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MINUTES OF NUCLEAR WASTE ADVISORY COUNCIL INFORMAL MEETING

November 20, 1986

WM Record File

101.3

WM Project 10

Docket No.

7:00 p.m.

Westwater Inn

2300 Evergreen Park Drive

Olympia, Washington

Distribution:

REB MTB

JB PDM

(Return to WM, 623-SS)

PDR

LPDR

SS

ETana

Lincoln

Hildenbrand

Young

Council Members Present:

cc: Lefeuvre
McConnell

Warren A. Bishop Chair

Harry A. Batson

Pam Behring

Phyllis Clausen

Nancy Hovis

Russell Jim

Valoria Loveland

Terry Novak

Sam Reed

Robert Rose

Bill Sebero

Betty Shreve

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The meeting was called to order by Warren A. Bishop, Chair.

Introductory Remarks

Warren Bishop, Chair, stated that Marta Wilder would be responsible for the evening's discussion topics. Ms. Wilder listed the discussion items as follows: (1) overview slide show; (2) regional information meetings; and (3) other items of interest to Council members. Paul Korsmo of the URS Corporation interjected that there would also be discussion on two draft public service announcements. Ms. Wilder continued and referred to the documents made available to the Council members. She proceeded to introduce Mr. Korsmo.

Mr. Korsmo reported that there are continual efforts to develop public information materials. He referred to the "Newsbrief '86" published by the Office which depicts the new Nuclear Waste Board and Council's graphic identity.

Public Service Announcements

Mr. Korsmo stated that the URS Corporation, together with staff of North Pacific Film & Tape, were working on development of two public service announcements. He asked Council members to think of ways to utilize the PSAs and what the message should convey. Tom Putnam of North Pacific Film & Tape was called upon to discuss the context of the proposed public service announcements.

Mr. Putnam gave a brief summary of the background on North Pacific Film & Tape. He referred to the request for proposal sections on public involvements events and the state's position on nuclear waste issues. Based on this review, the PSAs were developed accordingly. He stated that the primary goal is to have information available through television. Premise of the PSAs are: (1) facts about

Hanford; (2) awareness of Hanford; and (3) existence of the Office. They will be broadcast for approximately two or three months. The first PSA is expected to be completed in December. Mr. Putnam also alluded to other on-going audio visual projects such as news releases and an issues documentary (as discussed at October's informal meeting).

The Council members then viewed several public service announcements which were created and produced by North Pacific Film & Tape for the Department of Ecology's Puget Sound Water Quality Program.

Mr. Putnam referred to the two proposed public service announcements. He described the probable location setting and read the drafted scripts. In conclusion, Mr. Putnam asked for comments and/or suggestions from the Council members.

Mr. Bishop inquired about the arrangement of public service announcements. Mr. Putnam replied that it is at the discretion of the television stations regarding the type of PSAs they will broadcast, and if and when it would be aired. In his opinion, he felt that this subject matter would be utilized by the stations as a service of "goodwill" to the public. Jerry Reeves, also from North Pacific Film & Tape, interjected if a PSA is of good quality, then no problems should arise, i.e. air time.

There was extensive group discussion on the tone and general message of the public service announcements. Phyllis Clausen stated that the state must be very careful in the message it is sending to the people. However, it is our responsibility to send the message regardless of where the repository will be located. Valoria Loveland suggested that an address and/or telephone number be included in the PSA so the public could have access to more information from the Office.

Betty Shreve suggested a PSA be developed regarding Referendum 40. She stated that it was a most timely issue and voters should be informed on the results of the referendum and what the ramifications of their vote will be to the state.

Mr. Reeves said that PSAs also will be a step towards building an image for the Board, Council, and Office. One step of image building would be to insert the graphic identify at the end of the public service announcement. Mr. Korsmo asked the Council members which direction they would like to take on either of the two proposed PSAs and Ms. Shreve's suggested idea. He added that one public service announcement takes two weeks of production time.

Ms. Loveland made a motion that the contractors begin production on the two drafted public service announcements. The motion was seconded and moved.

Slide Show

Mr. Korsmo introduced Alice Shorett from Triangle Associates to present the overview slide show. Ms. Shorett stated that they wanted the Council members input prior to having the show professionally narrated. The revised overview slide show was presented to the Advisory Council. Following the presentation, the Council members made numerous comments and suggestions regarding the factual information, general content, narrative and slide selection of the slide show. The comments included: increased the quality of slides, changing the substance of the script (facts), the actual purpose of the presentation and the possibility of developing a questionnaire to accompany the show. Ms. Shorett and Mr. Korsmo jotted down notes on the Council members comments and suggestions to be incorporated into the revised slide show.

Regional Information Meetings

Ms. Wilder introduced Susan Hall of Hall & Associates to discuss the proposed regional information meetings. Ms. Hall referred to memorandum to the Council members regarding the meetings. She reiterated the format of the meetings as follows: (1) Council members in vicinity of meeting attend; (2) an Office staff member attend; and (3) Hall & Associates handle publicity. Ms. Hall requested comments and suggestions from the Council members. She added, it is expected that as a cycle begins, the general public and "opinion leaders" will become educated on Board, Council, and Office staff roles. Thus, future presentations will be adapted to suit their needs.

Mr. Bishop stated, considering costs and staff time, and the attendance at the statewide meetings in July and October, an attempt should be made at getting a guaranteed audience.

Council members discussed several other options to reaching out to the smaller communities. These options included: networking, co-sponsoring meetings, setting the proper tone of meetings (family-oriented, informal, and establishing cycles). Terry Husseman inquired if Council members were willing to commit to the proposed plan considering their time, travel, and the expenses involved. He stated a minimum of three Council and one Board member should attend each meeting. Sam Reed responded, saying it should not be difficult to get members to commit and he would like a sign-up sheet routed to begin the project. Mr. Husseman stated that the Council's commitment is their sponsorship of the project.

Ms. Hall reviewed the proposed list of locations with the Council for additions and or changes. She said that a sign-up list for the regional information meetings would be available at the regular Council

meeting tomorrow. The Council members also decided that the meetings would be held on Wednesdays and Thursday.

Ms. Shreve requested formal name tags for Council members.

Mr. Bishop suggested that Hall & Associates survey the Council to find out who will commit and then follow-up with a telephone call. Mr. Husseman concurred with Mr. Bishop. Mr. Husseman stated that in order to begin the regional information meetings in February, the process must start immediately.

Other Business

Ms. Wilder stated that the defense waste slide show would not be shown.

Bill Sebero reported that the Local Government Committee would not convene in December. The next committee meeting will be in January. He stated that he felt the Socioeconomic and

Transportation committees should also provide status reports at the regular Council meetings. Mr. Sebero continued, requesting that the subcommittee members of the Board and Council should meet with Texas and Nevada representatives to explore their progress. Mr. Husseman replied that to the best of his knowledge, there are no local government committees in Texas and Nevada. However, he would speak with the program directors in those states regarding this matter.

There being no further business, the meeting was adjourned.