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**CONSIDERING ALL STAKEHOLDERS:
COMMUNICATING WITH VARIOUS 'PUBLICS' ABOUT THE ASTEROID
HAZARD AND AN IMPACT EVENT**

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ABSTRACT

As we consider the challenges of communicating about the asteroid impact hazard and a hypothetical impact event to the public, we must also consider that the public is not a single, uniform entity. Rather, the public is diverse mix of individuals and entities with their own perspectives, concerns, and stakeholders to consider.

In a follow-up exercise to the October 2016 NASA-FEMA asteroid impact tabletop exercise, representatives from NASA Office of Communication and FEMA External Affairs gathered in December for a focused discussion on the public affairs challenges posed by a predicted asteroid impact.

The outcomes from this exercise build on the recommendations produced by the 2014 IAWN workshop and the 2015 ESA Space Situational Awareness Programme asteroid impact risk communication meeting.

This exercise strengthened the argument for joint messaging between appropriate space agencies and emergency management agencies in advance of and during an impact event. The exercise also revealed the need for government agencies and other decision-making bodies to tailor the content and manner of their communication with other agencies, legislative bodies, local officials, the private

sector, ethnic and linguistic minority communities, the media, and other groups to best address their concerns.

I will discuss the specific communication issues and recommendations raised at both NASA-FEMA exercises and suggest best practices for communicating about the asteroid hazard and an impact event with a diverse public. While these exercises were conducted to simulate the U.S. response to an impact within our borders, the best practices we determined may be useful to the international community who face similar challenges. I will also consider and offer recommendations to the issues posed by the scenario for the PDC 2017 asteroid impact tabletop exercise.
