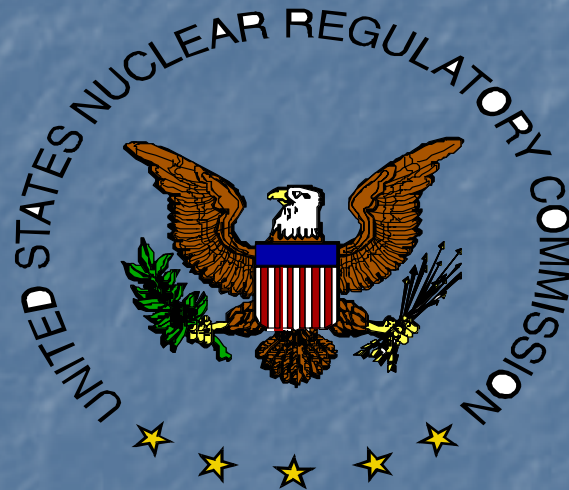


Emergency Preparedness “Getting the word out” Joint Information Centers in the post 9/11 world



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The NRC recognizes that many things have changed since the terrorist attacks of September 11, 2001 and has been working with Federal, State, and local organizations to improve coordination of responses to protect the public from the impact of a terrorist attack on an NPP.

EP Post 9/11

The EP planning basis for nuclear power reactors remains valid.

Challenges for EP post 9/11

- Challenges for EP in post 9/11 world:
 - Supplemented design basis threat.
 - Enhanced security
 - Prompt notifications to offsite & federal officials
 - Innovative protective action strategies
 - Coordination among federal agencies (e.g., DHS, FBI, NORAD)
 - National Response Plan
 - Enhanced awareness among the public/media re: EP
 - Communication strategies
 - With public
 - With Offsite officials
 - With Federal officials

Communications/Outreach

- Increased emphasis on outreach with State/local officials
- “Dark” website for emergencies
- Post 9/11 insights
 - How do we communicate effectively in the information age?
 - What do we (NRC/Offsite Officials/Licensee) need to do better in the post 9/11 world?
 - Does the JIC concept still work?

Why a JIC ?

- Post TMI-2 lesson learned
 - Communication with public was very important
 - Information must be coordinated between offsite/NRC/power plant officials
 - Information must be timely and accurate

Functions of the JIC

- Media briefings
- News releases
- Rumor control
- Media monitoring
- Interviews

JIC Objectives

- Provide a single release point to ensure timely, coordinated, accurate information to the public
- Maintain public trust and confidence
- Be the first and best source of public information

What is Public Information?

What is News?

- “Public Information” – Official Responsibility
 - Accurate, timely and credible information
 - Dissemination of coordinated Protective action decisions
 - Accurate and easy to understand health/safety information
- “News” – function of media
 - Get it out now
 - Pressure to be “first with the news”
 - Breaking stories may not be accurate
 - Pressure to fill “the space”
 - “Talking head” experts tell the story
 - Editorial content not always reviewed
 - Drama sells news
 - Public interest stories

News or Public Information?

- 8:40 a.m. a disgruntled University of Arizona nursing student shot three professors and himself.
- 8:49 a.m. story on news radio
- 9:02 a.m. story “hits” “official media” on website
- 9:18 a.m. story on news regarding victims
- 9:30 a.m. on-line “media” reports three people, including gunman dead
- 9:48 a.m. victims identified by job title, i.e. professor of nursing,
- 10:07 a.m. on-line “media” story posted about victims
- 11:00 a.m. on-line media photos posted
- 12:00 p.m. on-line media reports third victim found in office
- 1:30 p.m. Story “wrapped”
- Next day...new headlines

News or Public Information?

- Less than 30 minutes after American 587 crashed in Queens, N.Y., the government declared it to have been the victim of a mechanical failure.
- A few minutes later high ranking government officials spoke to the media microphones and declared the crash to have been caused by a mechanical failure.

