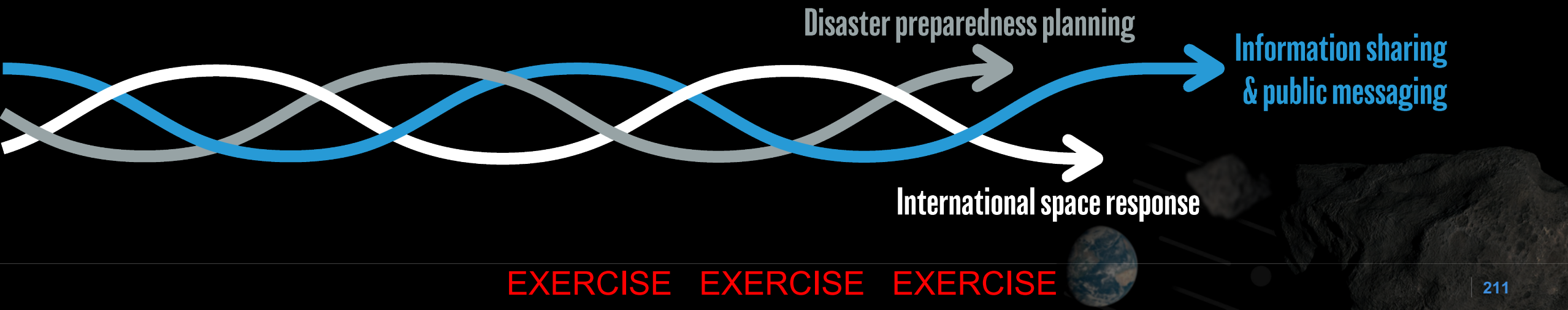PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

Module 4: Public Information Messaging

- Technical briefs
  - UN mechanisms for public messaging

- Discussion will focus on
  - Public messaging approaches
  - Information sharing and international cooperation
  - Messaging consistency over a long time frame
  - Handling of misinformation and disinformation
  - Lessons from other public information experiences

Disaster preparedness planning

Information sharing & public messaging

International space response

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INTERAGENCY
TABLETOP EXERCISE 5

*News outlets around the world are clamoring for information
and the public wants to know what to do*

- Does your organization have an existing crisis communication plan?

  - If so, how could it be adapted to this type of emergency?

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TABLETOP EXERCISE 5

- Does your organization have an existing crisis communication plan?

  - If so, how could it be adapted to this type of emergency?

- Given the international nature of this threat, what additional considerations should be given to the methods of public information messaging?

- Does your organization have an existing crisis communication plan?

  - If so, how could it be adapted to this type of emergency?

- Given the international nature of this threat, what additional considerations should be given to the methods of public information messaging?

- Do you have a trusted person or entity to provide updates to the public at this stage?

  - Who are they and why?

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- What other crisis event communications are analogous to this scenario?

  - How may lessons learned apply here?

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- What other crisis event communications are analogous to this scenario?

  - How may lessons learned apply here?

- Gauge your agency's level of trust with the public.

  - How might this trust be impacted both positively and negatively?

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TODAY NEWS

BRK
239/8
Today

Major Nations Disagree on Danger Posed by 'Doomsday' Asteroid

BREAKING NEWS

BREAKING NEWS
Space Agencies Can't Agree on Whether Mega Asteroid Will Strike Earth

World News
BRK 457/3
Today TH
24
BREAKING NEWS

Move Over, Apophis, There's a New "God of Chaos" Asteroid, and It May Be Headed Our Way

World News
BRK 457/3
Today TH
24
BREAKING NEWS

Terrifying NASA Update: Asteroid "May" Be on Collision Course with Earth, but We "Don't Know for Sure"

World News
BRK
239/8
Today

BREAKING NEWS

Majority of Americans Discount NASA's Warnings, Majority of Europeans Heed ESA's Warnings

International news sources are releasing messages that vary in meaningful ways from country to country

UNITED NATIONS
Office for Outer Space Affairs

Mechanisms for Crisis Communication/Public Messaging: Perspectives from the United Nations Office for Outer Space Affairs

