U. S. Nuclear Regulatory Commission
Office of Nuclear Reactor Regulation

NRR OFFICE INSTRUCTION

Change Notice

Office Instruction No.:	**COM-201, Revision 1**	
Office Instruction Title:	**Public Outreach and Communications Plans**	
Effective Date:	**November 3, 2004**	
Primary Contacts:	**Robert J. Jasinski** **NRR:OD** **415-1542** **rjj1@nrc.gov**	**Tanya M. Mensah** **NRR:PMAS:POEB** **415-3610** **tme@nrc.gov**
Responsible Organization:	**NRR/OD**	

Summary of Changes: In accordance with the guidance provided in the memorandum dated September 8, 2004 from Luis A. Reyes, EDO, this office instruction has been updated to reflect changes in the distribution of communication plans. These changes are illustrated in redline/strikeout of this office instruction.

Training:	None
ADAMS Accession No.:	**ML042780055**

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Date	10/21/2004	10/28/2004	10/29/2004	11/03/2004

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NRR OFFICE INSTRUCTION
COM-201, Revision 1

Public Outreach and Communications Plans

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1. **POLICY**

The Nuclear Regulatory Commission (NRC) views nuclear regulation as the public's business, and as such, it must be transacted openly and candidly in order to maintain the public's confidence. The goal to ensure openness explicitly recognizes that the public must be informed about, and have a reasonable opportunity to participate meaningfully in, the regulatory process.

The NRC firmly believes that transparency in its communications and early and meaningful public involvement in the regulatory process is critical. The agency is committed to keeping the public informed and believes that a responsible, effective regulatory process must include an involved and informed public.

1. **OBJECTIVES**

- To define a process that plans for early public involvement in issues most likely to generate substantial interest and for promoting two-way communication to enhance public confidence in our regulatory processes.
- To provide guidance on the development and use of communication plans as a means of emphasizing to the NRR staff that communication is an integral part of doing business.
- To provide criteria for identifying the need for a communication plan.
- To describe the process steps in developing a communication plan.
- To provide guidance on the contents of a communication plan.
- To describe the process for developing questions and answers for potential misconceptions and public concerns.
- To provide performance goals, strategies, and measures for NRR's Strategic Communication Plan.

3. **BACKGROUND**

A communication plan describes the key messages and the methods for communicating a project or event with internal and external stakeholders. It is a document for internal NRC use only and should not be publicly released. The primary objective of a communication plan is to deliver a consistent and accurate message about the project or event to all stakeholders in a timely fashion. Effective communication is instrumental in building and maintaining an environment in which safety, technical excellence, teamwork, creativity and continuous improvement are paramount.

Communication plans should be written in plain language and be short, simple, and easy to use. They should also be kept current and referred to frequently when briefing management and internal stakeholders.

4. BASIC REQUIREMENTS

4.1 Applicability and Exemptions

Opportunities for public involvement and communication with internal and external stakeholders should be considered during the technical and policy decision-making process. A communication plan is necessary if any of the following criteria are met:

1. The project or an event is controversial or visible and could provoke a significant reaction from stakeholders.
2. Public health and safety could be, or perceived to be, affected.
3. The results of a decision will affect the interests of some group of stakeholders more than others (environmentally, economically, politically or socially).
4. The project or event requires careful timing, coordination, and communication to a large number of stakeholders.

A communication plan does not have to be developed for every activity. Note that a communication plan is not just a rollout plan or time line; it is a comprehensive strategy regarding all aspects of communication for a particular project. In general, a communication plan is expected for any type of generic communication. Examples of typical generic communications are included in LIC-50, “Generic Communications Affecting Nuclear Reactor Licensees.” A formal communication plan is not appropriate for internal/non-public NRC business. The strategies contained in this Office Instruction can be used for other communications issues, however only the ones that fit the above applicability criteria require the formal communication plan process and concurrence.

The following guidance for preparing communication plans does not change the preexisting requirements for NRR processes that require external communication actions, such as licensing, rulemaking, and generic communications. Rather, a communication plan is a useful tool to capture, organize, and track those actions.

