

AUGUST 2026

Writing for your audience

Lukas Hardonk

The scenario

Issue

CNSC approved the construction of a radioactive waste disposal facility near the Ottawa River.

Some people believe radioactive waste is being “dumped” into the river, thus poisoning the water and those who depend on it.

Context

- Low-level radioactive waste is to be stored at near-surface level
- Regulated, engineered facility
- Strong oversight and environmental protections



Audience identification

(hint: it's not everyone)

Guiding questions

- Who do I need to reach? Why?
- Who does social media allow me to reach?
- Are some audiences higher priority than others?

Scenario-specific

- Who is spreading the disinformation?
- Who is most vulnerable to it?
- Who can help us address it?

Our audiences

Local community
members

Indigenous Nations and
communities

Non-governmental
organizations

Media

Channel selection

Key questions

- What channel(s) do(es) your audience(s) use?
- Where is the disinformation present?



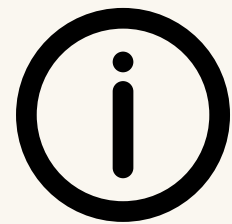
Qualitative insights: Platform data, third-party research



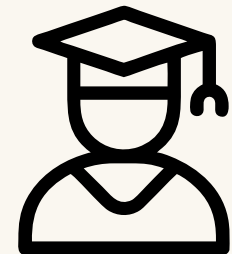
Qualitative insights: Audience feedback, organizational insights, social listening

Audience		
Local community members	✓	
Indigenous Nations and communities	✓	
Non-governmental organizations	✓	✓
Media		✓

Objective setting



Inform: Nuclear waste will be safely stored in a near surface disposal facility

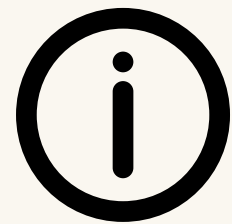


Educate: Special liners and covers hold and separate the waste to keep harmful materials out of the river

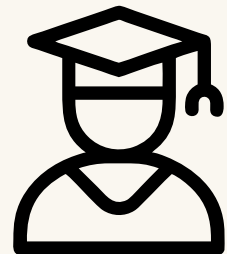


Engage: Submit your feedback on how we regulate nuclear waste

Objective setting



Inform: Nuclear waste will be safely stored in a near surface disposal facility

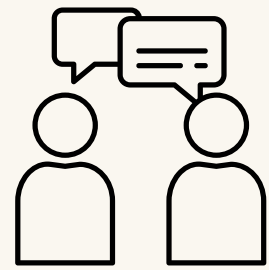


Educate: Special liners and covers hold and separate the waste to keep harmful materials out of the river



Engage: Submit your feedback on how we regulate nuclear waste

Research



Speak your audiences' language

- Literally, what language?
- Also, what nuances exist?



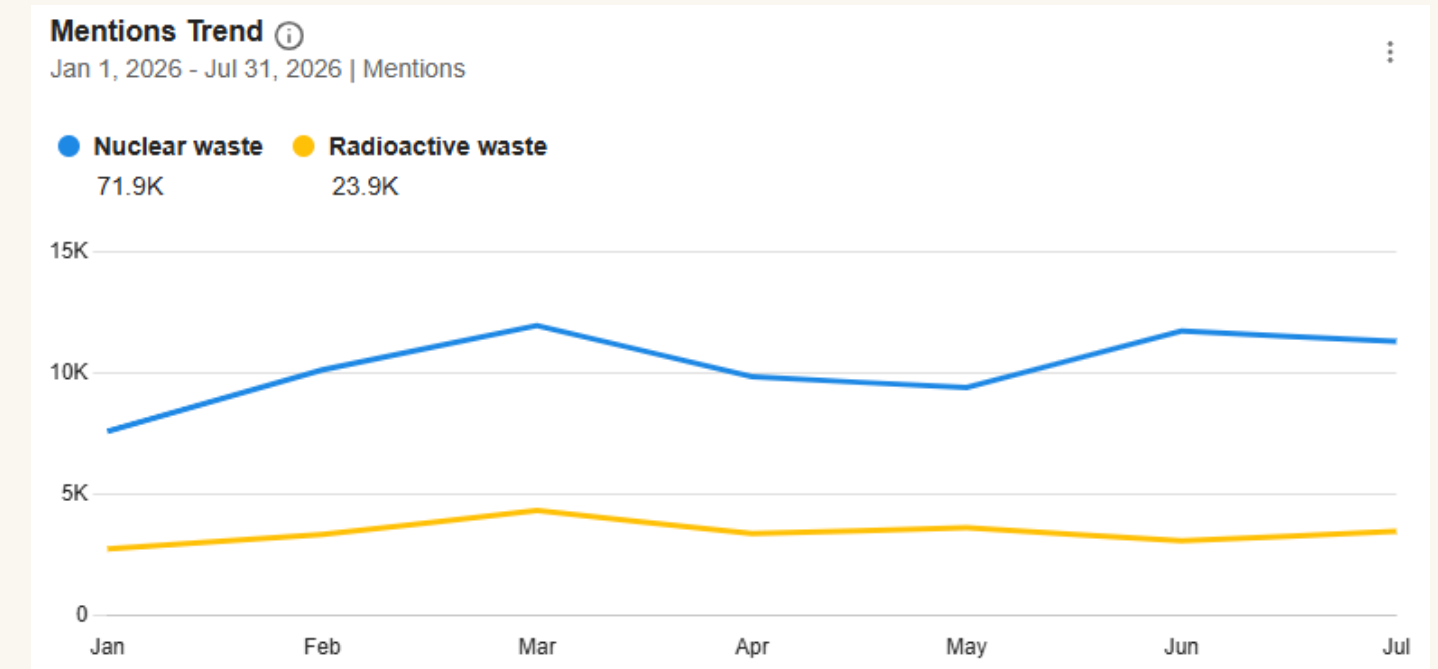
Understand what your audience needs

- Are there any knowledge gaps?
- Do they have access to accurate info?



Communicate how they want to communicate

- Where do they hangout?
- Which formats resonate best?



The final product

Audiences

- Local community members
- Indigenous Nations and communities
- Non-governmental organizations
- Media

Platforms

- Facebook
- X

Objective

- Educate

Final text:

A near surface disposal facility (NSDF) is a type of waste facility where **nuclear waste** is stored at or below the ground's surface. The waste is placed in vaults or cells with a special bottom liner to prevent contaminants from getting into the surrounding environment.

The NSDF includes 10 storage cells. When a cell is full, a cover will be placed on top to seal the waste and protect it from contact with people, animals and **weather**.

Watch: [What does “near surface disposal” mean?](#)

Communication is not about speaking what we think.

It's about ensuring others hear what we mean.

- Simon Sinek

Thank you