Romana Kofler

Programme Management Officer,
Committee, Policy and Legal Affairs Section
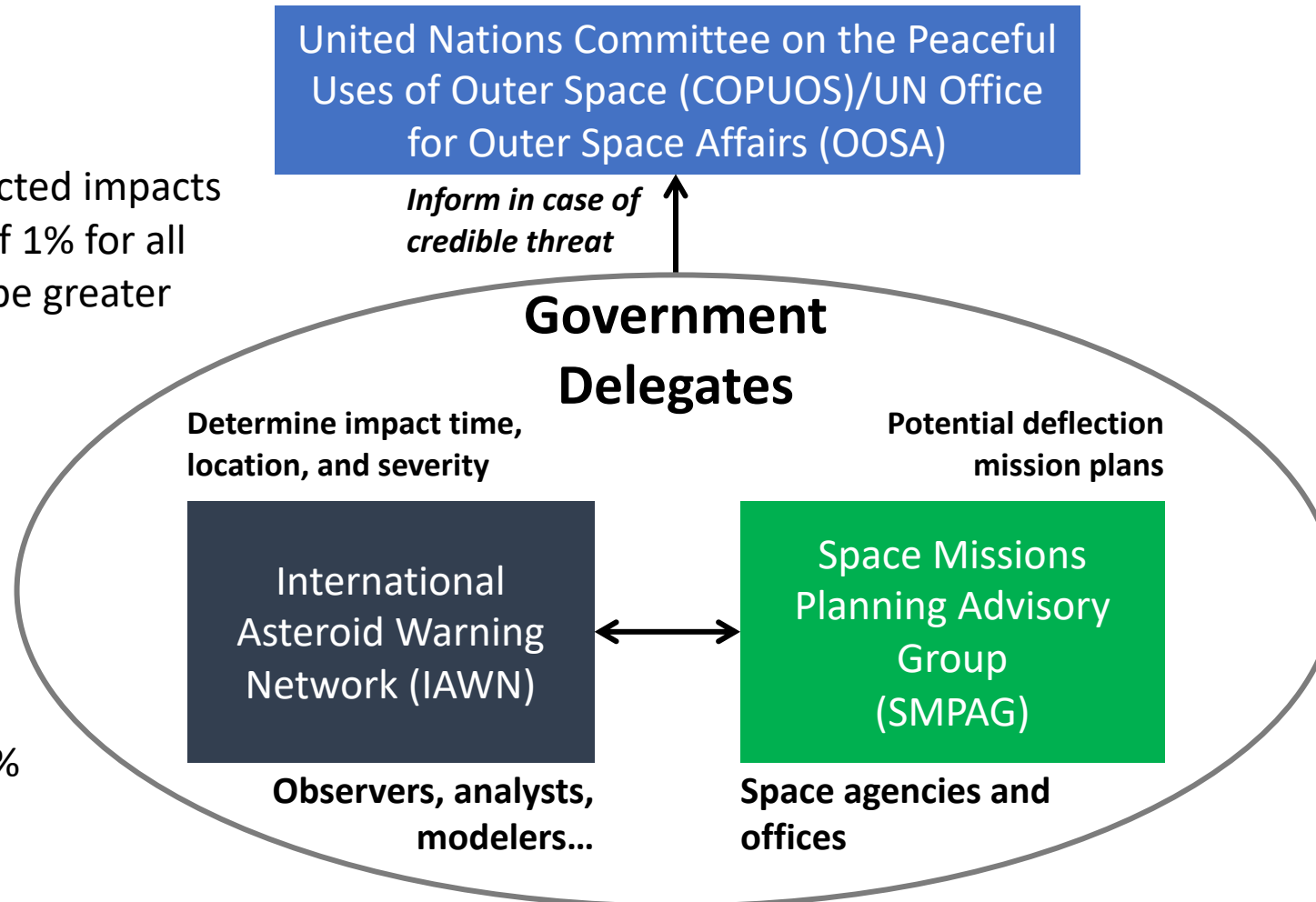
United Nations Office for Outer Space Affairs

