

A Preparedness
Solutions Company®



Nuclear Security Strategic Communications Workshops

Strategic Communications
Institute for Preparedness®



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Strategic Communications Institute for Preparedness®

Preparedness is your solution to success. Our institute will help your organization build a Strategic Communications program with the core capabilities needed to successfully address nuclear security incidents. It includes a tailored course of study that provides communicators with a foundation in radiation basics and risk and crisis communications planning utilizing communication tools across diverse mediums. Consistent through the courses are exercises for practice and demonstration of learning. Taking this time to prepare will help any organization succeed in achieving its communication's strategy and goals.

	Radiation Fundamentals and Risk Communication	PG 4 - 5
	Crisis Communication for Nuclear Security Events	PG 6 - 8
	Digital and Social Media for Nuclear Security Events	PG 9 - 11
	Risk & Crisis Communications	PG 12

IAEA SAFETY SERIES REFERENCES

- No. 7, Nuclear security culture: implementing guide;
- No. 18, Nuclear security systems and measures for major public events: implementing guide;
- No. 22 Radiological crime scene management: implementing guide;
- No. 34-T, Systems and measures for nuclear and other radioactive material out of regulatory control, technical guidance;
- No. 36-G, Preventative measures for nuclear and other radioactive material out of regulatory control;
- No. 37-G, Developing a national framework for managing the response to nuclear security events; and
- No. 41-T, Preparation, conduct and evaluation of exercises for detection of and response to acts involving nuclear and other radioactive material out of regulatory control.

Trainer Bios

Contact Information



Nuclear Security Strategic Communications

KEY

Training Increments

In-Person Workshops



Virtual Workshops



Incremental Virtual Workshops



Hybrid Workshops



Intended Audience

- Government Officials
- Health Physicists
- Emergency Managers
- Communication Professionals
- Leadership
- Consultants
- Policy Makers
- Power Plant Operators/Regulators

REQUIREMENTS

Strong Internet connection is required. Webcam use is preferred for all participants and instructors during virtual deliveries.

The courses described in this catalogue are currently only available to persons located in the United States at the time they take the course.

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01 Radiation Fundamentals

While a nuclear or radiological emergency is low in probability, it is imperative people are aware of the situation and how to protect themselves from the hazards they may face. Professional communicators play an important role in allowing that to happen. A basic understanding of how radiation works will help those tasked with communication better understand the hazards and risks, therefore helping them to develop effective messages so that people can make informed decisions about their safety. Attendees will learn about basic radiation terminology in order to facilitate communications. The basic principles of radiation protection, as well as potential risks to people posed by exposure to ionizing radiation. In addition to exposure issues being addressed, contamination – the presence of loose radioactive materials in the environment or on objects/people – and how the presence or absence of contamination affects the overall picture will be addressed. Strategies for effectively communicating these concepts in understandable terms will be at the forefront of this unique offering.



INSTRUCTOR

Steve Sugarman

01 What's the Risk to the Responder?

This workshop addresses the risk to responders when responding to an incident involving the release of radioactive materials. Several case studies are discussed relative to the impact to first responders and strategies for assessing and communicating risk are addressed. Several events will be discussed relating the event, the impact to the involved individual, and the resulting risk to those responding.



INSTRUCTOR

Steve Sugarman

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03 Sorting Out the Alphas, Betas, and Gammas of Radiation Communication

This workshop addresses strategies for communicating radiological information to various audiences including subject-matter experts, leadership, the public and the media. When communicating radiological information, the right communication technique can be as important as the information being communicated. This training addresses frequently asked questions and common concerns people have about radiation and provides participants with strategies for identifying intended audiences, speakers, communication channels, and techniques for effectively delivering the message and assessing message success. Throughout the workshop, case studies are used to enhance learning objectives and highlight best practices and lessons learned.



INSTRUCTORS

Steve Sugarman, Holly Hardin, Mark Basnight, & Ron Edmond

04 Radiation Perception in the Public Consciousness

While incidents involving radioactive materials are low in probability, they generate a lot of anxiety and fear in the minds of the public. Effective communication during incidents involving radioactive materials demand coordinated action and proper communication processes to lessen the impact of the incident, minimize fear, and enhance proper response behaviors. This workshop addresses various radiation emergencies and how they impact public consciousness. Communication complexities and the importance of responder and public education are also addressed.



INSTRUCTORS

Steve Sugarman, Holly Hardin, Mark Basnight, & Ron Edmond





01 Identifying and Addressing Target Audiences for Nuclear Security Events

This interactive and participatory workshop provides participants with strategies and tools to identify and address stakeholders following a nuclear radiological emergency. Strategies for addressing under-served communities, reaching mobile populations, addressing trust and credibility, and initiating community mobilization are addressed and practiced.



