

2004 Pacific Basin Nuclear Conference “New Technologies for a New Era”

“The Role of ANS as an Instrument of Public Outreach”

Presented by Michael Diekman

Manager, International Affairs

For Sharon Kerrick

Manager, Outreach & Volunteer Development

American Nuclear Society



Instrument of Outreach

- Volunteer network of 10,500 professionals
- Technical expertise in nuclear science and technology
- Multiple or integrated outreach strategies
- Positioned to collaborate



Source of Credible Nuclear Science/Technology Information

- Grassroots Initiative
- Speakers Bureau
- Focused Messages
- Educators' Workshops, K-12
- Students' Activities, K-12 and College Freshmen



Grassroots Network

- ANS members meet with policymakers to develop relationships
- ANS members set up their own appointments
- “Clear Thinking on Nuclear” brochure
- Policymaker has a “technical friend” to ask about nuclear science and technology issues



Speakers Bureau

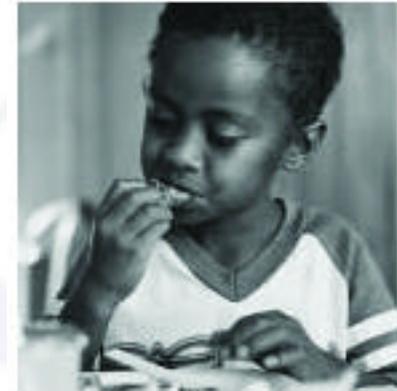
- ANS members volunteer to discuss NS&T issues with media, the public, policymakers and others
- More than 100 volunteers on the Speakers Bureau List
- About 30 requests per month for technical information
- Topics include nuclear medicine, food irradiation, nuclear power, agriculture, nuclear waste, and nuclear waste storage
- Technical experts available to quickly respond



Focused Messages

- Develop positive messages to expand the NS&T communications resources
- Messages selected that promote “Clear Thinking” on nuclear issues
- Messages will be used repeatedly in brochures, PowerPoint presentations, and other media outlets
- Consistent messages will improve recall and recognition of NS&T and ANS

Irradiation Advances
Food Safety



Educators Workshops

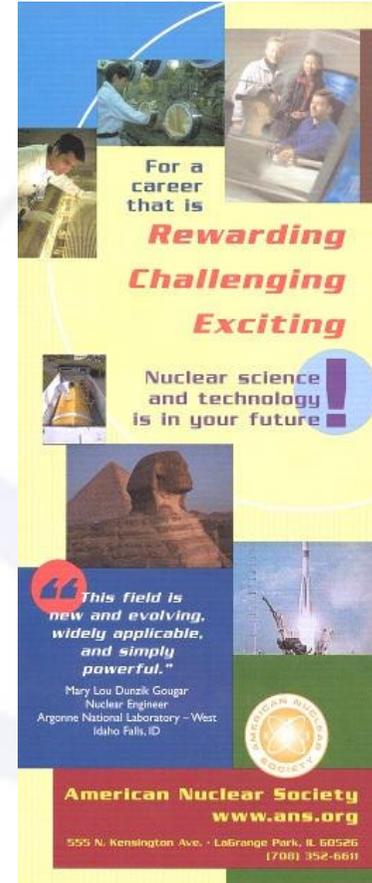
- 20 years of experience educating and informing K-12 science teachers
- 25 educator workshops each year; more than 650 educators participating
- Useful information for immediate use
- Experiments and projects for the classroom
- “ReActions” newsletter distributed to 18,000 educators for free
- More than 80 events coordinated each year

Facilitator of NS&T learning, not an advocate for issues



Students—A Priority Audience

- Student events pave the way for the next generation work force
- 17 career exhibits, 14 science fair programs, and 40 various events
- Nuclear Careers brochure and CD-Rom free to schools, ANS members, and libraries
- Student Sections play an important role in recruiting students into NS&T programs
- NS&T Kits available at some universities and used by professors visiting schools
- More than 900 ANS student members
- Scholarships given to college students; 75+ students, about \$200,000
- Preparing for the future research, development, and continuation of nuclear science and technology



For a career that is

Rewarding
Challenging
Exciting

Nuclear science and technology is in your future

“This field is new and evolving, widely applicable, and simply powerful.”

Mary Lou Dziuk Gougar
Nuclear Engineer
Argonne National Laboratory—West
Idaho Falls, ID

American Nuclear Society
www.ans.org
555 N. Kensington Ave. • LaGrange Park, IL 60526
(708) 352-6611



Collaborations and Support

- Strategic goals assure stability and continuity
- Public Information Committee coordinates Outreach
- Special Committee on Nuclear Work Force Issues stimulates interest in NS&T careers
- Nuclear Career and Educator Workshop Programs partially funded by grants from U.S. Department of Energy, Office of Nuclear Energy, Science & Technology
- Collaborations with organizations: Nuclear Energy Institute, Health Physics Society, and local chapters of engineering groups
- ANS Organization Members support
- Collaborations increase the success of educating and informing the public



Tools for Outreach

- Websites www.aboutnuclear.org the public site, www.ans.org/pi/ for the media and membership
- “Nuclear Careers” brochure and CD-ROM for students
- “Clear Thinking on Nuclear” brochure for policymakers



Challenges and Opportunities to American Nuclear Society

- 4 staff members manage and coordinate
- Volunteers facilitate
- Grants expand funding levels
- Web expedites access and distribution to materials and information