Information Flow in Case of a Credible Impact Hazard

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United Nations Committee on the Peaceful Uses of Outer Space (COPUOS)/UN Office for Outer Space Affairs (OOSA)

Inform in case of credible threat

Criteria for IAWN:
IAWN shall warn of predicted impacts exceeding a probability of 1% for all objects characterized to be greater than 10 meters in size.*

COPUOS report:
Should a credible threat of impact be discovered by IAWN, **the best information available** would be provided by IAWN and **disseminated to all Member States through UNOOSA.**

Government Delegates

Determine impact time, location, and severity

Potential deflection mission plans

International Asteroid Warning Network (IAWN)

Space Missions Planning Advisory Group (SMPAG)

Observers, analysts, modelers…

Space agencies and offices

Criteria for SMPAG:
- Within 50 years
- Impact probability > 1%
- Size > 50 m

*Roughly equivalent to absolute magnitude of 28 if only brightness data can be collected.

UNOOSA's Mandates and Work Related to PD

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- ❑ Secretariat to COPUOS

- ❑ Works with MS, IGOs, NGOs (space-related)

- ❑ Programme on Space Applications

- ❑ UN-wide coordination – UN-Space

- ❑ UN Register of Space Objects

- ❑ **UN-SPIDER and its network – disaster preparedness and risk reduction**

- ❑ International Committee on Global Navigation Satellite Systems (ICG)

- ❑ **PD-related: Secretariat to SMPAG; cooperation with IAWN**

UNOOSA

@UNOOSA
@UN_SPIDER
www.unoosa.org

UNOOSA and Links to the UN Secretary-General

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UNOOSA Director:

(a) Serves as the senior adviser to the Secretary-General on outer space affairs;

(b) Represents the Secretary-General at meetings and conferences on matters relating to the peaceful exploration and use of outer space;

. . .

(d) The Director also discharges any other duties that may be assigned to her or him by the Secretary-General;

. . .

(g) Performs representation and liaison functions with permanent missions and permanent observer missions to the United Nations, the host Government, other Governments, and intergovernmental and non-governmental organizations in Vienna, as well as with the Committee on the Peaceful Uses of Outer Space.

UN Secretary-General Bulletin SGB 2020/1

**The UN office entirely dedicated to space | Custodian of Space4SDGs
➡ UNOOSA has a responsibility to ensure space makes a difference**

UN Communication – Space Activities (e.g., DART Mission)

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**Outer Space

James, following your questions on our colleagues in the Office for Outer Space Affairs, whether or not it was informed about NASA's DART mission that deflected an asteroid, and the answer is:

Yes, they did. The DART mission was registered with the United Nations on 3 January of this year. In June, the UN Committee on the Peaceful Uses of Outer Space was briefed by the US on the DART mission, and the Member States noted the launch of this first-ever planetary defence technology demonstration mission, as well as the international collaboration for this effort. The UN Office for Outer Space Affairs commends the efforts behind the DART mission as an important step in protecting the Earth and humanity from potentially harmful asteroid impacts. More in a press release. If we could do the same with climate change, that would be easier.

UNHQ Noon's briefing by the UN Secretary-General's Spokesperson in New York, September 2022

➡ **UNOOSA as substantive office for space affairs provides UN Secretary-General inputs on all related topics upon request**

Crisis Communication/Action: UNSG-UN Security Council

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Mechanisms:

→ **UN Charter**

→ **UN Communications Group (UNCG) SoP**

→ **Emergency Platform**

** UN Charter Article 99

The Secretary-General may bring to the attention of the Security Council any matter which in his opinion may threaten the maintenance of international peace and security.

UNCG

Communicating together in times of crisis:

Standard operating procedures for the UN system

UN Crisis Communications SoP – UNCG Network

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- **SoP** applies to all **UN Communications Group (UNCG)** member entities involved in a response to a crisis, **and to internal and external communications**.

It applies to communications procedures at:
- UN Headquarters, where the Department of Global Communications convenes the global UNCG
- Agency, Fund, or Programme at headquarters or regional offices where they coordinate with the Department of Global Communications
- UN Country Teams where many have established a local UNCG.