4.2 Preparing and Distributing a Communication Plan

1. Identify the need for a communication plan.
2. Select a communication team leader, who will be responsible for preparing the plan and keeping it current. Select other team members, if necessary.
3. Prepare the plan with the assistance of NRR's Technical Assistant for Communications, Senior Communications Analyst, and other identified NRC staff.
4. Send the draft plan to the ~~Executive Director for Operations' Assistant for Communications~~ Executive Director for Operations' Senior Technical Communication Assistant (STCA) responsible for overseeing NRR programs for review and comment (but not concurrence).
5. The plan should normally receive concurrence from the NRR Technical Assistant for Communications, responsible NRR staff and management up to and including the Office Director.
6. Send the final plan and a cover letter signed by the NRR Office Director to the ~~Deputy Executive Director for Management Services~~ Director for Communications. Include on distribution, the STCA responsible for overseeing NRR programs. The goal is to issue the communication plan before the project or decision for which the plan was developed is made publicly available.
7. Distribute the plan to internal stakeholders and the Office of Public Affairs.
8. ~~Send an electronic version of the plan to the Technical Assistant for Communications for posting on the internal Web page.~~ The STCA will post the plan on the internal web page.
9. Place the plan in ADAMS (in the communications plan folder). The communication plan is a non-publicly available document and should be profiled accordingly in ADAMS. Use ADAMS Template NRR-106, "Memorandum/Letter - Official Agency Record For NRR."
10. Periodically review the plan for effectiveness and relevance and revise it as needed.
11. Include NRR's Technical Assistant for Communications and Senior Communications Analyst in any major revisions to the plan and be sure to inform them when the plan is no longer active.

4.3 Communication Plan Contents

A communication plan should be written in plain language. The following elements of a communication plan should be coordinated with the NRR Technical Assistant for Communications and the Senior Communications Analyst to ensure proper development of key messages and questions and answers:

1. **Plan objectives:** Briefly describe why the plan is being prepared and the goals of the plan. It may be useful to reference the performance goals of the NRC Strategic Plan.

2. **Background:** Provide a brief explanation and history of the project or event that needs the communication plan.

3. **Audiences/stakeholders:** Develop a list of internal and external stakeholders who may have some involvement or interest in the project or event. The internal audience may include the Commission, management and staff of NRR and the regions, the Office of the Executive Director for Operations, the Office of Congressional Affairs, the Office of State and Tribal Programs, the Advisory Committee for Reactor Safety, the Office of Nuclear Regulatory Research, the Office of Public Affairs, etc. The external audience may include people who live near a licensed site, licensees, industry groups, non-governmental organizations (Union of Concerned Scientists, GreenPeace), members of Congress and their staff, representatives of sovereign Indian Nations, other Federal agencies or State officials, local elected officials, community and civic groups, business organizations and chambers of commerce, and media representatives. The list of stakeholders should be as specific as possible and may include stakeholders' contact information. Sign up sheets and attendance rosters from public meetings can be used to identify potential future audience members. Internal stakeholders such as the Office of Public Affairs and the Office of Congressional Affairs should be consulted when identifying external stakeholders.

4. **Key messages:** Identify information about the project or event that stakeholders should know. Key messages are the main points of the project. They should be written in plain language and be kept to a maximum of two to three sentences. Be sure to tailor messages to the audience.

5. **Communication team:** Identify a team that will prepare and maintain the communication plan (smaller issues may not require more than a person or two on the “team”), develop a course of action for issues that arise, keep communication on track, and respond to questions regarding the project or event. The team should consist of a team leader, who would be the designated owner of the plan, and a backup team leader. Other members may include representatives from other program offices or regional staff, depending on the complexity of the project and anticipated level of activities. Also, identify the person responsible for making the final decision on release of information to the public. Finally, include the list of team members and their roles in the plan and identify the frequency of team meetings (which may be adjusted as circumstances change).

6. **Tools:** Specify how the key messages will be conveyed. The tools that are selected will depend on the message, the audience, and the communication resources available. Decide which tools will best communicate the intended message. They could include (but are not limited to) meetings, conference calls, press releases, dedicated Web pages, direct mailing (both electronic and paper), phone calls, faxes, newsletters, weekly updates, generic communications, inspection reports, paid advertisements, ADAMS, posters, videos,

transcripts, and focus groups. The primary method of communicating with each group of stakeholders should be identified in the plan. For example: "The NRC staff will be sent weekly status reports and e-mail about emergent issues."

