail](#) or call 708-579-8224.

Last updated October 9, 2015, 5:51pm CDT.





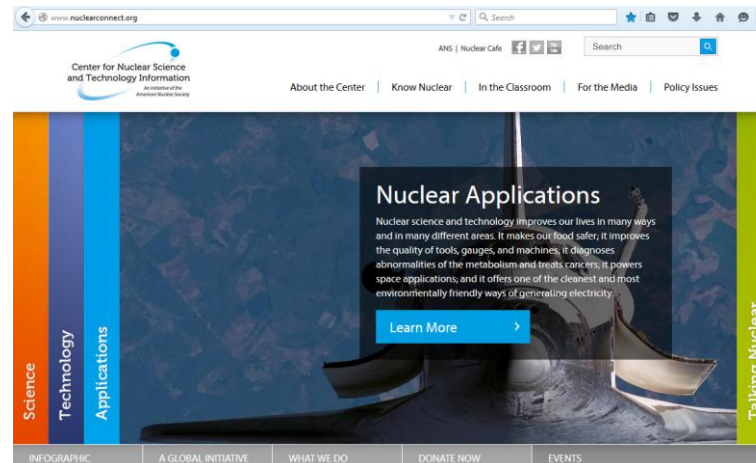
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Center for Nuclear Science  
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## What is the Center for Nuclear Science and Technology Information?

- **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.
- **Active Outreach:** Pro-actively changing the nuclear conversation from concern to support.





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## More on [nuclearconnect.org](http://nuclearconnect.org)

- Information on K-12 Resources, teacher workshops, classroom activities, teacher newsletter, nuclear lingo and updates on nuclear energy and policy in the news.
- Policy Issues- ANS Congressional Seminar Series 5 times/year.





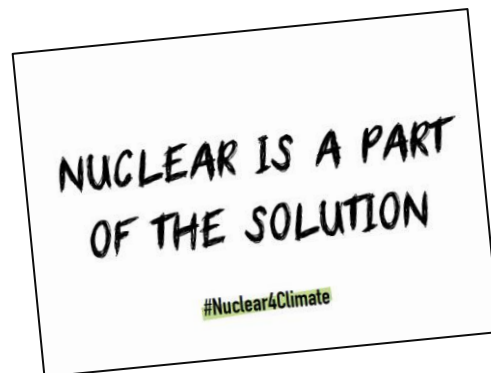
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## ANS and Nuclear for Climate

- **Nuclear for Climate** – ANS is part of a global association of 120 nuclear societies working together to communicate facts to the public on nuclear energy as a safe, clean low-carbon energy source.





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## ANS Tools

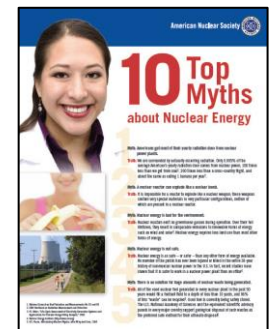
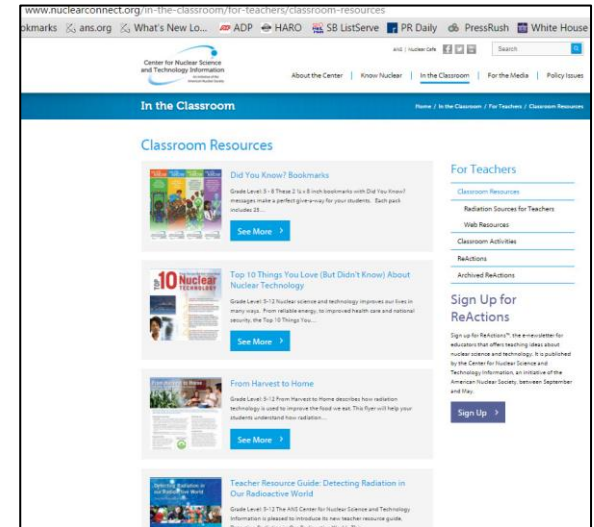
- Resources will include presentation templates

- ✓ Radiation Basics
- ✓ Nuclear Energy
- ✓ Fuel Cycle
- ✓ Nuclear Nonproliferation
- ✓ Medical/Industrial uses of Nuclear Technology

- *Top 10 Myths* and other brochures/flyers

- ANS Position Statements on [www.ans.org](http://www.ans.org)

