

Nuclear About-Face Comms Plan

Rationale: Iran's nuclear program is a current focal point amid Middle East instability and recent attention on escalating uranium stockpiles. This makes the paper highly relevant and poised for broad impact. In contrast, the Saudi Arabia paper, while covering historically significant topics in accessible language, has a narrower reach and impact in our current context.

The term "collective face" is an underutilized yet easy-to-grasp concept that could transition from academic jargon to common language through a robust communications strategy. Capitalizing on growing interest in individualism vs. collectivism, we have the opportunity to introduce "collective face" to a wide audience. "Nuclear About-Face" is fundamentally about understanding one's audience and emphasizing empathy in diplomacy. Elevating this publication could enhance Western diplomatic strategy beyond Iran and the Middle East.

Goal: Position the Center as a thought leader on Iran's nuclear decision-making and the role of empathy in diplomacy.

Objective: Earn media coverage in at least three national or international outlets within three months.

Audiences

Target Audiences	Where/How?	Resources Needed
Journalists/Media Outlets	Twitter, LinkedIn, media lists, targeted outreach	media lists, media monitoring tools to conduct targeted outreach
Center Faculty & Staff, broader University community	Internal distribution lists, intranet, website, social media	
Government organizations & policymakers (e.g. Committee on Foreign Affairs)	Earned media coverage, targeted emails, social media	Contacts of Center Faculty/Fellows/Alums (I envision creating internal Center evangelists), segmented email lists
Academics/students of international relations	Earned media coverage, targeted emails, outreach to institutions/relevant publications	See above
General public (lay audiences with an interest in national security, global politics, current events, diplomacy)	earned media coverage, social media	Graphic design tools/expertise, multimedia content, social media monitoring tool

Campaign/Content Plan

Content	Resources Needed/Responsible	Notes
Op-Ed: What Western media is missing about Iran's nuclear program	<ul style="list-style-type: none"> SME Ghost writer (comms mgr or other staffer) 	DATA: monitor use of term "collective-face" in pieces about Iran, track volume of media inquiries over 6 months
Short-form videos <ul style="list-style-type: none"> 3-5 min providing high-level overview of "collective face" in diplomacy 30 second teaser 	<ul style="list-style-type: none"> SME Multimedia Comms mgr for scripting/talking points 	Can be used across platforms, likely will be talking head/interview style with SME
Infographics <ul style="list-style-type: none"> What is "collective face"? Timeline of Iran's nuclear program 	<ul style="list-style-type: none"> Student worker Graphic designer (potentially external) SME review 	Primarily intended for social media and email campaign
Social content <ul style="list-style-type: none"> Copy for campaign on "collective face," Iran's nuclear program, importance of nuclear tech beyond weapons, empathy in diplomacy Images/graphics with relevant pull quotes 	<ul style="list-style-type: none"> Student worker Comms manager SME review 	- Connect with Natalie about potential for cross-promotion with HKS. -DATA: Track engagement and click-through rates throughout the campaign. Track mentions of Center + Iran + collective face over the course of campaign and six months following.
Email campaign copy <ul style="list-style-type: none"> Sample topics: What do diplomats need to know about collective face and its role in Iran's nuclear decision-making? What can policymakers learn from past successes to inform negotiations with Iran? 	<ul style="list-style-type: none"> Segmented contact lists Comms manager 	With proper segmenting, content should be more specific and specialized. DATA: Track open and click-through rates against other e-campaigns after each send.
Landing page <ul style="list-style-type: none"> Simplified & accessible language outlining paper's content 	<ul style="list-style-type: none"> Comms manager SME review 	DATA: Prioritize tracking visitors, bounce rate, session duration, traffic sources.
Internal Communications: Create Center Evangelists <ul style="list-style-type: none"> Organize lunch & learn with Sahar Share media coverage with internal audiences Create social media kit for faculty/staff/fellows 	<ul style="list-style-type: none"> SME Multimedia producer Student worker Distribution lists 	

Content Sample

LinkedIn Post: This week, the International Atomic Energy Agency (IAEA) issued a report finding that Iran has significantly increased production of uranium. Though Iran maintains that its nuclear program is and always had been strictly for civil purposes, IAEA's findings have set off alarm bells for national security experts.

In this video, [REDACTED] Center expert on Iran-U.S. relations, [REDACTED], discusses what the West might be missing in understanding the context of Iran's nuclear decision-making. What does nuclear energy development mean for a collectivist culture that values national pride and prestige – and how can understanding that help diplomats influence Iran's nuclear decision-making?

For more on this topic, read [REDACTED]'s paper, "Nuclear About-Face: Examining the Role of Collective Face Concerns in Iran's Nuclear Decision-Making."