
Government Communications: What's Your Story?

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Region III

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Story Focus

- Identify the “why” for the communication
 - Resulting outcome – direct or indirect
 - Less important is the forum in which the communication occurred
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State Liaison Officer Role

- Governor-appointed
 - Key person in State to keep the Governor informed on NRC issues such as nuclear regulation and security, public health and safety
 - Provides NRC with State information on the issues
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Considering your story.....

- What does communication success look like?



Considering your story.....

- What does communication success look like?
 - Which past communication experience continues to be memorable?
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Considering your story.....

- What does communication success look like?
 - Which past communication experience continues to be memorable?
 - What piece of communication advice would you share?
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Any Learning Opportunities?

- Share your perspective
 - Identify opportunities to pursue
 - How can “WE” partner to benefit from the opportunities?
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THANK YOU!!!