- Newest addition- *Did You Know* Bookmark Series

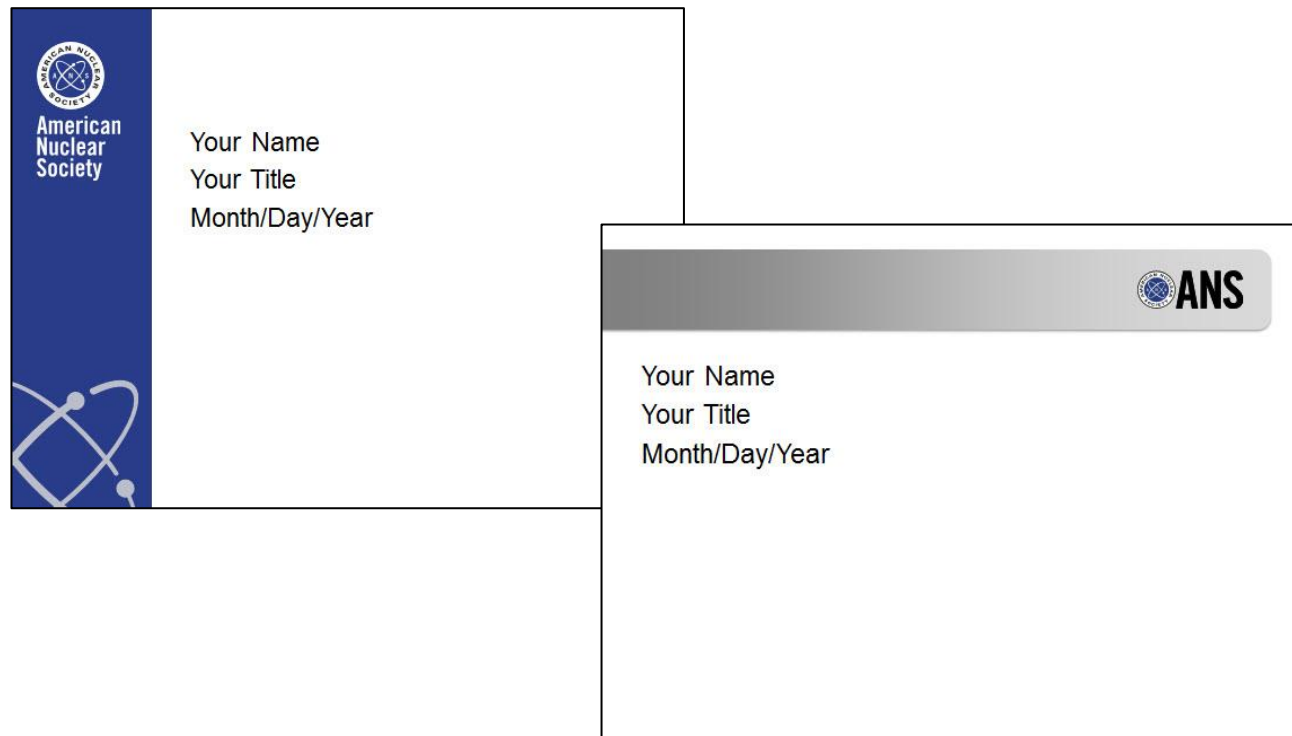




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## ANS Presentations

Two templates are available for custom presentations with ANS branding





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## ANS Presentations

### Radiation and Radioactivity *A Natural Part of our World*

#### **Radiation and Radioactivity** ***A Natural Part of Our World***

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*NuclearConnect.org*

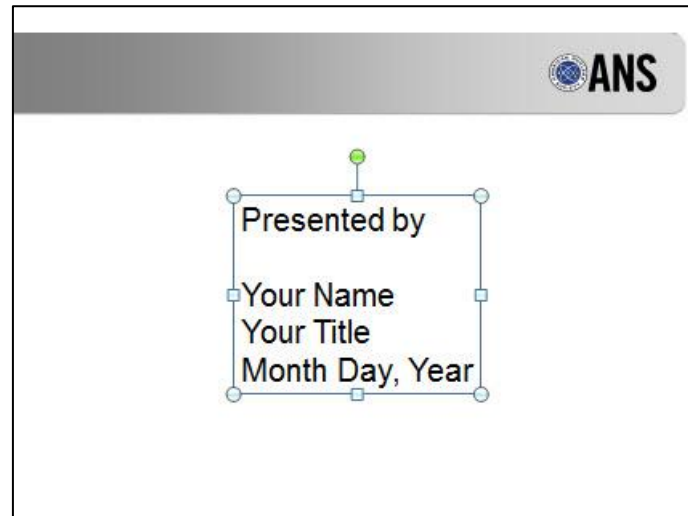


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## Radiation and Radioactivity

### *A Natural Part of our World*

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





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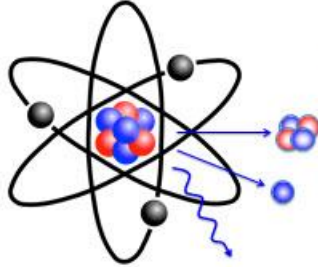
## Radiation and Radioactivity

### *A Natural Part of our World*

- What is radiation and how is it made?
- Where does it come from?

