

# Center for Nuclear Science and Technology Information Speakers Bureau Workshop



**American Nuclear Society**  
June 13, 2017



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## **Today's Presenters**

**Lisa Marshall**, Director of Outreach, Retention & Engagement-Lecturer-Adviser, Department of Nuclear Engineering North Carolina State University

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

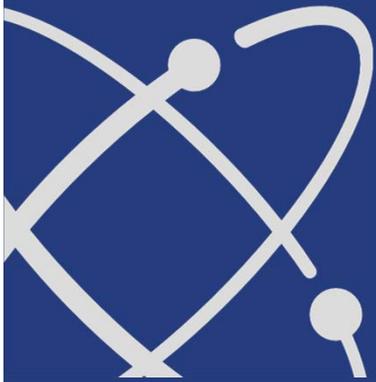
**Tracy Marc**, ANS Communications Manager

**Janice Lindegard**, Outreach Specialist





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## Today's Agenda

- ❖ Why the ANS Speakers Bureau
- ❖ Objectives and Why Join
- ❖ Speakers Roles and Reporting
- ❖ ANS Tools
- ❖ Center for Nuclear Science and Technology Information
- ❖ Video analysis
- ❖ Questions
- ❖ Outreach Presentation Activities

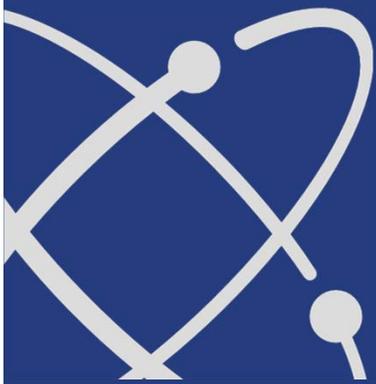




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# Why the ANS Speakers Bureau?





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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.*



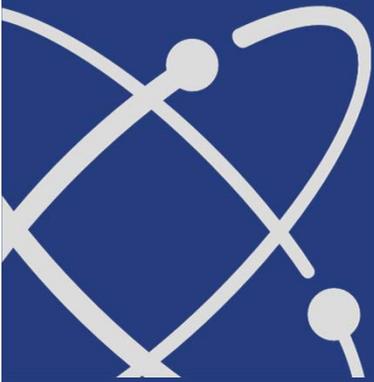


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## Primary Goals of the Communications Strategic Plan

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



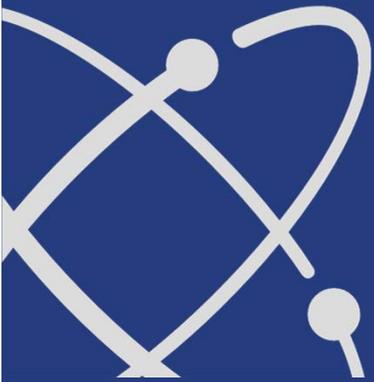


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## Three primary ANS messages:

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 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.

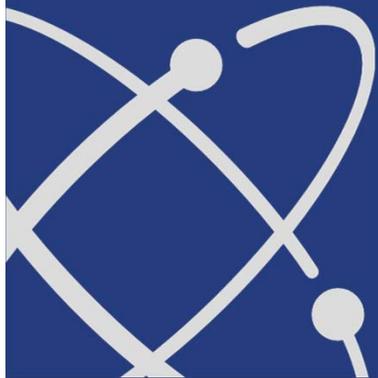


Calculate now >

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



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How does a  
reactor sustain  
itself in a natural  
disaster or an  
Armageddon?

**I'm concerned  
about radiation  
from an x-ray.**

*Which Kentucky  
representatives  
are at the lead for the  
potential change to  
nuclear policy?*

What is the relation of the  
repetitious patterns found  
between atomic structure  
and galaxy structure?  
Can it be explained?  
Is it a Fibonacci?

