



For Immediate Release  
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## *Randall N. Hyer to Speak at NCRP Members' Dinner*



Dr. Randall N. Hyer, Deputy Director, Center for Risk Communication, and Co-Founder of CrisisCommunication.net, will speak at the NCRP Members' Dinner on April 10, 2016. The title of Dr. Hyer's talk is "Breaking Bad News in the High-Concern, Low Trust Setting – How to Get your Story Heard."

Dr. Hyer is a leading global expert on risk and crisis communication. Together with Dr. Vincent T. Covello, he co-Founded CrisisCommunication.net, a crisis communication and management consultation network. The network provides evidence-based strategic crisis and management support and advice for numerous private and public organizations in the health and medical sectors.

Some of their effective interventions include: helping a biotechnology company present clinical data to investors resulting in a \$400 million market increase, helping swing a re-election campaign in a recent close gubernatorial race, helping State Health Directors explain Ebola that resulted in polls showing a substantial increase in public understanding, providing key messages and intervention strategy to top policy-makers to help mitigate the Fukushima nuclear disaster, and producing a key media guide on Ebola described by a leading journal as a "Communicator's Dream." Dr. Hyer also teaches risk and crisis communication at Harvard's Kennedy School of Government Executive Education program.

Board-certified in public health and general preventive medicine, Dr. Hyer earned his MD from Duke and trained at Walter Reed Hospital and Harvard. He was awarded his PhD from the University of Oxford where he studied the genetics of juvenile diabetes. His studies won him the National Institutes of Health (NIH) "Outstanding Research Award for Clinical Trainees" and are widely cited.

At Oxford University, Dr. Hyer founded the biotechnology company, Alpha-Plus DNA. He also served as a U.S. Congressional Fellow for Senator Pete V. Domenici (R.-NM). Dr. Hyer helped introduce legislation to safeguard genetic privacy that eventually became the Genetic Information Non-discrimination Act (GINA) of 2008.

Dr. Hyer graduated with Distinction from the U.S. Naval Academy. Rising to the rank of Commander, he served 12 y naval service supporting four major military combat operations. His humanitarian service includes being Chief Public Health Advisor for the Kosovo relief operations and the Deputy Surgeon for the Mozambique flood relief effort. Dr. Hyer also served as the Winter-Over Medical Officer at the McMurdo and South Pole Stations, Antarctica.

From 2001 to 2005, Dr. Hyer was a World Health Organization Medical Officer and Military Liaison in Geneva. Among other duties, he facilitated the WHO respond to various crises such as anthrax, Ebola, SARS, tsunamis, earthquakes, and pandemic influenza.

Dr. Hyer's perspective and contributions span seven continents and 100 plus countries in diverse positions across the public and private sectors.

The National Council on  
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