**ANS**

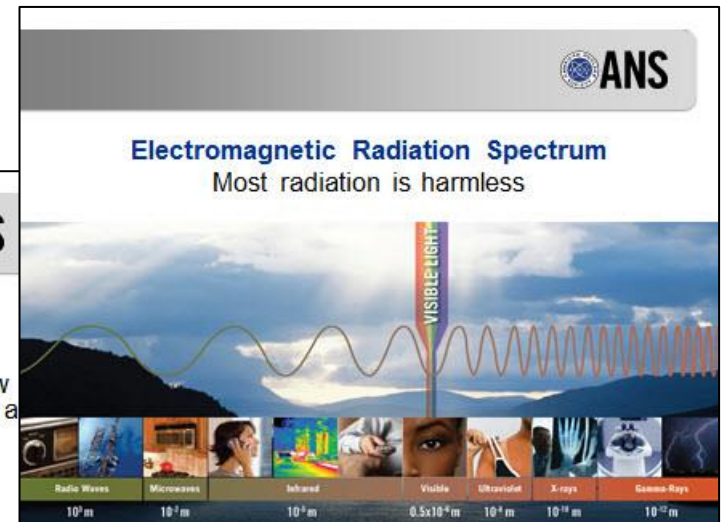
### Where does radiation come from?



Unstable atoms throw off either a particle or a ray (radiation) to become stable

The amount of radioactive material constantly decays away until it's gone

The diagram shows a central nucleus with red and blue spheres, surrounded by three elliptical electron orbits. Two blue spheres representing particles are shown being emitted from the nucleus, and a blue wavy line representing a ray is also shown being emitted.





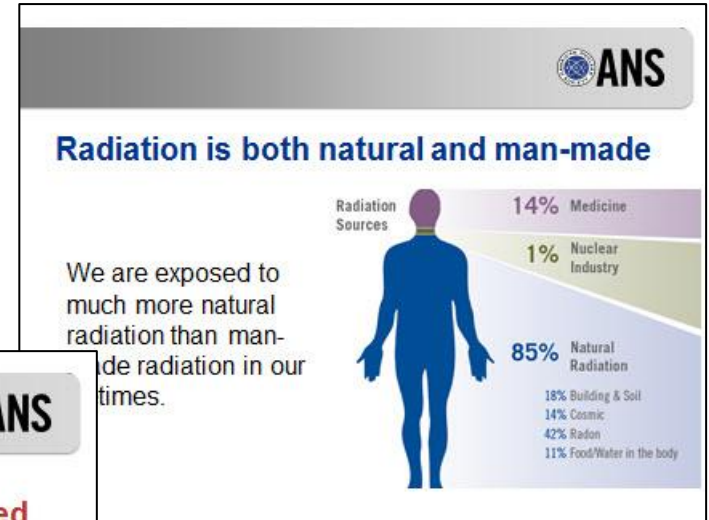


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# Radiation and Radioactivity

## *A Natural Part of our World*

### Types of radiation



<p><b>Irradiated</b></p> <p>Something is exposed to radiation</p> <p>It does not make it radioactive!</p> 	<p><b>Contaminated</b></p> <p>Radioactive material is in an unwanted place in an unwanted amount</p> 
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# Radiation and Radioactivity


## *A Natural Part of our World*

Benefits of radiation that improves the quality of our lives.

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**Man-Made Radiation Benefits Our Lives**

**Food Safety**  
 Eliminates germs and parasites  
 Reduces pesticide use  
 Kills dangerous bacteria  
 Reduces water use for crops  
 Improves livestock health



 **ANS**

**Man-Made Radiation Benefits Our Lives**

**Keeping you safe**  
 Smoke detectors  
 Safer bridges, buildings, and roads  
 Safer travel






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# Radiation and Radioactivity

## *A Natural Part of our World*

### Radiation Safety

The graphic features the ANS logo in the top right corner. Below it, the title 'Radiation Safety' is centered. Three panels illustrate the safety principles: 'Time' shows a person holding a clock with the text 'Spend less time near the source.'; 'Distance' shows a person holding a bag with the text 'Keep a greater distance from the source.'; 'Shielding' shows a person behind a lead wall with the text 'Shield yourself from the source.'



It takes a lot of radiation to harm a person. Even with the radiation around us every day and all the radiation we produce, almost no one is ever hurt by radiation.





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# Small Group Workshop- Radiation





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## Next Steps

Complete the Speakers Bureau application

Receive your welcome letter and pin



View the Member Center Speakers Bureau page and [nuclearconnect.org](http://nuclearconnect.org) for tools

Make presentations in your community

Report back to ANS and take photos!



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Thank you for being here today!