INSTRUCTORS

Holly Hardin, Mark Basnight, & Ron Edmond

02 Prepared and Key Messages for Radiation Emergencies

This interactive and participatory workshop provides participants with strategies and tools to identify and assess public information needs for a nuclear or radiological emergency. Communication, message delivery development, and delivery strategies, message maps and pre-developed messages are addressed and practiced.



INSTRUCTORS

Holly Hardin, Mark Basnight, & Ron Edmond





03 Crisis Communication Strategies for Nuclear Security Events

This interactive and participatory workshop provides participants with strategies and tools to identify and assess public information needs for a nuclear or radiological emergency. Communication objectives and indicators, strategies for choosing communication channels, message evaluation, and monitoring and evaluation are addressed and practiced.



INSTRUCTORS

Holly Hardin, Mark Basnight, or Ron Edmond

04 Joint Information System and Joint Information Center Methodology & Strategy

This interactive and participatory workshop provides participants with strategies and tools for integrating into and supporting the Joint Information System and Joint Information Center. Participants will leave with strategies, tools, and interactive practice to build communications capacity during a nuclear or radiological emergency.



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05 Identifying and Addressing Communication Complexities for Nuclear Security Events

This interactive and participatory workshop introduces participants to communication complexities highlighting why “the same things mean different things to different people” and offers strategies for enhancing communication effectiveness when communicating with target audiences. Case studies are integrated to reinforce the importance of identifying and addressing communication complexities during such times. This training is interactive and participatory with an emphasis on building skills and leveraging the varied communicator roles of participants.



INSTRUCTORS

Holly Hardin, Mark Basnight, & Ron Edmond

06 Reputation Management Strategies

Intended for senior leadership and decision makers, this workshop addresses the role of effective communications for reputation management. Course participants are encouraged to engage in open dialogue to examine the responsibilities, staffing recommendations, training requirements, and the funding necessary to support effective communications for reputation management.



INSTRUCTORS

Holly Hardin, Mark Basnight, & Ron Edmond

07 Alerts and Warnings for Nuclear Security Events

Emergency messages compel people to search for additional and confirming information by interacting with others. People do this in an effort to form new ideas about the immediate risk they face, and what to do about it. Contrary to popular belief, the public does not panic or act immediately when they hear a warning. For most people, basic human nature creates a “response-gap” delay between getting a warning and initiating a protective action. Most people do not take a protective action until they think that the threat communicated in the warning will affect them. Social and behavioral research on public response to warnings has explored how variation in a range of factors impact motivating people at risk to take effective and timely protective actions. Using science-based principles and research, this workshop addresses protective action decision-making theories and provides strategies for communicators to employ when issuing public alerts and warnings for radiation emergencies to motivate people to take appropriate and timely protective actions.



INSTRUCTORS

Holly Hardin, Mark Basnight, & Ron Edmond



01 Social Media Strategy and Practice for Nuclear Security Events

This interactive and participatory workshop offers practical solutions for using social media effectively to engage target audiences and plan effectively for social media communications during a nuclear or radiological emergency. Social media strategy, planning, engagement techniques, and analysis are addressed.



INSTRUCTORS

Holly Hardin, Mark Basnight, & Ron Edmond

02 Advanced Social Media Strategy and Practice for Nuclear Security Events

This interactive and participatory workshop provides the next-level immersive interaction with social media for strategic communications. This training provides advanced technology techniques and immersive interaction with social media to provide participants the opportunity to demonstrate learning objectives and incorporate advanced social media techniques into strategic communications



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Holly Hardin, Mark Basnight, & Ron Edmond

03 Best Practices for Integrating Social Media into Nuclear Security Events Emergency Drills and Exercises

This interactive and participatory workshop provides participants with strategies and immersive practice for planning, conducting, and analyzing digital and social media during exercises and drills or a nuclear or radiological emergency. Based on best practices, participants identify strategies for integrating digital and social media into planning, conduct, and evaluation of drills and exercises.



INSTRUCTORS

Holly Hardin, Mark Basnight, or Ron Edmond



04 Advanced Social Media Planning and Analytics for Strategic Communications

This interactive and participatory social media workshop offers practical solutions for creating a social media strategy and plan and provides participants the ability to demonstrate how to capture and evaluate social media analytics. Free tools, techniques, and templates are provided to participants for easy implementation.



