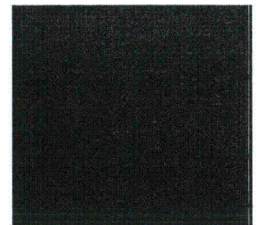
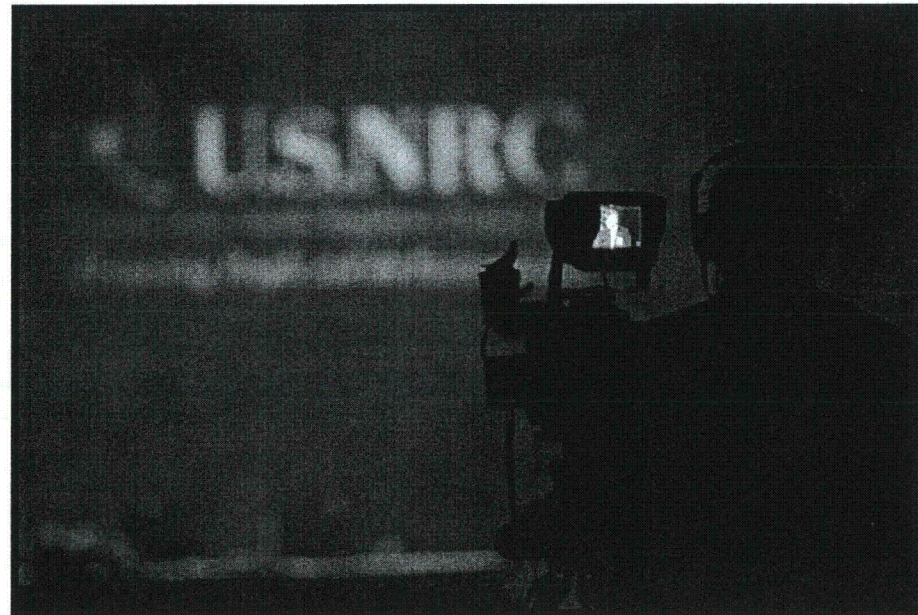




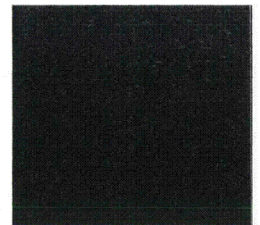
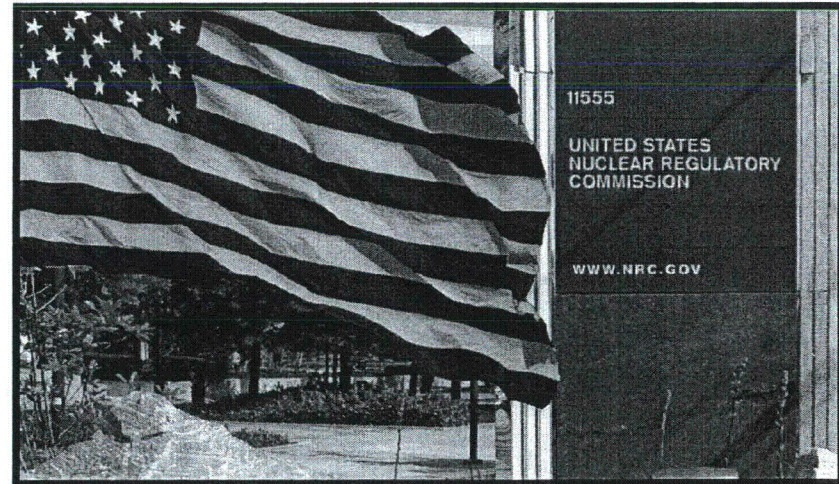
B/18

Office of Public Affairs: An Overview



What is our mission?

- Assist the Chairman in carrying out his responsibilities as principal spokesperson for the NRC.



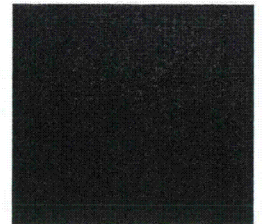
What is our mission?

- Act as the agency's primary link to the **news media**.
- Ensure **openness** in our regulatory process by making clear, accurate information available in a timely manner to the news media and the public about the NRC's policies, decisions, programs and activities.



