



FOCUS GROUP
Risk Communication and
Environmental Management Consultants

Michael Morgan, Senior Technical Writer/Community and Media Relations Specialist



Michael Morgan is a Senior Technical Writer and Community and Media Relations Specialist, with 28 years experience in community and media relations, journalism and the production of a wide range of print materials. For the past 8 years at FOCUS GROUP, Mr. Morgan has developed a wide variety of print materials such as newsletters, fact sheets and display boards on projects including hazardous waste site cleanups at Wellesley College in Massachusetts and NASA's Langley Research Center in Virginia.

Mr. Morgan has also been heavily involved with community outreach efforts in support of the decommissioning of a closed reactor facility at the NASA Glenn Research Center's Plum Brook Station in Sandusky, Ohio. He has identified and interviewed community stakeholders in support of a comprehensive Community Relations Plan for the Decommissioning Project. Mr. Morgan has written and edited newsletters on the project as well as press releases, advertising copy and Public Service Announcements and he works closely with the project's graphic artist to facilitate the production of fact sheets, display boards and other material which discuss risk related information in clear and concise terms. In addition, he monitors and analyzes print and media coverage of the project, identifying issues and opportunities for the client to ensure messages are accurately conveyed.

Mr. Morgan has coordinated logistics for community meetings and has established positive relationships with local residents and organizations - relationships that have been instrumental in gaining public acceptance of the Decommissioning Project. He also has considerable experience in forming community workgroups, including one for NASA Glenn and another for a leading Intel production facility in Massachusetts - facilitating communication with both neighbors and the larger community and ensuring their input.

Virtually all of Mr. Morgan's work involves responding to community health and safety concerns relating to exposure from radiation and/or hazardous materials at impacted sites close to residential neighborhoods. Mr. Morgan and other members of the FOCUS GROUP team are adept at providing information quickly to respond to the concerns of local residents and to quickly provide analysis of health issues and related media coverage. Such was the case in October 2005 and January 2006 as NASA successfully and effectively addressed the questions and concerns of Ohio local residents and their Congresswoman, who was hosting a public meeting regarding very low levels of off-site radiation found in conjunction with the reactor decommissioning.

Prior to joining FOCUS GROUP, Mr. Morgan developed and implemented an award winning community relations program - which included coordinating and hosting a series of community meetings in neighborhoods throughout Boston - for the City of Boston Assessing Department and turned technically oriented municipal fiscal data into consumer-friendly literature that educated thousands of taxpayers. He also served in communications capacities for the Mayor's Office of Neighborhood Services and the Fair Housing Commission, and had extensive experience as a reporter for several suburban Boston newspapers.

Mr. Morgan holds a Master's Degree in Business Administration from Suffolk University, an Honors Certificate in Business Communication from Bentley College and a Bachelor's Degree in Management from Boston College.