In choosing tools to communicate the message, consider the following questions:

1. How frequently should the message be communicated?
2. When is the right time for the message?
3. What medium or combination of media will be most effective and efficient in achieving the objectives?
4. Who should prepare or deliver the message? Does this person need training?
5. What are stakeholders concerned about?
6. What are the areas of media interest? The Office of Public Affairs can help identify these interests.
7. What are the areas of Congressional interest? The Office of Congressional Affairs can help identify these interests.

Attachment 4 contains suggested tools for internal and external communications.

7. **Time line/Rollout Plan:** Establish the sequence of communication actions. Keep a list of all communications activities, including the dates when they will be completed. A table, like the one below, is useful.

Communication Plan Time line			
Date Planned	**Communication Activity**	**Organization/Person Responsible**	**Closed Date/Completed**
12/10/03	Conduct a Category 3 meeting	NRR/DLPM Project Manager	10/22/03
1/25/04	Brief Commissioner TAs	NRR/DE Division Director	-----

8. **Questions and answers (Q&A):** Identify questions that are likely to arise and develop answers. The Q&As should be developed with the assistance of the Office of Public Affairs and distributed to all NRC staff who may have to respond to inquires on the specific project or event. The Q&As should be reviewed and updated as necessary prior to any significant public interactions. The Q&As should be attached to the plan.

An October 25, 2002, memorandum from William D. Travers (ML022900308) contains guidance for developing Q&As. It describes three different kinds of Q&As: breaking news, priority response, and office level. Office level Q&As are most frequently used in communication plans and are described here. The definition and protocol for breaking news and priority response Q&As are contained in Attachment 3.

9. **Evaluation and monitoring:** Identify success measures for the communication efforts and criteria for closing the plan. The team leader should keep track of all feedback, both verbal and written, so that she or he can revise the plan and apply lessons learned. A record of feedback may also be useful for briefing senior management or for historical purposes.

10. **Updates and revisions:** A communication plan is a living document. It should be kept up-to-date, referred to routinely, and revised when necessary. When a major revision is necessary, the revised plan should be placed in ADAMS and on the internal Communication Web page. The plan owner, typically the team leader, is responsible for updating and revising the plan.

11. **Final close-out:** State whether the success measures have been met. Prepare a brief lessons-learned paragraph or memorandum (include both successes and challenges) and attach it to the communications plan. All communications plans are saved in the Communications Plans folder in ADAMS.

A communication plan is more useful if it is short, simple, and easy to use. Examples of current plans can be found at the NRC Communication website (http://www.internal.nrc.gov/communications/)

5. RESPONSIBILITIES AND AUTHORITIES

NRR Staff

As assigned, NRR staff will initiate, prepare, and execute communication plans. They are responsible for keeping the appropriate staff and managers including the NRR Executive Team informed of their communication plan (specifically its key messages and strategy).

NRR Section Chiefs

NRR section chiefs are often in a position to recognize whether the criteria for developing a communication plan is met. Therefore, they frequently initiate the development of a communication plan. They also participate in the execution of the plan (i.e., attend public meetings, review Q&As). Section Chiefs will concur on communication plans.

Project Directors, Branch Chiefs, and Program Directors

Project Directors, Branch Chiefs, and Program Directors will concur on communication plans and participate in the execution of the communication plan (i.e., attend public meetings, review Q&As), as appropriate.

Deputy Division Directors, Division Directors, and Associate Directors

Deputy Division Directors, Division Directors, and Associate Directors will concur on communication plans and participate in the execution of the communication plan (i.e., attend public meetings, review Q&As, conduct media interviews), when appropriate.

Deputy Office Director and Office Director

The Office Director will sign the memorandum transmitting the communication plan to the ~~Deputy Executive Director for Management Services~~ Director for Communications. The Office Director and Deputy Office Director will also participate in the execution of the communication plan (i.e., conduct media interviews, press conferences, and Congressional briefings) as appropriate.

NRR Technical Assistant for Communications / Senior Communications Analyst

The NRR Technical Assistant for Communications / Senior Communications Analyst assists in developing and executing the communication plan. She/he will work with the project manager and technical staff to provide guidance and will concur on the communication plan.

The Technical Assistant for Communications will also periodically measure the Office's performance against its Strategic Communication Plan performance goals and strategies. She/he will incorporate the Office's performance analysis to satisfy expectations set forth in budget and planning documents such as the Performance and Accountability report and the Operating Plan. This requires it to be an annual analysis. She/he will make suggestions for changes to NRR communication guidance and implementation.