**What do you think  
will be the future of  
nuclear?**



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## *Why?*

### **Because 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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***Why?***  
**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.



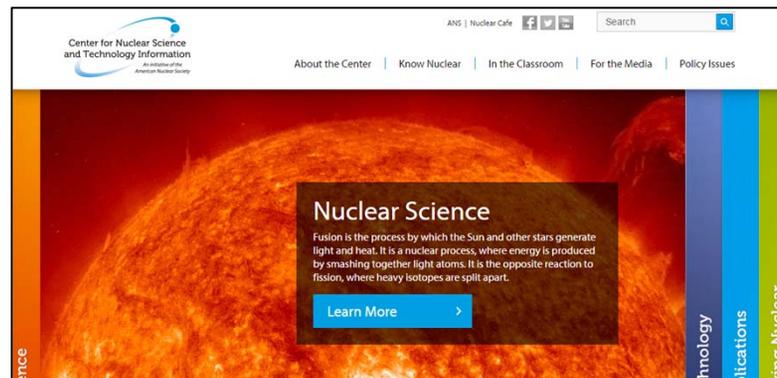


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## What is the ANS Speakers Bureau?

- 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



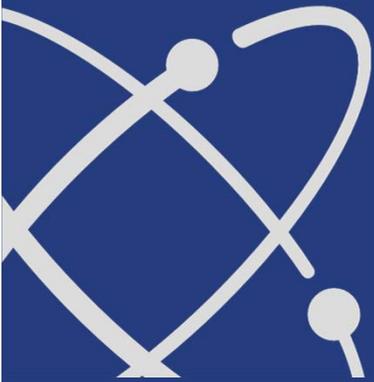


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## What is the ANS Speakers Bureau?

- 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](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 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



**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!



 |

### Speakers Bureau Presentation Report

Please print clearly or type

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

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

Topic Presented \_\_\_\_\_  
Audience Size \_\_\_\_\_

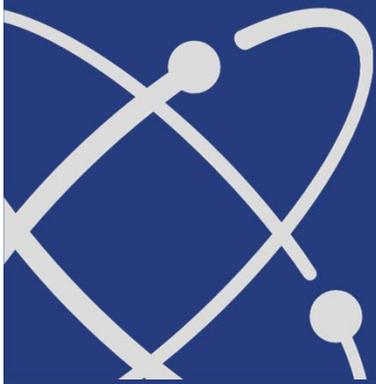
**Feedback:** Did the audience understand the material, were any additional tools needed that would have helped with your presentation?  
\_\_\_\_\_  
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# ANS Tools





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## ANS Tools

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



Ms. Tracy Marc / My Account | Log Out [⇨]

Search

Join ANS | Member Center | ANS Store | Contact Us

About ANS | Membership | Meetings | Publications | Standards | Public Information | Constituent Units | Honors & Awards | Career Center | Advertising

Home / Public Information

**Public Information**

- Teachers and Students
- News
- Position Statements
- Radiation Dose Calculator

**ANS Member Resources**

- Member Outreach
- Presentation Library
- Nuclear Explorers

### Welcome to the ANS Speakers Bureau

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 [Application](#) and send your resume to the [Communications Manager](#). 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.

Join us for the **Tuesday, June 13, 2017 Speakers Bureau Workshop** in San Francisco during the 2017 Annual Meeting

6:30–8:30 p.m (PST)  
Waterfront B room at the Hyatt Regency San Francisco  
R.S.V.P. by June 10 to [Tracy Marc](#) with your name, company, job title and phone number where you can be reached during the Annual Meeting.