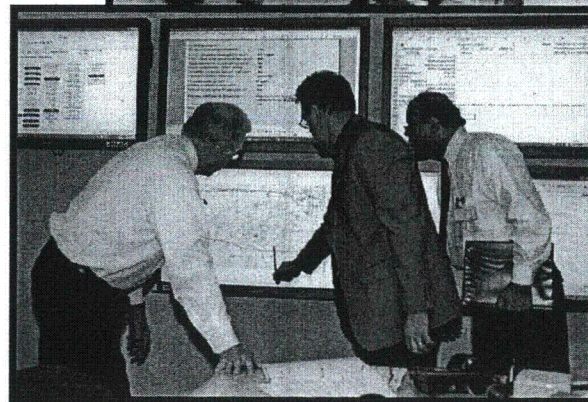
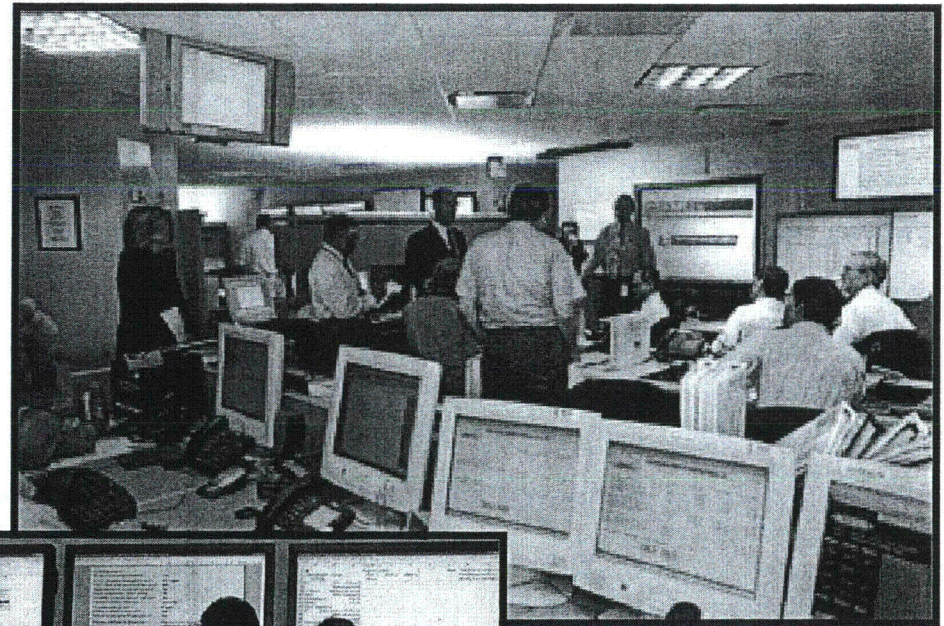
What is our mission?

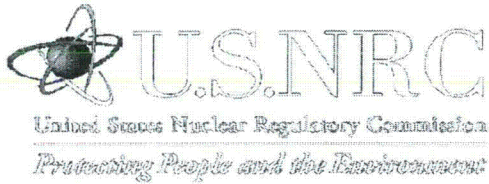
- Provide advice and guidance to all NRC offices to support their communication needs with the public and their interaction with the media.



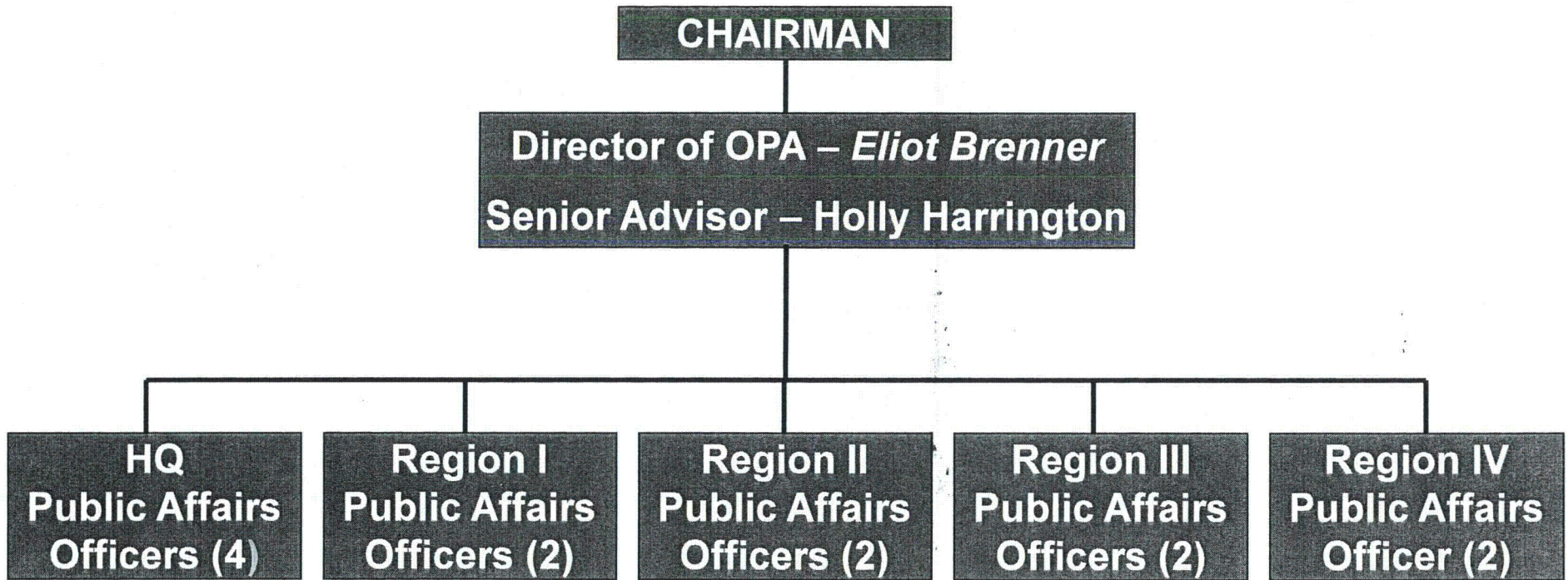
What is our mission?

