



Communication Planning for the International Asteroid Warning Network

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IAWN communication planning

A common communication strategy

A common language/vocabulary

Common messaging

Scholar-practitioner collaboration

**(Research informs practice, practice
informs research)**

IAWN Communication Activities, 2014-2015

IAWN Steering Committee meeting, 13-14 January 2014,
Cambridge, MA:

Roundtable discussion on communication issues, proposal for
communication workshop

IAWN communication workshop, 9-10 September 2014,
Broomfield, CO:

Workshop report available at

http://www.minorplanetcenter.net/IAWN/first_communication_workshop/iawn_communication_workshop_report.pdf

IAWN communication workshop, ESA/ESRIN, 20-21 October 2015,
Frascati, Italy

Insights

Timeliness, transparency, and understanding audiences are important to effective communications.

Quantitative and probabilistic scales are of limited value when communicating with non-expert audiences.

Communication challenges

Language differences

Cultural differences

Communicating about uncertainty

 Probabilistic/quantitative risk assessments

Journalism practices

Social media

Communication tools

Working with OOSA

Web sites, social media

Briefings and workshops for reporters and decision makers

Publications (example: the IAEA offers scientific and technical publications, annual reports, booklets and brochures, information circulars, fact sheets, magazines and newsletters...)

Established guidelines (example: World Health Organization's outbreak communication guidelines)

For more information:

- <http://iawn.net>
- <http://neo.ssa.esa.int>
- <http://newton.dm.unipi.it/neodys/>
- <http://neo.jpl.nasa.gov>
- <http://nasa.gov/planetarydefense>

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