In exceptional circumstances, the Secretary-General may directly oversee or delegate the authority to the Deputy Secretary-General, or an appointed EOSG representative to oversee the coordination of the UN response....

UNCG is the UN system's common communications platform, a practical measure for bringing the UN system's communications resources and skills under a common umbrella.
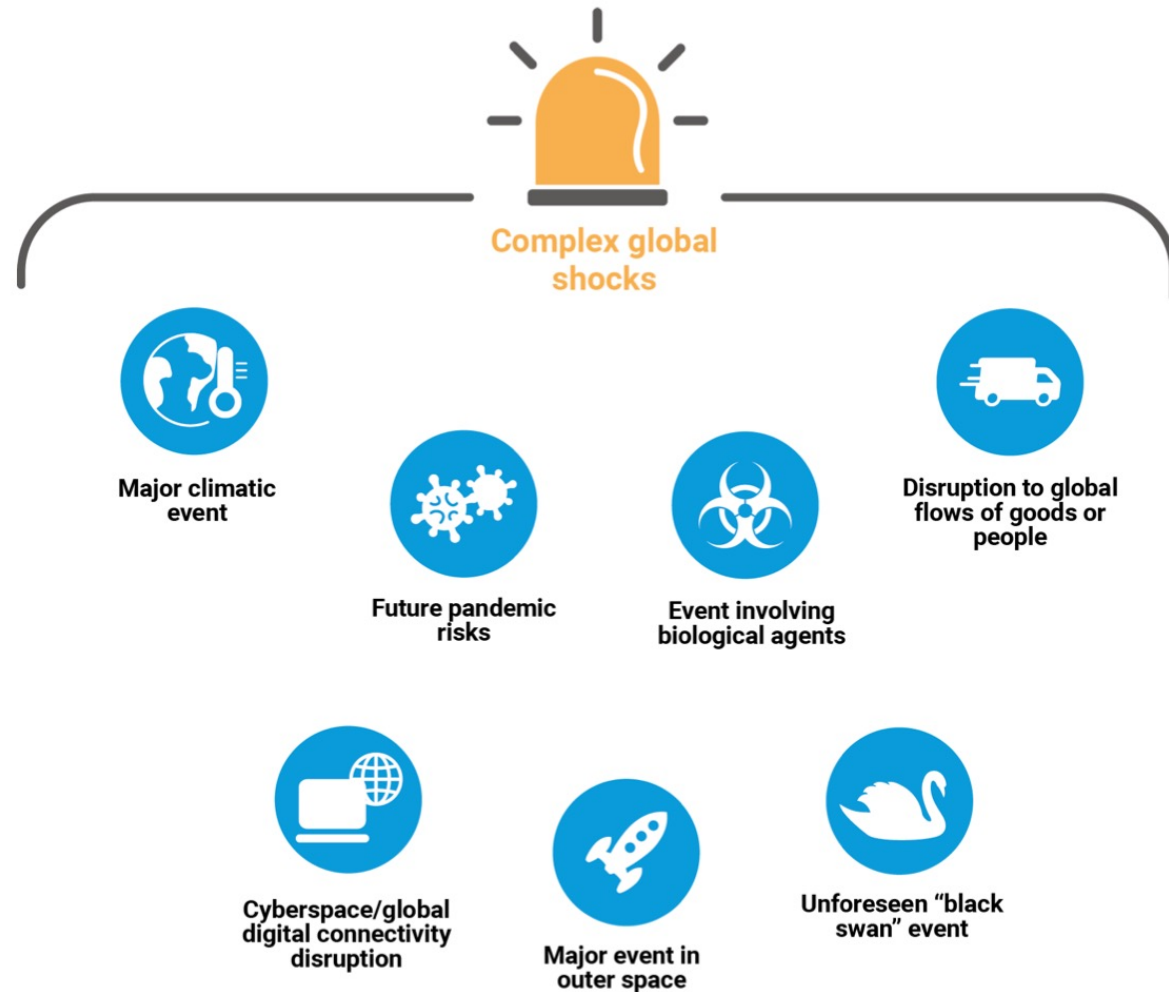
Aim: to standardize UN communications guidelines and provide an organizational structure for operating in times of crisis

UN Department of Global Communications (DGC)

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- **Worldwide Coverage:** DGC is represented worldwide through a global network of **United Nations Information Centres (UNICs),** located in 60 countries and engaging audiences in more than 80 languages.