- Develop and implement crisis communication strategies that help the public during a nuclear emergency.

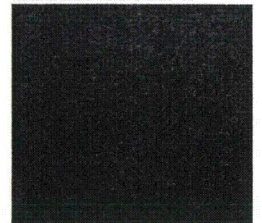


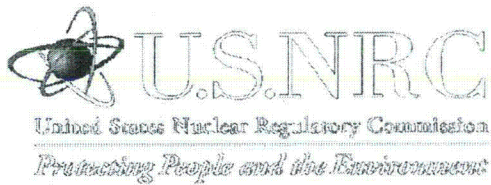


Who are we?



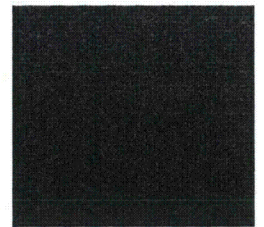
Public Affairs Officers have strong backgrounds in journalism, English or communication, and extensive experience in the news business.





Headquarters: Eliot Brenner, Scott Burnell, David McIntyre, Holly Harrington, Ivonne Couret

- **Region 1**: Diane Screnci, Neil Sheehan
- **Region 2**: Roger Hannah, Joey Ledford
- **Region 3**: Vika Mitlyng, Prema Chandrathril
- **Region 4**: Victor Dricks, Lara Uselding

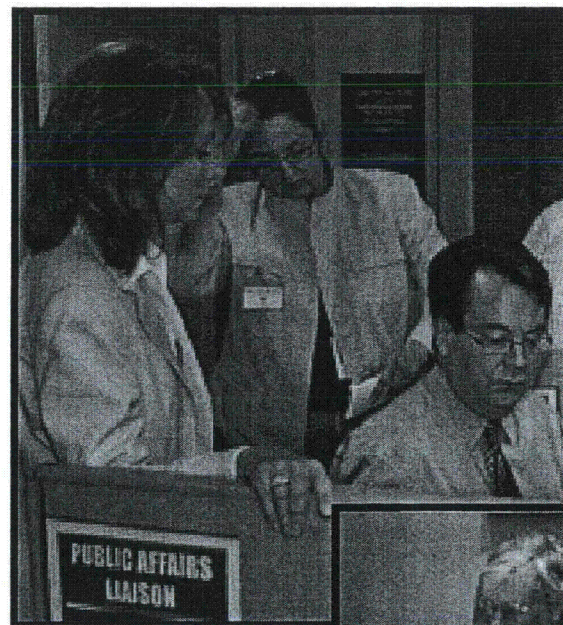


What do we do?



