K Media Relations

This section of the Plan describes the media relations to be developed and utilized for the education, notification, and alerting of the public for the purposes of emergency preparedness at the Station.

K.1 Public Education

Education/Training of the public on emergency planning and how the public should respond in case of an emergency is primarily the responsibility of the Station in conjunction with local authorities. Annually, the Station will disseminate information to the public within the ten mile Emergency Planning Zone regarding how the public will be alerted in case of an emergency and what actions should be taken.

K.1.1 Information Dissemination

The information to be disseminated to the public will be in the form of printed materials. In addition, meetings may be held with the public in the ten mile Emergency Planning Zone to discuss specific Station emergency preparedness information.

K.1.2 Printed Material

The printed materials for general public information will be provided by methods such as:

- *Dissemination to residents in the ten mile Emergency Planning Zone;*
- *General distribution to areas where the general public visits on a regular basis, to be picked up as needed;*
- *Posters, bulletins and other visible postings in the immediate towns and unincorporated population settlements; and,*
- *Personal distribution.*

K.1.3 Public Information Contents

- *The public information shall include, but is not limited to:*
- *Educational information on radiation;*
- *Respiratory protection;*
- *Sheltering;*
- *Evacuation routes;*
- *Mail-in cards for persons with special needs to ensure extra precautions are taken;*
- *Plume Exposure Pathway Emergency Planning Zone Map to follow while the Emergency Alert System informs the personnel of the area that the plume may be affecting; and,*

- *Contacts and telephone numbers for additional information.*
- *Public information material is available to residents along with a Spanish information number.*

K.1.4 Station Continuing Education/Information Program

The Station promotes a continuing program of public education throughout the Station in regard to nuclear power in general and the Station in particular. Emergency planning is included in these information programs.

K.1.5 Education Responsibility

Education of the public regarding nuclear power and emergency response planning is the responsibility of the Supervisor, Emergency Response.

K.1.6 Distribution of Alert Radios

The Supervisor, Emergency Response or designee will distribute the alert radios and provide the public with an introduction to the emergency notification process.

K.2 Public Information Distribution

The public information is distributed annually by mail to residences, businesses, and public buildings within the ten mile Emergency Planning Zone of the Station.

K.3 Transient Population Distribution

A general distribution to reach the transient population is achieved by posting information in public areas and by placing supplies of prepared written materials in areas where the general populace frequents.

K.4 Education and Information Program Resources

Media advertisements, telephone messages, news releases, and public information seminars may be utilized as necessary to achieve an effective information and education program.

K.4.1 News Media Participation

At least annually, the news media will be invited to participate in a program to acquaint them with the emergency planning effort at the Station. Typical topics covered will be information concerning radiation, and points of contact for release of information to the media in case of an emergency, or for plant specific material sent to the media.

K.4.2 Specific Media Requests

The South Texas Project Communications and Public Affairs Group will respond to specific media requests for information concerning nuclear power emergency planning and the Station.

K.5 Media Information Organization

It is the policy of the Station to provide prompt and accurate information to the public for events that may affect or simply interest the nearby community and the public at large.

K.5.1 Normal Events and Unusual Events Release

News releases during declared Unusual Events will be issued by the South Texas Project Communications and Public Affairs Group.

K.5.2 Early Information Release

During an Alert or Higher event, prior to activation of the Joint Information Center, The Site Public Affairs Coordinator or an individual from the South Texas Project Communications and Public Affairs Group will support the Emergency Director issuing press releases.

K.5.3 Joint Information Center Activation

The Joint Information Center is staffed at the declaration of an Alert and may be activated at the discretion of the Emergency Director. The Joint Information Center shall be activated at a Site Area Emergency or General Emergency. After the activation of the Joint Information Center, all news releases concerning the emergency at the Station shall be issued from the Joint Information Center. These information releases shall be the basis for information provided to the Station and employees, government groups, other utilities, and industry groups, as well as media outlets and the media representatives located at the Joint Information Center. Figure K-1 provides a typical layout of the Joint Information Center.