6. PERFORMANCE MEASURES

NRR's strategic communication goal is to integrate communication into decision-making processes to ensure openness in regulatory activities and to improve the flow of information with internal stakeholders. Execution of well-developed communication plans is one way to achieve this goal. NRR's performance measures for quality and timeliness of communication are contained in Attachment 2.

7. PRIMARY CONTACTS

NRR Technical Assistant for Communication
NRR Senior Communications Analyst

8. RESPONSIBLE ORGANIZATION

NRR/OD

9. EFFECTIVE DATE

November 3, 2004

10. REFERENCES

- October 25, 2002 Memorandum from William Travers, "Guidance on Developing 'Frequently Asked Questions'" (ML033900308)

- http://www.internal.nrc.gov/communications/

- September 8, 2004 Memorandum from Luis A. Reyes, "Recent Developments to Enhance Communications" (ML042450136)

Attachments:
1. Appendix A - Change History
2. NRR Strategic Communication Plan
3. Process for Developing Questions and Answers
4. Common Communication Tools for NRR Products

Appendix A - Change History

Office Instruction COM-201, Revision 1

Public Outreach and Communication Plans

COM-201, Revision 1 - Change History - Page 1 of 1			
Date	**Description of Changes**	**Method Used to Announce & Distribute**	**Training**
05/25/2004	This is the initial issuance of COM-201, “Public Outreach and Communications Plans.”	E-mail to NRR staff	None
11/03/2004	In accordance with the guidance provided in the memorandum dated September 8, 2004 from Luis A. Reyes, EDO, this office instruction has been updated to reflect changes in the distribution of communication plans. These changes are illustrated in redline/strikeout of this office instruction.	E-mail to NRR staff	None

NRR Strategic Communication Plan

Goal: Integrate communication into our decision-making processes to ensure openness in our regulatory activities and to improve the flow of information with internal stakeholders.

The following represent possible measures, and audit activities that can be used to evaluate office communication performance.

Performance Goal	Strategy	Measure
Make communication an integral part of doing business	Develop and use communication plans.	Communication plans developed for 80% of sampled activities meeting the criteria established in COM-201. (audit) 90% of sampled communication plans are issued before the decision/project is publicly released. (audit)
Enhance the quality of communication efforts	Improve correspondence with external stakeholders to enhance timeliness and responsiveness.	NRC responds to 90% of stakeholder formal requests for information within 60 days of receipt. NRC makes all non-sensitive, unclassified information relevant to the regulatory process available to the public through ADAMS within 5 days of being declared final. Issue Directors Decisions under 2.206 within an average of 120 days. NRC responds to _% of FOIA requests within _ days. Final SDP determinations are made within 90 days for 85% of all potentially greater-than-green findings. NRC resolves 70% allegations within 120 days. % of sampled documents contain key messages and mention the NRC's independence and safety mission. (audit)

Obtain early public involvement on issues most likely to generate substantial interest	Engage the public, particularly local residents, at an early stage in the information-gathering process to involve them in significant decisions.	Complete all public outreaches as defined in the Performance Plan. 90% of Category 2 and 3 public meetings that are held on regulatory issues that are publicly noticed 10 days in advance of the meeting. # of activities for which authorized stakeholder are invited to comment on Safeguards, classified, or proprietary information. No statistically adverse trends in meeting survey responses concerning stakeholders belief that they were given sufficient opportunity to ask questions or express their views.
	Enhance awareness of NRC's independent role in protecting public health and safety and the environment.	Develop or improve 1 process per year to enhance awareness of safety mission and independence (i.e., improve outreach materials, develop process to publicize NRC's activities that ensure safety).
	Pro-actively communicate with mass market stakeholders (i.e., media and Congress) to convey messages.	~~75%~~ 50% of sampled news articles contain key messages (~~75%~~ 50% is a target. Clearly NRC cannot control what reporters choose to put in their articles, however, this value is a good gauge as to what the public is hearing).

Improve internal communication	Increase information flow within NRR (i.e. through the use of newsletters, posters, staff meetings).	% of NRR organizational units that hold regular staff meetings. (audit) % of NRR divisions that use communication tools (i.e., newsletters, posters) to relay information. (audit)
	Increase willingness of staff to raise issues, particularly those involving safety.	For the IG and other internal surveys, % improvement in the percentage of employees who feel it is safe to speak up at the NRC. For the IG and other internal surveys, % improvement in the percentage of employees who feel the NRC has established a climate where traditional ways of doing things can be challenged.