Thoughts on the NEWS

- “This arena, where speed is paramount, budgets are tight and analysis an afterthought, is a breeding ground for inaccuracy. Despite these apparent drawbacks - and the further issue of whether or not these 24-hour services are even necessary in the first place - viewers tend to turn to news networks first, which makes them influential”

Newsworld vs. Newsnet"

http://www.axisoflogic.com/artman/publish/printer_16159.shtml

How does Public Information become NEWS?

- Cable news networks are only as accurate as the information they gather and tighter deadlines eliminate a critical step between news gathering and going to air: analysis.
- "You don't have time to check your facts, you don't have time to get the other side," Ormiston says. "And you don't have the time to get the other best point of view."

http://www.axisoflogic.com/artman/publish/printer_16159.shtml

Does the JIC work?

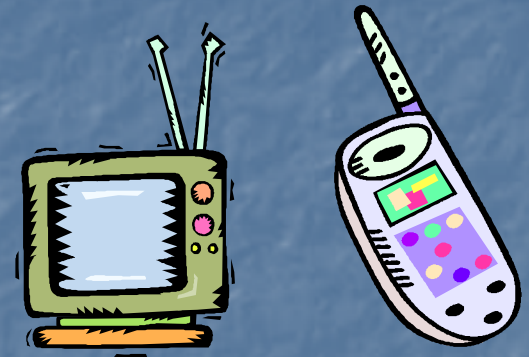
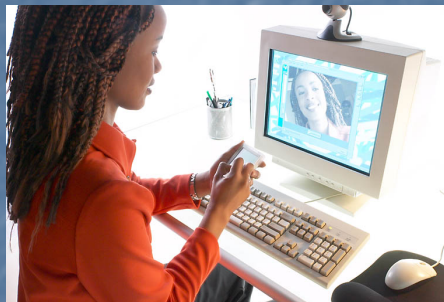
- In the rapidly changing media market, does the old JIC still work?

or

- Do we just need new tools in the tool box?

Challenges

- Regulatory Requirements
- News travels faster
- More sources of information
- Reporting the News
- News delivery to “end user”
 - TV
 - internet
 - Radio
 - PDA
 - Smart Phone
 - Pager
- Technology
- National Response Plan
- Evaluation of effectiveness



Regulatory Requirements

■ NUREG 0654

- G.3.a – Each principal organization shall designate the points of contact and physical locations for use by the news media during an emergency.
- G.3.b – Each licensee shall provide space which may be used by a limited number of the news media at the near site Emergency Operations Center.

■ 10 CFR 50.47

- Information is made available to the public on a periodic basis.
- The principal points of contact with the news media for dissemination of information during an emergency (including the physical location or locations) are established.
- Procedures for a coordinated dissemination of information to the public are established.

National Response Plan (NRP) / National Incident Management System (NIMS)

- State/Local governments: conformance “requested”
 - Impact varies among States based on the current command and control structures in place
- Licensees (Private Sector): conformance “encouraged”
 - Impact is limited; however, there are areas that may lead to some organizational changes

NRP/NIMS

- Joint Field Office (JFO)
- Incident of National Significance (INS)
- Interagency Modeling and Atmospheric Assessment Center (IMAAC)
- Incident Command Structure (ICS)
- Interaction with NRC

Evaluation of Effectiveness

What should be evaluated?

- Coordination of timely, consistent and accurate emergency information to the media and public;
- Understand media needs, expectations and interests;
- Focus on using 21st. Century media to disseminate information to the public;
- Proactive focus on public perceptions, concerns and expectations;
- Capable of managing media expected during an emergency.

Going forward...

- “Virtual” Joint information center?
- “Virtual” rumor control?
 - More effective use of the internet
- Embedded journalists?
- Weather reporters
 - Viewed as most scientifically reliable
 - Can they help us?
- Integration of multiple technologies
- Information & document management
- Psycho-social research
 - What words work to tell the story?

Lets talk...

- How are your response organizations coping with the changing media dynamics?
- What tools do you need to do a better job?
- What methods should be used to determine the effectiveness of your media centers?