- **Multilingualism:** UNICs translate/produce information materials in 134 languages.

- **Work with national and regional media in the country/countries** in which they operate, to provide background briefings and press materials, arrange interviews, and organise media conferences, as well as to place op-eds and feature articles.

- **Social Media:** UNIC social media accounts reach a total of 32 million people across the globe/fake news alert campaigns (e.g., COVID-19 crisis).

- **Five Cs:**
  - **Clarity**
  - **Conciseness**
  - **Consistency**
  - **Coherence**
  - **Courtesy**

- **Getting the News Out**

- **Working with Media**

- **Engaging the Public**

- **Campaigns and Country Operations**
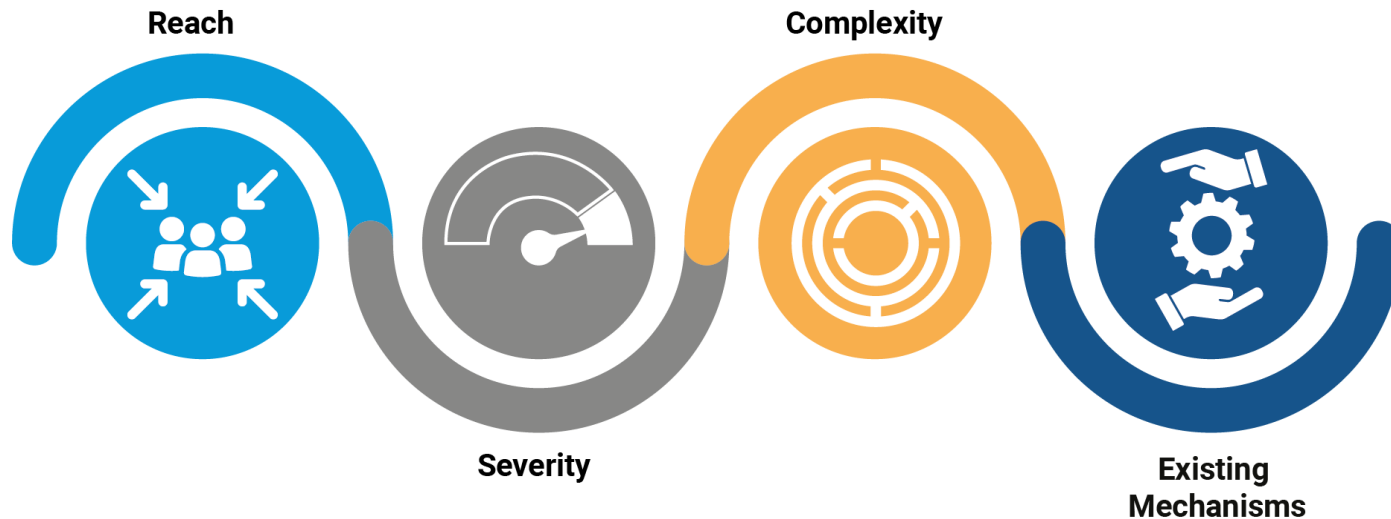
Our Common Agenda Policy Brief 2:
Strengthening the International Response to Complex Global Shocks – An Emergency Platform (March 2023)

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Complex global shocks

Major climatic event

Future pandemic risks

Event involving biological agents

Disruption to global flows of goods or people

Cyberspace/global digital connectivity disruption

Major event in outer space

Unforeseen "black swan" event

- A rapid, predictable and structured international response;

- Maximizing the unique convening role of the United Nations;

- Catalysing political leadership through networks of willing Member States;

- Multisectoral, interdisciplinary coordination across the multilateral system;

- Multi-stakeholder engagement and accountability in the global response;

- Strengthened accountability for delivering against commitments and bringing coherence to the international approach.