<u>Process for Developing Questions and Answers</u>

Breaking News Questions and Answers:

Infrequently, issues arise that attract significant, fast-breaking, public or media interest. On these occasions, the NRC's general goal of ensuring openness may best be served by being able to provide perspective during the same day as the external interest. This means answers must be available no later than 4:30 p.m. the day the story breaks. To achieve this rapid response, cognizant technical staff are teamed closely with experienced Office of Public Affairs (OPA) staff to develop Q&As that can be used by OPA in responding to external inquiries.

To distinguish this infrequent "breaking news" response from other communication activities, including development of more routine, office-level Q&As, a specific trigger is included in this protocol. Namely, OPA is designated as the office that determines if an issue warrants breaking news Q&A coordination. While OPA may be alerted to potentially breaking issues from many sources, including members of the technical staff, the implementation of this protocol will commence with an affirmative statement by OPA to the EDO's office.

The specific actions, including roles and responsibilities of various staff members, that will be taken in the event that OPA identifies an issue as warranting breaking news Q&A treatment, are detailed below.

<u>Protocol:</u>

7. OPA identifies a significant issue with a high probability of fast-breaking external interest. OPA makes a determination that the agency needs to be able to provide insights on the matter by 4:30 p.m. on the day that the story breaks.

8. OPA, in parallel or in rapid succession:

   a. Makes single point of contact with Office of the EDO (OEDO) and advises them of (i) issue of concern, (ii) basis for treating in same news cycle and (iii) any contact made with staff up to that point.

   b. OEDO point of contact is, in order of preference, (i) cognizant Deputy EDO (DEDO), (ii) Assistant for Operations or (iii) Chief, Regional Operations Program Management Section (ROPMS).

9. OEDO assigns the NRR management and ROPMS points of contact.

10. OPA, NRR, and ROPMS points of contact meet at a mutually agreed upon location as soon as possible. They work as a team to prepare a draft set of Q&As.

    a. OPA staff develops issue-specific questions. Their expertise is relied upon in formulating the range and wording of potential questions.

    b. NRR staff supply factual information to form basis of answers.

c. OPA staff form answers based upon factual information supplied.

d. ROPMS staff facilitates identification of (i) target time frame for completion of Q&As, (ii) specific NRR management responsible for approving product, and (iii) specific time/location at which DEDO will review final product.

11. Cognizant DEDO reviews and revises draft Q&As. The review/revision is conducted in a meeting with the OPA, NRR, and ROPMS points of contact who developed the draft.

12. OPA staff incorporates DEDO revisions with the NRR and ROPMS points of contact obtaining any additional factual information needed stemming from DEDO review and providing it to OPA staff.

13. OPA staff makes final product available to NRR staff, ROPMS point of contact, the Chairman's office, and internal OPA distribution as appropriate.

Priority Response Questions and Answers:

Apart from those issues that warrant "breaking news" treatment, a spectrum of issues exist for which proper communication can have a significant impact on the achievement of improved stakeholder confidence for the agency. These “priority response” issues can be characterized as those that (1) communicate new or revised Commission policy, (2) correspondence, documents or reports that are likely to receive extensive (national, regional or intense local) coverage when made public. In the current environment, all communication coordination activities associated with nuclear security should be considered as "priority response."

<u>Protocol:</u>

1. NRR management identifies a significant issue with a high probability of external interest and determines that the agency needs to be able to provide insights on the matter.

2. NRR staff develops Q&As with the assistance of OPA and the NRR Technical Assistant for Communication.

3. The Assistant for Communications, OEDO, reviews the Q&As.

4. The Q&As are forwarded to the cognizant DEDO who reviews and revises the draft document to form the final product.

5. NRR makes final product available to cognizant office and agency staff and to the Assistant for Communications, OEDO.

Common Communication Tools for NRR Products

The tool or tools that you select will be dependent on the message, the audience, and your budget. Decide which tools will best communicate the intended message. They could include (but are not limited to) meetings, conference calls, press releases, dedicated Web pages, direct mailing (both electronic and paper), phone calls, faxes, newsletters, weekly updates, Generic Letters, Bulletins, Regulatory Information Summaries, inspection reports, paid advertisements, ADAMS, posters, videos, transcripts, and focus groups. In addition, you should identify the primary method of communicating with each group of stakeholders.