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Holly Hardin, Mark Basnight, & Ron Edmond

05 Strategic Communications for the Virtual Joint Information System/Joint Information Center

This interactive and participatory workshop offers practical solutions for building relationships, enhancing internal and external communications, streamlining information coordination and approval processes, and enhancing the information management cycle for the Joint Information System/Joint Information Center. Free to low-cost, off-the-shelf tools, techniques, and templates are provided to participants for easy implementation.



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06 Building Effective Digital and Social Media Campaigns for Public Engagement and Outreach

This interactive and participatory workshop provides participants with strategies and hands-on, immersive practice for developing effective digital and social media campaigns for public engagement and outreach. At the end of the workshop, course participants are empowered with tools, techniques, and strategies for employing an effective digital and social media campaign.



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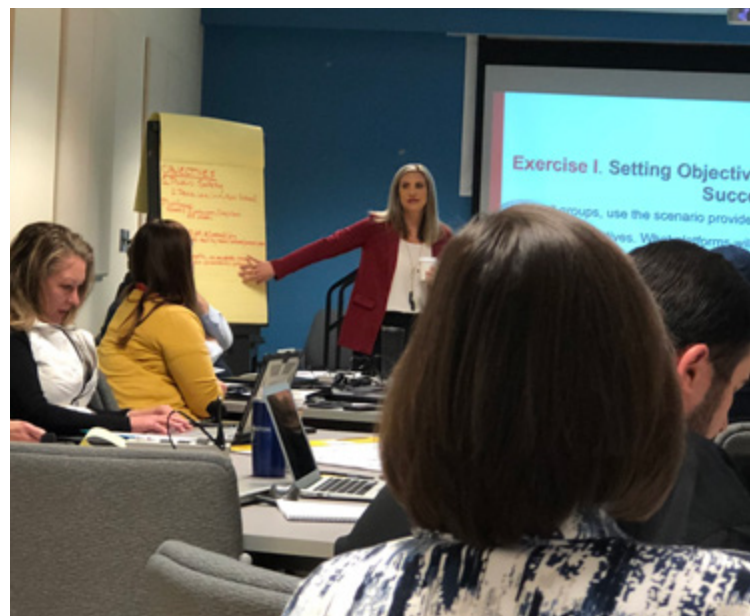
07 Managing Social Media Situational Awareness for Reputation Management

This interactive and participatory workshop provides participants with experience in using tools that monitor media and public-based information sources, such as social media, and aid in developing messages during a nuclear or radiological emergency. The workshop focuses on learning strategies for maintaining situational awareness by tracking activity and using social media resources to ensure approved information is readily available for decision-making.



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01 Spokesperson Preparation - Methodology, Strategy and Media Relations Practice for Nuclear Security Events

This interactive and participatory workshop provides participants with methodologies, strategies, and media relations practices to address the media during a nuclear or radiological emergency. The psychology of messaging, developing effective press kits, media planning logistics, and using new technology to enhance media relations are addressed and practiced.



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02 Media Relations Practice for Nuclear Security Events

This interactive and participatory workshop prepares participants to enhance their communication skills and practice using new techniques for effective media relations. Using interactive and participatory methods, this course provides participants with the opportunity to practice effective media relations techniques using a variety of interview methods including on-camera and remote interviews.



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03 Risk and Crisis Communication Strategy and Practice for Leadership

This interactive and participatory workshop is specifically designed for senior management, leadership, decision-makers, and subject matter experts. The workshop provides senior officials risk communication principles, psychology of messaging, and establishing trust and credibility strategy and practice.



INSTRUCTORS

Holly Hardin, Mark Basnight, & Ron Edmond



Mark Basnight

SummitET® VP of Communications and Marketing

Mark is a John Maxwell Team certified speaker, trainer, coach, and a graduate of the Charlotte Leadership Forum. He is a member of the National Association of Government Communicators, and a U.S. Army Veteran. Mark is a founding member and a past Chair for the Department of Homeland Security (DHS) Virtual Social Media Working Group. He served as a Lead Public Information Officer during the 2012 Democratic National Convention and had a significant role in planning, coordinating and implementing the Joint Information Center for Charlotte-Mecklenburg. Mark is an alumnus of the inaugural Federal Emergency Management Agency (FEMA) 389 Masters Public Information Officer Program and a former adjunct instructor for the Emergency Management Institute (Emmitsburg, MD). He has been a keynote speaker, trainer, and panelist for numerous conferences including the National Association of Government Communicators (NAGC) Communication School, National Information Officers Association (NIOA) Conference, National Emergency Manager Association (NEMA) Conference, National Radiological Emergency Preparedness (NREP) Conference, Government Social Media Conference, Urban Areas Security Initiative (UASI) Conference, and Great Lakes Homeland Security Conference. Mark has also been a speaker and trainer internationally for foreign governments.