**June 14, 2016 Workshop**

[Workshop Presentation](#)

**November 10, 2015 Workshop**

[Workshop Presentation](#)

**June 9, 2015 Workshop**

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



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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. The header includes the ANS logo and the title 'ANS Collaborate'. A navigation bar contains links for 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 are tabs for Group Home, Discussion (16), Library (10), Events (0), and Members (78). The 'Latest Discussion Posts' section features a post titled 'Speakers Bureau Workshop' by Tracy Marc, dated 4 days ago, with a brief description of an upcoming workshop. The 'Announcements' section has a yellow box with the text 'Add Announcement Create a new announcement for display here' and a green 'Add Announcement' button. The 'Latest Shared Files' section shows a file titled 'Getting Started on ANS Collaborate' by Diane Cianflone, dated 11 months ago.



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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 is a navigation bar with links for Home, Groups, Network, Events, Browse, Participate, and ANS Mentor Match. A search bar is also present. 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 Library tab is active, showing 8 entries. A 'Create New Library Entry' button is visible. The 'Folders' section shows a folder named 'Speakers Bureau' with a 'New Item' sub-entry. The 'Folder Contents' section lists various documents and presentations, 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'. The footer of the page reads 'American Nuclear Society (c) 2016'.

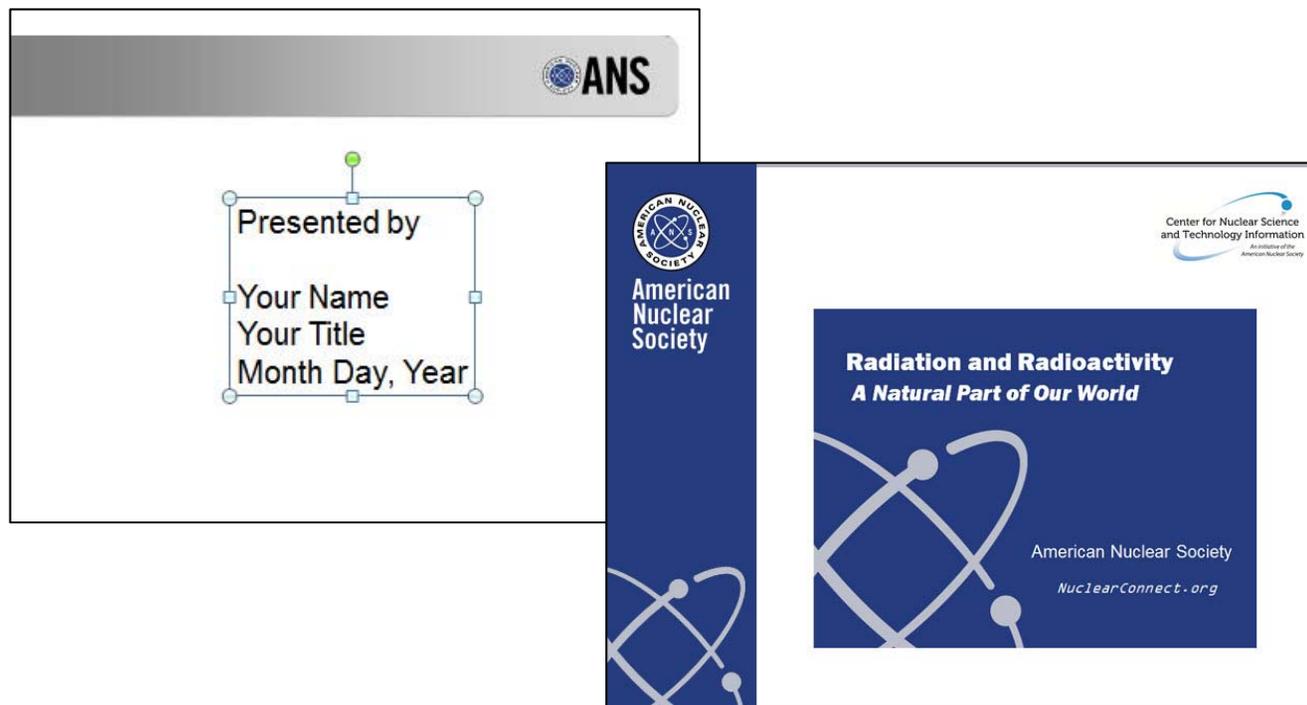


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## ANS Tools

Other resources include two ANS presentation templates for you to customize with your information.



