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UNITED STATES
NUCLEAR REGULATORY COMMISSION
WASHINGTON, D. C. 20555

December 11, 1990

CHAIRMAN

The Honorable Jim Sasser
United States Senate
Washington, D.C. 20510

Dear Senator Sasser:

In response to your letter of November 9, 1990, I am enclosing the information you requested regarding spending by the Nuclear Regulatory Commission (NRC) for advertising and public relations services. The majority of expenditures for outside contracts in this area are either for personnel recruiting advertising services or for public information notices of our regulatory activities. Enclosure 1 details our expenditures in fiscal years 1988 through 1990. Enclosure 2 reflects our projected spending for fiscal years 1991 and 1992.

The modest increase for fiscal years 1991 and 1992 reflects a stronger emphasis on equal employment opportunities at the NRC, an increase in the cost of advertising in journals and newsletters, and an increased level of effort that we expect will be needed to recruit highly qualified individuals with specialized education and experience to carry out our mission to protect the public health and safety.

The NRC currently reviews and approves all contracts for public relations and advertising services to ensure that the services requested are consistent with our regulatory mission. If you have any questions concerning the information we are providing, please contact Mr. Dennis Rathbun, NRC's Director of Congressional Affairs, at (301) 492-1776.

Sincerely,

Kenneth M. Carr
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Enclosures:
As stated

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PDR COMMS NRC
Correspondence PDR

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UNITED STATES
NUCLEAR REGULATORY COMMISSION
WASHINGTON, D. C. 20555

December 11, 1990

The Honorable David H. Pryor
United States Senate
Washington, D.C. 20510

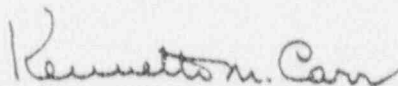
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Sincerely,


Kenneth M. Carr

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Enclosure 1

FY 88 PURCHASE ORDERS/CONTRACTS

Contractor	Number	Description	Amount Spent
Austin Knight, Inc.	DR-88-0065	Personnel recruitment advertisement services to various publications	\$ 950
P.R. Newswire	DR-88-0101	News release distribution	6,325
Adams Group, Inc.	DR-88-0131	Personnel recruitment advertisement services to various publications	46,958
Ehrlich-Manes Associates	DR-88-0132	Personnel recruitment advertisement services to various publications	21,591
Portland Press Herald	DR-88-0504	Public Notice - concerning an amendment to Maine Yankee Plant license	110
Herald Paladium	DR-88-0505	Public Notice - proposed amendment of operating license at Palisades plant	300
Orange County Register	DR-88-0807	Public Notice - of application for amendment to operating license, San Onofre Plant, Unit 1	488

TOTAL \$76,722

FY 89 PURCHASE ORDERS/CONTRACTS

Contractor	Number	Description	Amount Spent
Public Utilities Reports, Inc.	DR-89-0007	Public Notice - Vogtle Electric Generating Plant	\$ 1,250
Rural Electrification	DR-89-0048	Public Notice - Vogtle Electric Generating Plant	183
American Public Power Association	DR-89-0049	Public Notice - Vogtle Electric Generating Plant	950
Electric Light & Power	DR-89-0055	Public Notice - Vogtle Electric Generating Plant	3,294
Ehrlich-Manes Associates	DR-89-0077	Personnel Recruitment Advertising Service to various publications	25,633
Adams Group, Inc.	DR-89-0078	Personnel Recruitment Advertising to various publications and radio or TV	31,547
P.R. Newswire	DR-89-101	News release distribution	8,995
Electric Light & Power	DR-89-0118	Public Notice - Limerick Generating Station	1,200
Public Utilities Reports	DR-89-0119	Public Notice - Limerick Generating Station	489
American Public Power Assoc.	DR-89-0120	Public Notice - Limerick Generating Station	931
Rural Electrification	DR-89-0122	Public Notice - Limerick Generating Station	179
Monroe Evening News	DR-89-0848	Public Notice - Fermi 2 Nuclear Plant	297
Guggenheim & Bell Advertising Co.	DR-89-0951	Personnel Recruitment Advertising to various publications	5,800

FY 89 PURCHASE ORDERS/CONTRACTS (Continued)

Contractor	Number	Description	Amount Spent
Chattanooga Time & Free Press	DR-89-0988	Public Notice - Sequoyah Nuclear Plant	\$ 926
Chattanooga Publishing Co.	DR-89-0994	Public Notice - Sequoyah Nuclear Plant	1,406
Commcor, Inc.	NRC-38-89-331	Effective Communication: Media Training Workshop for NRC Employees	44,638
Argonne National Laboratory	FIN A-2185 (DOE Contract)	Production of film entitled, "The NRC Story: Public Health and Safety"	40,000
		TOTAL	\$167,718

FY 90 PURCHASE ORDERS/CONTRACTS

Contractor	Number	Description	Amount Spent
Ehrlich-Manes Associates	DR-90-0188	Personnel Recruitment Advertising service to various publications	\$ 52,274
Adams Group, Inc.	DR-90-0189	Personnel Recruitment Advertising service to various publications	40,000
Guggenheim & Bell Advertising Co.	DR-90-0191	Personnel Recruitment Advertising service to various publications	14,681
P.R. Newswire	DR-90-0193	News release distribution	11,909
Stanley Schneider	DR-90-0512	Develop pamphlet describing NRC policy on exemptions from Regulatory Control	3,780
Public Utilities Report, Inc. Nuclear Plant	DR-90-0618	Public Notice - Watts Bar Nuclear Plant	1,430
Public Power Magazine	DR-90-0619	Public Notice - Watts Bar Nuclear Plant	875
Rural Electrification Magazine	DR-90-0634	Public Notice - Watts Bar Nuclear Plant	760
Electric Light & Power Magazine	DR-90-0635	Public Notice - Watts Bar Nuclear Plant	990
BSA Advertising	DR-90-0853	Personnel recruitment advertising service to various publications	12,529
Unger Associates Inc.	DR-90-0893	Personnel recruitment advertising service to various publications	12,880
Commcor, Inc.	NRC-38-89-331	Effective Communication: Media Training Workshop for NRC Employees	34,805
TOTAL			\$186,913

Enclosure 2

Estimated Spending for Advertising and
Public Relations

	FY 91	FY 92
<u>Advertising</u>		
- Personnel Recruitment	\$200,000	\$200,000
- Public Notices	5,000	5,000
 <u>Public Relations</u>		
- Media Training	21,000	45,000
- News Release Distribution	12,000	14,000
- Distribution of Film, "The NRC Story: Public Health and Safety"	8,000	8,000
- Printing of Pamphlet, "Below Regulatory Concern"	*13,000	
TOTAL:	\$259,000	\$272,000

* Represents estimated cost for pamphlet printed in FY 90