Internal NRR stakeholders:

- Executive Team
- Leadership Team
- branch chiefs/project directors/program directors
- section chiefs
- all staff
- individual staff members
- targeted staff groups by grade or position
- focus groups organized to address a specific need
- other divisions or programs (allegations, work planning center)

Internal NRC stakeholders (external to NRR but still internal to the agency):

- Chairman and Commission
- OEDO
- Regions
- Congressional Affairs, Public Affairs, International Programs
- NSIR, OGC, OIG, RES, NMSS
- CRGR
- ACRS, ACNW
- Headquarters Operations Center
- all NRC staff
- focus groups organized to address a specific need

External stakeholders:

- licensees
- Congress
- international community
- vendors (e.g., Westinghouse, CE, license applicants)
- industry contract businesses (e.g., Scientech, Westinghouse)
- industry organizations (e.g., NEI, EPRI, owners groups)
- general public
- informed general public (targeted groups or individuals)
- informed public interest groups or individuals
- media
- government contract businesses (e.g., ISL)
- allegers
- other federal agencies
- agreement states
- state, local, and tribal governments
- affected industries (example: for transportation: railroad companies)

- students and teachers
- codes and standards groups

The following tables summarize commonly used communication tools which are most effective when combined together as part of an overall communication strategy. The tools are chosen to be consistent with the desired action by the audience: awareness, understanding or reinforcement of the given information. This ensures that the initial message which raises awareness is consistently reinforced at a later date through the use of other communication tools. Contact the Technical Assistant for Communications/Senior Communications Analyst for more information on how to utilize these tools.

Internal Stakeholders Communication Tools	
Communication Tools	**Target Group**
NRR Director's "Have I Got News For You"	NRC & NRR (management & staff included)
"All Hands" meetings or workshops	NRR staff
Special training for individual groups	NRR staff and/or management
Hot Topics Reports, newsletters (paper or electronic)	line management, interested agency stakeholders
Posters	NRR staff
Web site	all
Scrolling Banner in the Lobby	NRR staff
Focus Groups	at staffing level or subdivision needed
memos	any
briefings/ targeted one-on-one meetings	any
reminder desk note/ prop/ laminated card	any
NRR network announcement	all
branch, section, division meetings; stand-up meetings	target groups
reports (rainbow report, strategic plan, operating plan)	ET, LT, Op Level, Section chiefs
staff guidance (Office Instructions, SRP, PM handbook)	staff
Commission paper, D-note	Commission, OEDO
NR&C	all NRC
Plan of the Week	NRR management

Internal Stakeholders Communication Tools	
Communication Tools	**Target Group**
Weekly Items of Interest	OEDO, ET, LT, Op Level, Section chiefs, staff
DQSR - Director's quarterly status report	LT/ET and EDO
Office Director and ET Significant Topics Report	ET/LT
“EDO Update” e-mail (from EDO)	all
Daily EDO Update (to EDO)	OEDO, NRR management

External Stakeholders Communication Tools	
Communication Tools	**Target Group**
letters	any
workshops	any
press releases and media interviews	any
public web site	all
Category 2 or 3 public meetings at an NRC office or in the vicinity of licensed facilities	all
meetings/ open houses	any
telephone calls	any
federal register notices	any
generic communications (RIS, IN, BUL, GL) and technical studies (NUREG)	licensees, informed public interest groups or individuals
Congressional Report, testimony, Monthly Report to Congress	congress, trade press, industry, informed public interest groups or individuals
information exchange trips	international community, trade press
Commission papers	industry, industry groups, vendors, trade press, informed public interest groups or individuals
Regulatory Information Conference, Licensing Forum	industry, industry groups, all public groups, trade press
presentations or speeches at industry meetings or forums (ANS, INMM, ASME, NEI)	industry, vendors, industry groups, informed general public, trade press

External Stakeholders Communication Tools	
Communication Tools	**Target Group**
list-server, e-mail distribution lists	informed public interest groups or individuals
brochures, fact sheets, posters, flyers, advertisements, and handouts	local public, informed public interest groups or individuals, general public
Regulatory Guidance (Regulatory Guides, Industry Guides, Review Standards, NUREGs)	industry, vendors, industry groups, informed general public, trade press