Strengthening the International Response to Complex Global Shocks – An Emergency Platform

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FACTORS THAT CONTRIBUTE TO THE DECISION TO CONVENE AN EMERGENCY PLATFORM

Reach

Complexity

Severity

Existing Mechanisms

The Secretary-General would decide when to convene an Emergency Platform in response to a complex global shock.

In advance of the decision, the Secretary-General would consult with:

- The President of the General Assembly;

- The President of the Security Council (as appropriate);

- Relevant national authorities and/or regional organizations;

- Relevant United Nations entities, specialized agencies, international financial institutions, and other multilateral institutions and agencies that have been mandated by Member States to respond to sector-specific crises.

High-Level Objectives of an Emergency Platform

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a) **High-level political leadership.** Leverage the unique legitimacy and convening power of the United Nations in a timely and predictable way; identify and **bring together actors expeditiously at the appropriate level to respond to complex global shocks that require multisectoral, multi-stakeholder action**; build on the role **of the Secretary-General's good offices** to facilitate dialogue between key actors; and/or overcome any obstacles or bottlenecks to an effective response;

b) **Ensure equity and solidarity in the international response.** Ensure that the most vulnerable and those with the least capacity to cope with complex global shocks receive the support and assistance they require, in line with the promise of the 2030 Agenda to leave no one behind;

c) **Coherent multilateral response.** Ensure that the multilateral system can agree upon, advocate, and implement a coherent and joined-up response to a complex global shock;

d) **Inclusive and networked multilateralism.** Provide a multi-stakeholder forum—including, but not limited to, networks of willing Member States, the UN system, international financial institutions, regional bodies, and relevant private sector, civil society, academic, and non-governmental actors—while recognizing the primary role of intergovernmental organizations in decision-making;

e) **Advocacy and strategic communications.** Share timely, accurate data, analysis, and policy recommendations to support global advocacy and build an international political consensus on the way forward;

f) **Secure commitments** and hold key actors to account for supporting the global response.

Other Examples/Questions

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Other examples/Qs:

→ JPLAN

→ Next:

UNOOSA/EOSG asteroid impact emergency

protocol

/ communication

Joint Radiation Emergency Management Plan of the International Organizations (JPLAN):

Inter-Agency Committee on Radiological and Nuclear Emergencies (IACRNE): CTBTO, EADRCC, EC, EUROPOL, FAO, IAEA, ICAO, ILO, IMO, INTERPOL, OCHA, OECD/NEA, PAHO, UNDP, UNEP, UNOOSA, WHO, WMO

- **Interagency framework of preparedness for and response to an actual, potential, or perceived nuclear or radiological emergency independent** of whether it arises from an accident, a **natural disaster**, negligence, a nuclear security event, or any other cause

- Aims to ensure the development and maintenance **of consistent and harmonized arrangements for preparedness for and response to nuclear or radiological emergencies**

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NEAR-EARTH OBJECTS AND PLANETARY DEFENCE

SPACE TECHNOLOGIES FOR EARLY WARNING SYSTEMS

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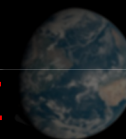
PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

- What international laws, treaties, or other agreements are in place that address public information messaging?
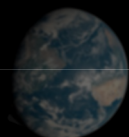
PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

- What international laws, treaties, or other agreements are in place that address public information messaging?

- What steps can be taken to avoid information being lost in translation?

PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5
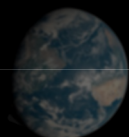
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- Given that collaborations lack enforceability, how is consistency of messaging ensured?

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- What steps can be taken to avoid information being lost in translation?

- Given that collaborations lack enforceability, how is consistency of messaging ensured?

- How would messaging remain consistent with the need to customize for different nations and cultures?

PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

- How do you balance the need for expediency vs. accuracy?

  - What might hinder your organization from releasing a public message in a timely fashion?

PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

- How do you balance the need for expediency vs. accuracy?

  - What might hinder your organization from releasing a public message in a timely fashion?

- In what format and frequency would people in your country expect to have this type of information conveyed to them?

PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

- How do you balance the need for expediency vs. accuracy?

