

---

# Government Communications: What's Your Story?

---

Allan Barker

Region III

October 28, 2015

---

# Story Focus

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

---

# 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
-

---

# 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?
-

---

## 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?
-

---

# Any Learning Opportunities?

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

---

**THANK YOU!!!**

---