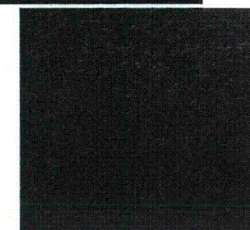
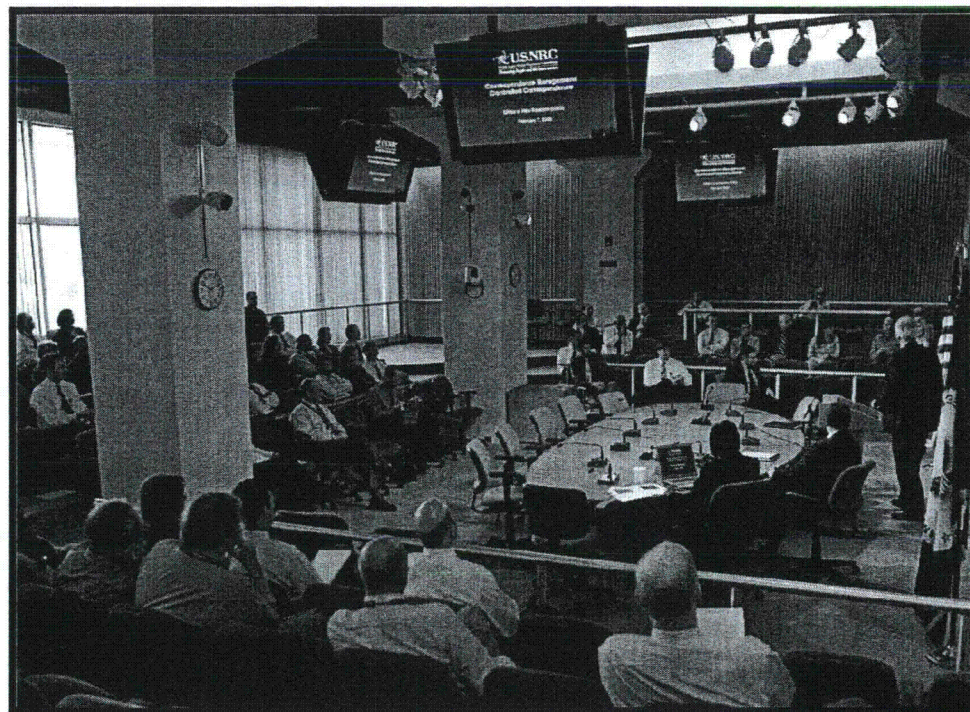
When should you call us?

- If you know about SECY papers, major staff actions or items of **high public interest**
- If a **reporter** calls you (refer the call to us or let us know you talked to the reporter)



When should you call us?

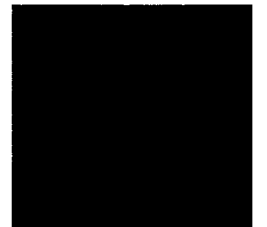
- If you need help with **public meetings** or outreach
- If you see that a **fact sheet** needs to be updated
- **We always need information!**

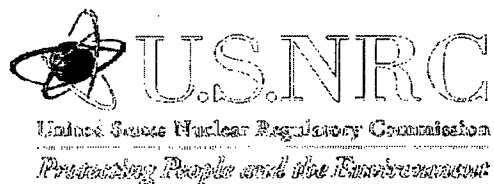




When will we call you?

- If we need answers to **questions** from the media or to better understand an issue
- If we need someone to review a **fact sheet** or **brochure** for the general public
- If a reporter needs to **interview** a technical expert (we'll help!)

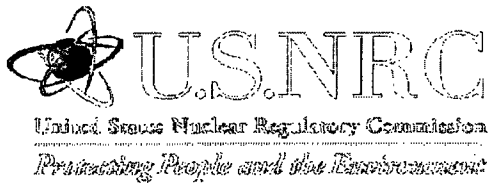




If you're called by the media:

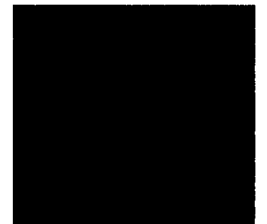
- Find out the **subject** of the interview
- **Call OPA** for guidance (or refer call to us)
 - About whether you should give the interview
 - About the reporter and his paper/station/etc.
 - About interviewing techniques
- Gather relevant **materials** and get back to the reporter quickly (there are **deadlines!**)
- OPA can establish **ground rules** with the reporter, if appropriate.

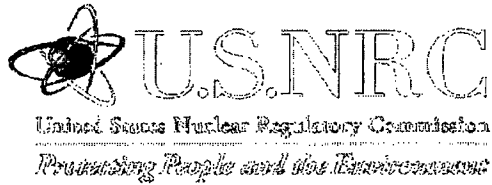




If we're not available

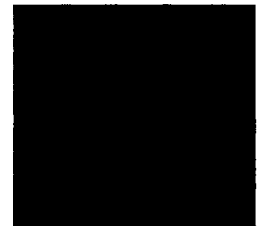
- Contact OPA as soon as possible about how the interview went
- Follow up on any items you promised the reporter
- Notify anyone in your organization who may need to know the interview took place

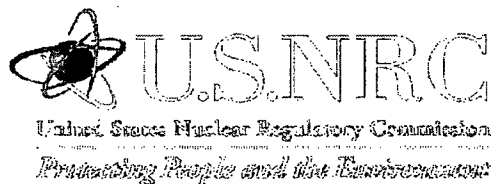




Stay Informed

- Daily clips are on the Intranet – keep up with what is being said about us
- Follow the NRC Blog
- Watch videos on the NRC YouTube channel
- Sign up for the NRC Twitter feed or listserv





Where can you find us?

- On the Web:
<http://www.internal.nrc.gov/OPA/>
- On the Phone: (301) 415-8200
- In Person: OWFN 16D-1
- Blog: <http://public-blog.nrc-gateway.gov/>