**Horizontal and vertical ANS branded formats**



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



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

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*NuclearConnect.org*

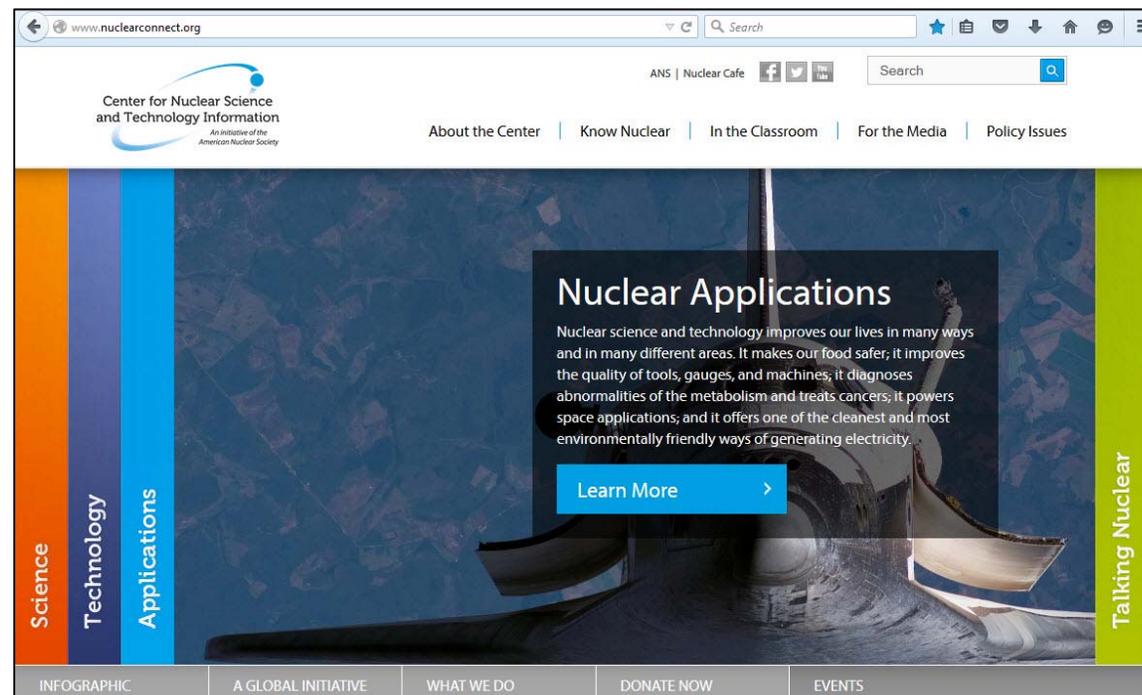


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## The Center for Nuclear Science and Technology Information [Nuclearconnect.org](http://Nuclearconnect.org)

- **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 bar with the following links: About the Center | Know Nuclear | In the Classroom | For the Media | Policy Issues. A pink arrow points to the 'In the Classroom' link. Below the navigation bar, the 'In the Classroom' section features a dark background with white text and chemical formulas like  $H_2O$ ,  $CH_2$ ,  $H-C-H$ , and  $H_2N-C-H$ . The main heading is 'Education Resources', followed by a paragraph: 'ANS has grade-appropriate resources and project materials available for educators that explain the many uses of the atom and the vital role of nuclear technology. Electronic versions are complimentary and a single copy of any of our materials can be requested for free.' A blue 'Learn More >' button is positioned below the text. At the bottom of the page, there are three columns: 'For Educators' with a photo of a woman writing on a chalkboard with equations like  $R_2 = \sqrt{3}R_0$  and  $R_0 = \sqrt{2}R_1 - \mathcal{L}R_2$ ; 'For Students' with a photo of students in a classroom; and 'Courses' with a photo of students in a lab wearing safety goggles.