K.5.4 Media Response/Rumor Control Manager

Media and public inquiries will be handled by the South Texas Project Communications and Public Affairs Personnel and STPNOC Co-Owners while the on-duty emergency response organization is enroute to the Joint Information Center. The Co-Owners will be contacted and provided information to answer media and public inquiries and to direct the media to the Joint Information Center.

K.5.5 Company Spokesperson

The Company Spokesperson is the primary spokesperson for the Station and together with the Joint Information Center Director shall remain responsible for the consistency of the information released. The Joint Information Center Director and/or the Emergency Director may select individuals to address the public on behalf of the Station as their respective expertise is needed.

K.6 News Releases

News releases are issued periodically from the Joint Information Center under the direction of the Company Spokesperson. The Staff Writer will obtain information from the Site Public Affairs Coordinator. Information will be drafted into news releases and coordinated with federal, state and county public information officers for release.

K.7 News Conferences

News conferences will be held periodically at the Joint Information Center when activated during a declared emergency at the Station involving a Site Area Emergency or General Emergency.

- *Federal, State, and County authorities are invited to have representatives and spokespersons present at news conferences.*
- *Prior to each news conference or news release, the representatives of the Station, the Station owners, Federal, State, and local public information officers shall have the information to be released available for review.*
- *Media kits, containing maps, photographs, and Station historical background may be available for distribution at news conferences as needed.*

K.8 Media Requests

Any special media requests for specific interviews, visits to the Station or Control Room simulator, video tapes or films of the Control Room, and other unusual requests will be coordinated by the Media Relations Manager through the Site Public Affairs Coordinator.

- *Appropriate Station personnel can be made available for special background interviews.*
- *Special requests may be refused if they impact the Station security or safety programs or if the Emergency Director believes that media personnel may be placed in a situation of unnecessary hazard.*

K.9 Information Flow

During a declared emergency, the flow of factual information to employees and the public is critical. To ensure that the reports issued and disseminated about the Station are true and factual, the following rumor control program is established when the Joint Information Center is activated or earlier, if deemed necessary by the Joint Information Center Director.

K.9.1 Rumor Control

Under the direction of Media Monitoring/Rumor Control Manager, media monitors in the Joint Information Center shall monitor radio, television, and newspapers for misleading or erroneous information. In addition, under the direction of the Media Monitoring/Rumor Control Manager, Rumor Control Monitors in the Joint Information Center shall answer public telephone inquiries. The Media Monitoring/Rumor Control Manager is located in the Rumor Control Room at the Joint Information Center.

- *The Rumor Control Monitors and Media Monitors shall collect and consolidate rumors/misinformation and inform the applicable position or agency.*

- *Rumor/misinformation shall be interpreted and discussed to coordinate appropriate responses and for immediate knowledge of what information is being released to the public from all parties.*
- *The Co-Owners shall collect and consolidate rumors/misinformation from customer service telephone operators and district offices and provide these rumors to the appropriate individual at the Joint Information Center.*

K.9.2 Misinformation Handling

State and County representatives shall handle misinformation relating to offsite conditions, including recommended protective measures.

The Station shall address misinformation regarding Station/utility rumors. Rumors and incorrect information shall be addressed at news conferences when necessary.

The Station shall also discuss information addressed in the news releases regarding protective action recommendations.

K.10 Joint Information Center

The Joint Information Center shall be operated as a joint information center where the Station, the State, County, and Federal Public Information Officers shall coordinate information, issue news bulletins, and participate in joint news briefings. 0ERP01-ZV-OF02, Joint Information Center Activation, Operation, and Deactivation describes how the Joint Information Center information is disseminated.