  - What might hinder your organization from releasing a public message in a timely fashion?

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- What are your thoughts on how to avoid "asteroid panic" and "asteroid fatigue" from public messaging?

PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

- How do you balance the need for expediency vs. accuracy?

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- In what format and frequency would people in your country expect to have this type of information conveyed to them?

- What are your thoughts on how to avoid "asteroid panic" and "asteroid fatigue" from public messaging?

- What examples from other situations might serve as a model for information sharing and coordination for planetary defense?

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TABLETOP EXERCISE 5

Astronomers Scramble to Search for World-Ending Asteroid With No Luck

Tourism for Once Popular Travel Destination in Peril Amid Asteroid Concerns – "It's a Ghost Town"

Is NEO Warning a Ploy for More NASA Funding? Experts Discuss

NASA Calls Hollywood to Learn How to Destroy Asteroid

Social media posts abound and many are inaccurate

NASA Administrator Retires to Florida Amid Asteroid Chaos

NASA's Artemis Generation: Is the Moon Our Only Escape From Behemoth Asteroid Killer?

Know Before You Buy: New Map Shows States That May Soon be Obliterated by Giant Asteroid Impact

PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

- What methods do you currently use to address and monitor misinformation?

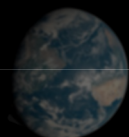PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

- What methods do you currently use to address and monitor misinformation?

- How do you currently respond to misinformation when you become aware of it?

PLANETARY DEFENSE
INTERAGENCY
TABLETOP EXERCISE 5

- What methods do you currently use to address and monitor misinformation?

- How do you currently respond to misinformation when you become aware of it?

- How might your response change with knowledge that this was purposeful disinformation intended to cause a crisis event?

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INTERAGENCY
TABLETOP EXERCISE 5

- What methods do you currently use to address and monitor misinformation?

- How do you currently respond to misinformation when you become aware of it?

- How might your response change with knowledge that this was purposeful disinformation intended to cause a crisis event?

- How would messaging via social media relate to information shared via traditional news outlets?
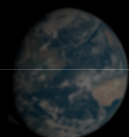
PLANETARY DEFENSE
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TABLETOP EXERCISE 5

- What is your process for messaging quickly and frequently, with limited time for review and coordination?

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INTERAGENCY
TABLETOP EXERCISE 5
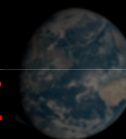
- What is your process for messaging quickly and frequently, with limited time for review and coordination?

- What are your top three concerns about public messaging and coordination at this time?

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TABLETOP EXERCISE 5

Hot Wash

- Goal is to gather quick comments and impressions

- One representative from each organization to provide:
  - One lesson learned
  - One best practice

- Two areas of interest for comments:
  1. Preparedness, including policy, technology, or capability gaps
  2. Comments on this exercise: strengths, opportunities, and ideas for future exercises

- Please limit responses to **2–3 minutes** so that many organizations can share

- Remember, you can post comments and responses to comments in the chat, too

Your comments and discussions are the data that will help this TTX culminate in an impactful after-action report.

Participant Feedback Forms

- See link posted in XLeap

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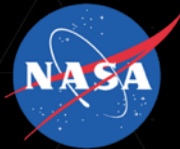INTERAGENCY
TABLETOP EXERCISE 5

Thank you for participating in the Planetary Defense Tabletop Exercise 5. Your observations, comments, and input are greatly appreciated, and provide invaluable insight that will enable better preparation against asteroid threats. The goal of this written feedback is to ensure we capture the views of all participants. Any comments provided will be treated in a sensitive manner and all personal information will remain confidential.

Your written feedback is an essential part of this exercise and will be used to create an after-action report (AAR). The AAR will capture lessons learned that can then be used to help international planning, preparedness and response to an asteroid threat with >10 years warning time. Please respond to all questions and provide as much detail as possible with specific and constructive comments.
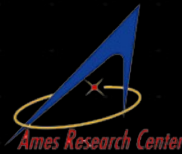
Thank you for your time.

PLANETARY DEFENSE
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TABLETOP EXERCISE 5

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TABLETOP EXERCISE 5

Lunch