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

Order bookmarks, handouts, information sheets, and more by scrolling through resources and ordering through ANS headquarters. Contact [tmarc@ans.org](mailto: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 Cafe | 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

### New - Nuclear Explorers Program

The screenshot shows the website [www.ans.org/members/nuexp/](http://www.ans.org/members/nuexp/). The page features the American Nuclear Society logo and navigation menus. The main content area is titled "Nuclear Explorers<sup>SM</sup> Informal Education Program for Youth".

**Members**

- ANS Collaborate
- Member Directory
- Career Center
- ANS News
- Nuclear News
- Nuclear Headlines
- Webinars
- ANS Mentor Match
- Group Insurance
- Apparel
- Society Documents
- Teleconference Scheduler
- Graphic Standards

**Getting Involved**

- Become a Mentor
- Speakers Bureau
- Public Outreach Resources
- Member Outreach
- Volunteer for a Committee
- Add Your Testimonial

**Nuclear Explorers<sup>SM</sup> Informal Education Program for Youth**

When you think of education, you probably think of classrooms, teachers, schedules, and tests. Of course, learning doesn't stop when the last bell rings. In fact, a lot of what children learn is discovered outside of school through youth programs at parks, museums, libraries, before and after school activities, and in myriad other settings. Informal education focuses on learning through exploration in engaging, interactive settings where the emphasis is on fun, not grades.

The Nuclear Explorers program is designed to assist American Nuclear Society (ANS) local and student sections to expand their community outreach to youth informal education program providers. This toolkit provides guidance in developing partnerships, promoting, planning, and presenting your own Nuclear Explorers programs. You'll find links to suggested workshop agendas, sample emails to potential partners, promotional flyers, activities, social media posts, and more. And of course, the ANS staff are available to help you succeed.

Informal education is an increasingly popular option for parents looking to provide productive out-of-school experiences for their children, whether during before- or after-school care or simply for educational enrichment. According to the Afterschool Alliance, more than half of parents look for science, technology, engineering and math (STEM) content in an out-of-school program. There is a natural audience that should be interested in your programming!

Nuclear science and technology experiences are ideally suited to informal settings. Without pressure to perform or classroom time constraints, children are free to explore topics that they might not get in school, such as running nuclear experiments, building robots, or learning about new nuclear technologies. This is also an opportunity to interest students in nuclear or related science careers.

- Workshop Promotional Flyer
- PowerPoint Presentation
- Atom Reading Activity
- Materials Request Form





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## **Nuclear Explorers is a ready-to-use program that provides:**

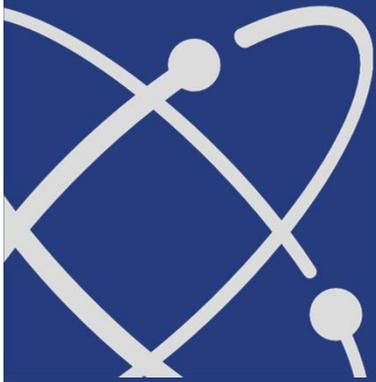
- A promotional flier
- PPT presentation
- Atom Reading activity
- Event report form
- Certificate of completion
- Teacher resource guide
- Energy production activity
- Reactor function graphics
- Fission demonstration
- Dose calculator brochure



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**Insert video from Kensington pre-school presentation**





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## Next Steps



View the Members Center-Speakers Bureau page

Application-Member Center-send to [tmarc@ans.org](mailto:tmarc@ans.org)

Receive your welcome letter and pin

Receive your welcome message to the SB  
Collaborate Group

Review [nuclearconnect.org](http://nuclearconnect.org) for tools

Make presentations in your community-take photos

Report back to ANS



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# **Small Group outreach activities to incorporate into your presentations**