The Joint Information Center provides a spokesperson work area for Station, state, county, and federal public information officers. The entire Best Western Matagorda Hotel and Conference Center is available as the Joint Information Center, via a letter of agreement and contract; therefore, if private work areas are needed, space can be made available. Telecommunications facilities shall be available to include, but not be limited to:

- *Telephone links, with long distance capabilities;*
- *Telecopiers with nationwide capability; and,*
- *Radio and television hookups (for viewing) with cable television availability.*

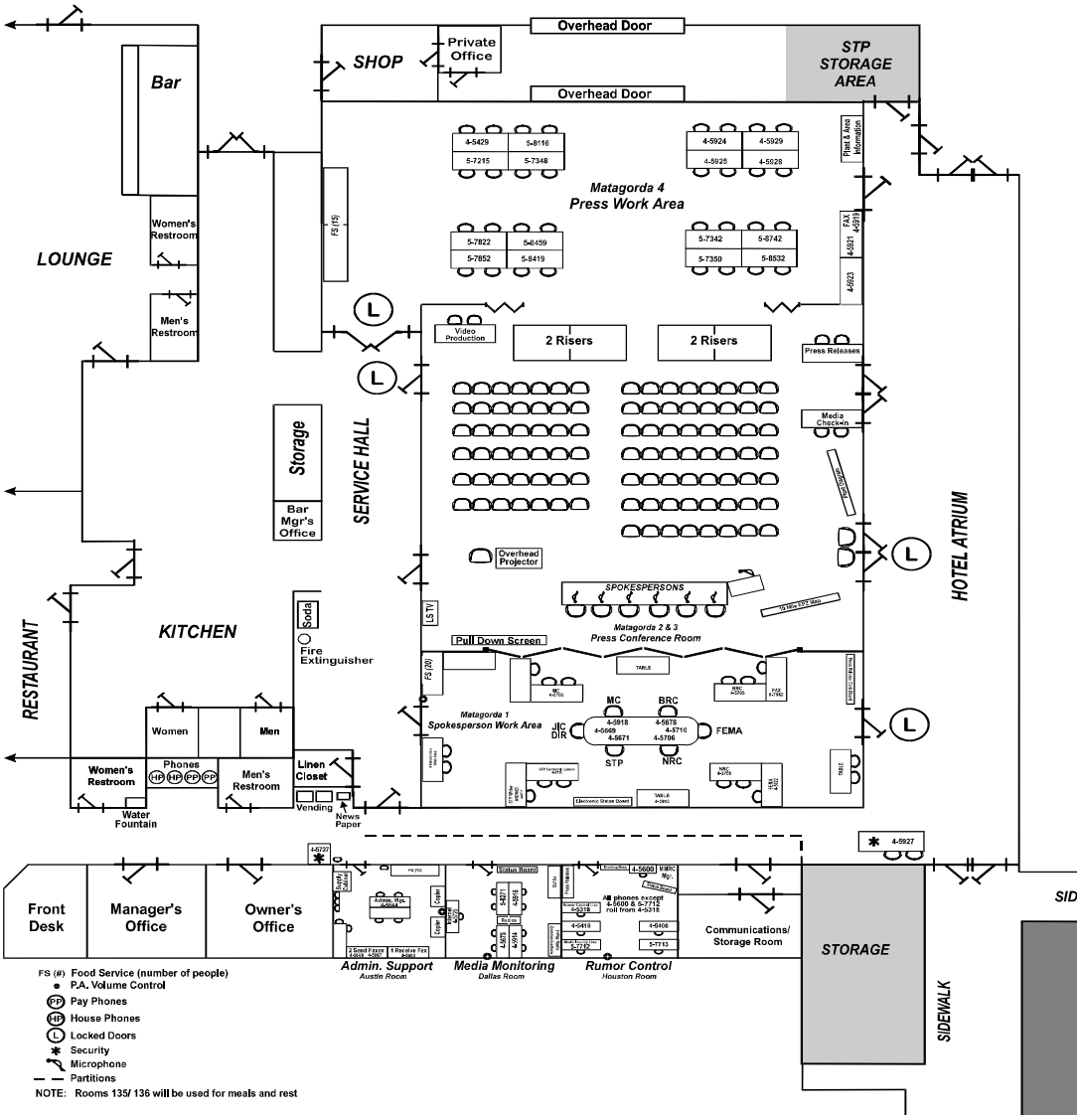

Figure K-1 Typical Joint Information Center Layout