Holly Hardin

SummitET® Strategic Communications Program Manager

Holly Hardin has a passion for bridging the gap between science and practice to enhance strategic communications, in addition to developing preparedness solutions for government and private sectors. She is an international speaker on emergency preparedness and response strategic communication topics.

Holly manages strategic communications research analysis, in addition to developing publications related to the enhancement of advanced communications systems for public safety and health and integrates science and research into training to provide communicators with practical application. She has developed and delivered public affairs technology training courses for government agencies and the commercial nuclear industry, in addition to providing emergency public information training and exercise support government and private industry. She also acts as a subject matter expert for the International Atomic Energy Agency and serves on the Board of Directors for the National Association of Government Communicators.

Holly was an Emergency Management Communications at Argonne National Laboratory's Decision and Infrastructure Sciences Division. She served as the Co-Director of the Public Affairs Science and Technology Fusion Cell and the National Public Affairs Academy where she was responsible for facilitating and coordinating the science of communication between social scientists and those responsible for communicating critical messaging before, during, and after crises.

Holly served as Co-Chair for the Department of Energy's Emergency Management Issues Special Interest Group Emergency Public Information Subcommittee and as a first responder in the Oak Ridge Reservation Joint Information Center.



Ron Edmond

SummitET® Crisis Communication Subject Matter Expert

Ron assists domestic and international agencies with integrating risk communication best practices into their public-facing communications. His emergency preparedness experience extends into topics such as school safety and preparedness, active shooter, communicable and occupational diseases, transportation of radioactive waste, chemical weapons and manmade and natural disasters.

Ron designed and taught the Department of Defense's (DOD) the first-ever crisis communication program; served on the Centers for Disease Control and Prevention's (CDC) inaugural Crisis Emergency Risk Communication training team; taught crisis communication at Lee University; and facilitated numerous workshops for CDC-RSB and Conference of Radiation Control Program Directors (CRCPD). He has been a guest lecturer at National Radiological Emergency Preparedness Conference (NREP), Institute for Nuclear Security-University of Tennessee, World Nuclear University, National Stakeholders Transportation Forum, DOE's Emergency Management Issues Special Interest Group, and the American Nuclear Society.

Ron has contributed to numerous publications; served as a Controller/Evaluator for full-scale exercises, drills, and tabletops; worked as a Joint Information Center (JIC) Facility Manager and Spokesperson Advisor; designed and conducted JIC-specific functional training across the DOE complex; served as a communication first responder during the Colorado-Waldo Canyon Wildfires; and worked for the Utah Public Safety Command during the 2002 Winter Olympics.



Steve Sugarman

SummitET® Vice President Operations
& Corporate Health Physicist

Steve has worked in the health physics field for more than 30 years. He is certified by the American Board of Health Physics and has a master's degree in Safety Education and Service from the University of Tennessee. His primary areas of interest are the integration of health physics into radiation emergency response and improving communications as they relate to radiological events.

With numerous peer-reviewed publications to his credit, Steve has provided training or invited lectures on radiation emergency response throughout the United States and in over 20 foreign countries. Organizations to which he has been invited to speak include the International Atomic Energy Agency (IAEA), World Health Organization, DOD, US Nuclear Regulatory Research, FEMA, CDC, Health Physics Society, American College of American Toxicology, Greater New York Hospital Association, North American Congress of Clinical Toxicology, American Society for Radiation Oncology, South Central Public Health Partnership, National Radiological Emergency Preparedness Conference, and numerous hospitals, health care, and other response organizations.

Prior to SummitET, Steve was at REAC/TS as the Health Physics Project Manager where during his 18 years of service he responded to numerous real-world radiation emergencies and provided training/education to thousands of physicians, nurses, and other response personnel. During the early stages of the Fukushima accident, he was one of only two REAC/TS personnel authorized to speak to the media related to the incident.



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TO REINFORCE STRATEGIC COMMUNICATIONS TRAINING & EXERCISE

SummitET develops and facilitates customized training workshops and exercises to help validate an organization's strategic communication planning, build and train capability, and prepare risk and crisis communication response actions for any threat or hazard. The integration of training workshops and tabletop exercises provides an opportunity to further identify needs and solutions for response to threats or hazards at the local, state, or federal level to strengthen whole of government preparedness.

STRATEGIC COMMUNICATIONS TEAM

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