

August 22, 2007

MEMORANDUM TO: Luis Reyes  
Office of Executive Director of Operations

FROM: Eliot Brenner, Director */RA/*  
Office of Public Affairs

SUBJECT: MULTICULTURAL MEDIA OUTREACH

As part of the agency's efforts to reach out to multicultural communities and in support of Executive Order 131666, Improving Access to Services for persons with Limited English Proficiency (LEP), OPA has identified LEP communities near NRC-licensed facilities and established a list of media outlets that serve these communities so that we can communicate our activities more effectively. The primary groups include the Hispanic, Asian American, and Native American populations.

We intend to use this list to distribute our press releases to appropriate media contacts that cover the LEP communities so that they can be informed about the NRC, what it does, and planned public meetings and other activities of public involvement. We will also be sending out information letters to all the multicultural media outlets introducing the agency, identifying contacts and encouraging subscription to e-mail alerts for new announcements and press releases. This will help to expand our public affairs program to include contacts in the multicultural communities and hopefully strengthen public confidence in the agency.

Attached is a matrix by plant name that identifies LEP communities near each facility and other cultural sensitivity data. Recently we used this information to provide our press release announcing a public meeting for South Texas to those media outlets serving the nearby Hispanic community. We also set up interviews with Spanish television stations where one of our employees spoke with reporters. We are sharing this matrix so that the information may help NRC staff recognize the language assistance needs for various public activities including public meetings.

OPA will evaluate this new outreach, summarize the value added and its effectiveness after a 12-month period.

Attachment: OPA MCM Executive Summary Report

cc: Chairman Klein  
Commissioner McGaffigan  
Commissioner Jaczko  
Commissioner Lyons  
C. Kelley, SBCR  
B. Borchardt, NRO  
J. Dyer, NRR  
M. Weber, NMSS  
B. Sheron, RES  
R. Zimmerman, NSIR  
C. Miller, FSME  
D. Rathbun, IGL  
R. Schmidt, OCA

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**Adams Accession No.: ML072340397**

\*See previous concurrence

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DATE	08/22/07	08/22/07	08/23/07

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